Table Of Contents

Our Brand
- How We Got Here
- Who We Are
- Our Strategic Foundation
- Our Story
- Our Mission / Vision / Values
- Our Brand Pillars
- Our Brand Experience
- Brand Tone & Personality
- Brand Message Map
- Message Extensions
- Brand Value Proposition

Brand Activation
- Logos & Usage
- Color Palettes & Usage
- Typography
- Social Media
- Other Logos
- Photography Guidelines
- Video Guidelines
- Find Your Wings Campaign
- Writing a Value Proposition
- Creating a Campaign
- Notes
Our Brand

When some people hear the word “brand” they think “logo” — a signature typeface, a captivating color scheme, a clever mark.

But a brand can—and should—be much, much more. A strong brand is the expression of everything we do, say and deliver. It’s a unifying identity that distills our spirit and serves as a powerful visual reminder of our mission. It has reflections of who we are and points to the promise of what we can become.

At KSU we believe in the power of our brand. It’s the articulation of our student-centered focus and our commitment to explore, collaborate and unite a diverse spectrum of backgrounds and talents. It represents openness, challenge and opportunity. It channels the spirit of what it means to be Owls, and it lights the path so that together we all ascend to new heights.

This KSU Brand Guidebook outlines the core components and key tools that power our brand, providing guidance on how to apply our brand elements across a range of audiences, channels and creative elements. Our brand elements are built to work in harmony, helping brand communicators and ambassadors bring our brand to life each and every day. These stewards of the KSU brand have a responsibility – a duty to help deliver that brand essence with consistency and power.

This guide delivers the foundations and tools to make that possible.
During our research, we gained input from 6,821 total participants to establish who we are and where we want to go.

Who took part:
- Prospective students
- Undergraduate students
- Graduate students
- Parents
- Faculty
- Staff
- Administrators
- Alumni
- Corporate partners

What we got:
- 6,821 total participants
- 20 focus groups
- 46 interviews
- 4 working sessions
- 9 online surveys

Refresh: a brand is a lot of work. It takes input and research. Organization and analysis. Creativity and compromise.

The KSU brand is no exception. The brand elements detailed in the pages to follow are the result of an incredible amount of coordination, collection, analysis and craft. The end result is a truly collective work, built on hundreds of hours of contribution from an amazing range of bright minds, from experienced brand professionals to eager new students.

In the end, these inputs have been distilled, translated and elevated to deliver a brand we hope everyone at Kennesaw State can be proud of. We certainly are.

- The KSU Strategic Communications and Marketing Team

Who We Are

KSU students are...

Authentically Diverse
We are a place where a myriad of backgrounds and backstories are not just accepted, they’re valued. We believe in a genuine diversity that comes naturally and feels right at home.

Community Committed
We are fanatical about how we support each other and believe collaboration, honesty and loyalty fuel our collective and individual success.

Wisely Practical
We steer clear of pretensions and focus on real-deal, real-world education. We believe a solid education should be a clear path to a bright future – without a stifling financial hangover.

Good Natured
We are optimistic, friendly and easy to work with. For us, hard work beats entitlement any day.

KSU as a whole is...

Full of Opportunity
With a myriad of amenities, activities and degree programs, KSU students have the freedom to try something new and find their sense of belonging.

Values & Valuable
We stick closely to our promise to be student centered by offering real-life skills and education to fully prepare students without excessive debt.

Pleasantly Unexpected
The KSU experience consistently exceeds the expectations of incoming students. Our “hidden gem” reputation rings true in the eyes of students, parents and partners.

Evolving
As a young university, we’re not burdened by old traditions and expectations. It allows our university to constantly look for “what’s next” and our students to shape KSU’s heritage and history.

Intentionally Connective
KSU invites connection by making it easy to find spaces and community to make students feel fully seen and fully themselves.
The KSU brand architecture is the framework that defines our brand at the highest level. Together, the elements that make up our architecture guide who we are, what we deliver and how we communicate our brand promise. This foundation helps us define our priorities, maintain our focus and guide our future.

At KSU, we’re creating our own legacy.

It’s a legacy built on growth, transformation and tenacity, and it has made us one of Georgia’s largest research-driven universities. It’s a legacy that puts our students first, empowering them to seek, strive and discover their own paths forward.

We are unexpected and unconventional, connective and collaborative. We find power and potential in the different backgrounds and backstories that come together to generate creative combinations of personality and perspective. We’re first-generation collegians, pathfinding scholars and wildly successful alumni, and we defy expectations every day.

Our students are passionate and proud, eager and optimistic, unpretentious and up for a challenge. They put in the hard work to become the engineers, entrepreneurs, creators, caregivers, researchers, go-getters and visionaries you want as employees, colleagues, and leaders. They are the center of our universe and the inspiration for all we do.

At KSU, we’re built on a bold promise – one we keep every day. It’s the promise that every student can rise to set their own life’s trajectory to help transform lives, find new purpose, and dare to climb higher.

We are KSU Owls. And together, we’re ascending.
At Kennesaw State, we serve as a powerful example of the impact a student-centered, research-driven university education can deliver. We help students succeed through exploration, collaboration, and rigor, uniting a diverse spectrum of backgrounds and talents. At KSU, students become the individuals people want as colleagues and leaders.

Kennesaw State will exemplify the power and promise of a student-centered, research-driven university. Authentically diverse, uniquely attainable and endlessly impactful, we will unleash the potential in every student we serve.

Student Inspired
Fueling aspiration and delivering pathways – enabling students to stretch and strive, embrace a dream, and create actionable plans.

Promise Fulfilling
Being committed and ready – making promises we can keep to fuel opportunity for every student and spark economic growth for the region.

Impact Generating
Delivering a difference – impacting individuals and communities for positive change.

True to Ourselves
Staying genuine, guided by honesty, intention, and purpose – no matter how we change, grow, or evolve – never forgetting who we are.

Open
Embracing the true power of openness – valuing and leveraging diverse perspectives to find better solutions and gain an edge.

Elevational
Raising trajectory – chasing, creating, pursuing, building.

Our students are our reason for being – all we do centers on their success.

As an R2-designated, research-driven university, we embrace exploration that delivers real-world impact.

Collaboration is at our core, with students, faculty and staff working hand-in-hand to inspire a culture of supportive, engaged learning.

Our graduates are more than work ready – they’re impact ready. Prepared to deliver results from day one, our future-facing students make a difference for our economy, in our communities and around our world.

We’re a collaborative collision of backstories and backgrounds – individuals who build and feed off each other with a spirit that opens minds to new ideas and opportunities.
We’re an Experience Brand.

Unlike a product off the shelf, an Experience Brand is by definition built on relationships and interactions. And unlike consumable brands that are often driven by mass-media advertising, experience brands create their bonds through multiple touchpoints, most importantly through interactions with the people who live the brand every day.

Our brand is delivered and defined by our talented faculty, administration and staff who make students the center of their universe. That’s why it’s so important for us – the stewards of the KSU brand – to understand the brand essence so we can do our part to help deliver elevated experiences and consistency of communications in all we do.

Brand Experience Map

**Employee**

- Inspired to impart knowledge and engage bright minds.
- Connected, supporting, building, enabling growth.
- Amazed by advancement; proud of transformation.
- Reflective and excited to see what tomorrow will bring.

**Student**

- Excited: Prospective and new students are energized to begin a new life journey.
- Engaged: Ascendant, exploring and challenging, growing new confidence.
- Empowered: As students graduate, they are equipped, prepared and fired up to embark on a career of impact.
- Accomplished: Alumni are supported with an extensive network of ever-growing talent with a common connection.
Brand Tone & Personality

A powerful brand personality is consistent, memorable and distinct. Our tone and voice should be singular—but flexible—across all channels and communications. Simply put, we are:

1. **Transformative**
   - We unleash the potential in every student we serve.

2. **Grounded**
   - We’re unpretentious, good-natured, wisely practical and real, with a true sense of self.

3. **Beyond Expectations**
   - We make big, bold promises – promises we intend to keep. We commit to discovering potential, providing endless opportunities and defying expectations every day.

4. **Straightforward**
   - We’re direct, to the point, confidently clear and easy to understand.

5. **Trustworthy**
   - We can be counted on to unlock possibilities, delivering the resources, mentors and structure students need to find their purpose and dare to climb higher.

6. **Community Committed**
   - We fanatically support one another, working hand-in-hand to elevate our community as a whole.
Kennesaw State University provides...

a uniquely accessible university experience that brings together students from a range of backgrounds to enable the creative collisions that help deliver on the promise that through hands-on academic rigor and exploration, students can set their own life's trajectory to climb higher and fully realize their potential.

So our students, faculty, staff, alumni and community gain...

a connected and inspired commonality with the vision, empowerment, courage and commitment to positively impact our world.

- Student Centered Success
- Power Of Perspectives
- Learning Through Engagement
- Future Ready Graduates
- Research With Relevance

Empowering students to define their own paths
- Enabling individuals to make a difference in their communities
- Embracing diverse perspectives to find better solutions
- Fostering academic success and a sense of belonging
- Building foundations for transformation and growth
KSU has an energy all its own. It’s a multi-faceted melting pot of backstories, personalities and perspectives. It’s a collaborative collision of individuals, building and feeding off each other with a spirit that opens minds to new ideas and new opportunities.

Our campuses radiate energy and excitement – where students strive to be more, do more and become more. We work hand-in-hand to make big, bold promises to discover our own potential and defy expectations every day.

KSU students are ready to put in the work, rise to the challenge and define their own legacies. It’s the limitless possibility supported by the resources, mentors and structure students need to find their purpose and dare to climb higher.

At KSU, together we ascend.

For many of us, education is a calling – a chance to impart wisdom, share experience and have a hand in shaping the future, one student at a time.

In the right environment, with the right students, that calling quickly becomes a mission.

At KSU, we’re determined to help each and every one of our students climb higher. We’re the catalysts who take bright, eager minds and help them find their own calling so they can plot their own lives’ trajectories and realize their full potential.

We bend expectation and embrace possibility every day. We are a thriving, open community working to combine multiple perspectives, backstories and talents – all to generate sparks of conviction and compromise, ideation, improvement and evolution.

Our students are the center of our universe – our very reason for being – but they give back to us as much as we give to them. Together, we’re writing our own story, as individuals and as one fantastically formidable team that’s creating our own legacy.
KSU Brand Value Proposition

Our Difference: KSU provides the challenge, the support, the environment and the community to catalyze potential for students from a vast array of backgrounds, helping students set their own lives’ trajectory.

Target: Students are the center of our universe, and they’re the reason for all we do. They inspire us, challenge us and enrich our community with bright ideas and powerful perspectives.

Offerings: We create real-world research and learning opportunities that are future facing. We create connections that result in creative collisions that help students find their own paths to success.

Benefit: Students – and the KSU community – embrace a spirit of elevation that helps them defy expectations and makes them more than ready for a future of impact.

Reasons to Believe:
- An active, student-centered academic approach, rooted in real-world research, collaboration and hands-on learning.  
- An authentically connective and diverse community that delivers the power of perspective.
- Engaged faculty, administration and staff that put our students first.
- KSU spirit that connects our community and lasts well beyond a student’s college experience.

Examples:

FIND YOUR WINGS
There’s no single path to success. That’s why at KSU, we help you create your own. From inspiring educators to providing real-world experience, we equip students every step of the way. When you come to KSU, you don’t just find your major. You find your wings.
Learn more at find.kennesaw.edu

FIND YOUR INSPIRATION
Consistency is key to brand success, and it takes guidance, discipline, creativity and commitment. Kennesaw State’s brand and visual identity program is an important part of the university’s overall marketing strategy. Having a cohesive and integrated brand and visual identity system helps the university to be readily recognized.

The brand and visual identity program is not designed to be restrictive. In fact, the system was created to be flexible, easy to use, and accommodating for units and colleges that wish to simultaneously market their own attributes. This style guide is our road map, our guard rails and our inspiration to consistently deliver the power of the KSU brand in all we do.

A few rules to live by:

- The brand should be applied as demonstrated in the style guide and should not be treated in any other way, including patterns, except for cases approved by the Office of Strategic Communications and Marketing.
- This guide does not include the Athletics Visual Identity, which you can find at: https://styleguide.kennesaw.edu/docs/AthleticsStyleGuide.pdf
- Requests and artwork must be submitted for approval to The Office of Strategic Communications and Marketing at https://designapproval.kennesaw.edu.
- Stationery guidelines can be found at https://styleguide.kennesaw.edu/stationery.php. Questions concerning stationery can be emailed to stationery@kennesaw.edu.

The Office of Strategic Communications and Marketing team is here to help. Contact them at stratcomm@kennesaw.edu with any questions.
Logos

Master Brand
University-level monogram / logo.

Protected Area
The protected area around the logo ensures that no other graphic elements or messaging interferes with its clarity and integrity. The depth of the protected area is equivalent to 1/6 of the height of the KS monogram portion of the logo.

Brand Extensions
College, offices and administrative-unit monograms.

Sub Brands
Academic programs that need to be associated with a brand extension. Monograms will only be issued in horizontal format for sub brands.

In cases of affiliate brands, the logos must have equal representation. Artwork that includes affiliated brands must be submitted for approval to the Office of Strategic Communications and Marketing at https://designapproval.kennesaw.edu/. Approval must be received prior to printing, manufacturing and distributing.
Logo Dos & Don’ts

Common Mistakes
Illustrating incorrect applications of the logo can be a great educational tool for protecting the logo’s integrity and ensuring legibility.

- Do not disassemble logo.
- Do not alter the orientation of the logo.
- Do not turn to grayscale. Instead, use black or white logo appropriately. The interior of the KS monogram must be lighter than the first outer stroke.
- Do not add drop shadow or stroke.
- Do not place over busy backgrounds.
- Do not stretch or shrink, horizontally or vertically.
- Use full-color logo whenever possible.
- Do not alter the opacity, watermarking or shading.
- Do not change typefaces.
- The logo is not permitted inside a white box.
- The KS monogram without university identity lockup is prohibited, except for athletics use.
- The exterior stroke of the KS is PMS 421 gray. Do not use a white outer stroke.

Logo Versioning

Full Color (Preferred)

Full Color, White Words

Two Color

Black (One Color)

White (One Color)
**Logo Background Colors**

**Full Color**
The full-color versions of the logo should be used when printing in full color. The version of the mark that includes the outer gray stroke is considered the primary logo and should always be applied whenever possible.
The best background color for the full-color logo is white.
The best background color for the white letters logo is black.
If printing on colors other than white, gray or black, the brand must appear in one color, all black or all white, depending on the background color.

**Two Color**
The two-color master brand logo does not include a gray stroke and can be used on both white and gray backgrounds. Two-color versions are available for instances of printing limitations. When possible, the full-color version is preferred.

**Black (One Color)**
The black one-color logo should be used on light or soft color backgrounds, such as white, gray or gold.

**White (One Color)**
The white one-color logo can be used on black, gray and gold backgrounds.
All white logo can also be reproduced in all gold as illustrated here.

Remember, the interior of the KS monogram must always be lighter than the first outer stroke.
Color Palette

Our palette represents the vibrant and diverse nature of our community — a student-centric, research-driven community — built on a bold, transformative and purposeful legacy.

Primary

Our signature primary colors represent Kennesaw State University at the highest level and should be used consistently in all communications.

**Hooty Hoo Gold**

PANTONE 123C  
CMYK: 0, 24, 95, 0  
RGB: 255, 198, 41  
HEX: #ff6229

**Legacy Black**

PANTONE BLACK C  
CMYK: 0, 62, 59, 94  
RGB: 45, 41, 38  
HEX: #2d2926

**Slap Rock Gray**

PANTONE 421C  
CMYK: 13, 8, 11, 26  
RGB: 178, 180, 178  
HEX: #b2b4b2

**Bachelor’s White**

PANTONE WHITE C  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #ffffff

**Bacon’s White**

PANTONE 1245C  
CMYK: 6, 35, 99, 18  
RGB: 198, 146, 20  
HEX: #c69214

No values other than those listed on this page should be used. Tints and shades of these colors are NOT permitted.

Secondary

**Vibrant Cool Colors**

Our vibrant hues bring liveliness and diversity to the overall KSU brand.

**Vibrant Warm Colors**

Our subdued hues add a sense of sophistication and a reminder of our solid foundation and heritage.

**Neutral**

Our neutral hues add balance and warmth, providing a subtle backdrop for the other colors.

**Marietta Blue**

PANTONE 2128C  
CMYK: 83, 78, 0, 0  
RGB: 48, 58, 178  
HEX: #303ab2

**Georgia Sky**

PANTONE 2193C  
CMYK: 92, 24, 0, 0  
RGB: 0, 144, 218  
HEX: #0090da

**Campus Green**

PANTONE 361C  
CMYK: 77, 0, 100, 0  
RGB: 67, 176, 42  
HEX: #45b02a

**Phantom Purple**

PANTONE 526c  
CMYK: 75, 100, 0  
RGB: 112, 47, 138  
HEX: #4d2f8a

**Leaning Man**

PANTONE 2026C  
CMYK: 0, 68, 76, 0  
RGB: 244, 99, 58  
HEX: #f4633a

**Horned Owl**

PANTONE 7457C  
CMYK: 18, 3, 5, 0  
RGB: 187, 20, 250  
HEX: #b7d2de

**Chastain Blue**

PANTONE 7499C  
CMYK: 1, 2, 24, 0  
RGB: 241, 230, 178  
HEX: #f1e6b2
Color Usage

Best Practices for Using Color

• Our primary colors should be present in all communications.

• Never use our secondary colors as primaries; they were developed to complement our core colors not to overtake them.

• Try to limit the use of secondary colors to less than 10% of overall design.

• A maximum of two secondary colors at a time is encouraged. However, when the need to differentiate parts of complex content arises, additional secondary colors can be added thoughtfully and sparingly.

• Provide high contrast. Remember that our communications must be created to be accessible to all. Ensure that color contrast passes accessibility standards.

The following guidelines will help provide a sense of hierarchy, balance and harmony. Our color system can be flexible when needed, but restraint is highly encouraged. Balance ratios on individual pages, spreads and other layouts will vary from time to time. However, remember that our primary colors should be predominant overall.

Color Usage Examples:
Conveying Mood and Tone

This chart helps explain the overall mood and tone each color and color combination conveys.

Our colors range from formal to casual and from subtle to vibrant. Set the right mood for your piece of communication.

Use your judgment for how vibrant or subtle, formal or casual the piece is, and then choose a corresponding palette.

Preferred Combinations

Our preferred combinations help you choose the palette that sets the right mood and tone for your communication piece.

Best Practices for Using Text on Color

• Provide high contrast. Our communications must be created to be accessible to all.
• Ensure that color contrast passes accessibility standards.
• Legibility is paramount. Check your color combinations for body copy and headlines.

Accessibility Compliance Levels (Max Ratio 21:1)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAA</td>
<td>Pass (7+ out of 21)</td>
</tr>
<tr>
<td>AA</td>
<td>Pass (4.5+)</td>
</tr>
<tr>
<td>AA18</td>
<td>Pass (3+) Large Text Only</td>
</tr>
<tr>
<td>DNP</td>
<td>Does Not Pass (3-)</td>
</tr>
</tbody>
</table>

Best Practices for Using Pattern Art

Patterns throughout the various brand applications can add a sense of depth and dimension to any communication piece. Use these patterns sparingly and thoughtfully.

Under no circumstances should any of these patterns become the predominant graphic element for any school, center, institute or department.
Typography

Typefaces

Kennesaw State University’s brand uses two typefaces: Montserrat and Source Serif Pro in all their weights.

For the web and digital defaults, Arial is recommended as a common system font to manage compatibility issues for shared electronic documents.

Primary Typeface

Montserrat Thin
Montserrat Thin Italic
Montserrat Extra Light
Montserrat Extra Light Italic
Montserrat Light
Montserrat Light Italic
Montserrat Regular
Montserrat Regular Italic
Montserrat Medium
Montserrat Medium Italic
Montserrat Semi Bold
Montserrat Semi Bold Italic
Montserrat Bold
Montserrat Bold Italic
Montserrat Extra Bold
Montserrat Extra Bold Italic
Montserrat Black
Montserrat Black Italic

Secondary Typeface

Source Serif Pro Extra Light
Source Serif Pro Extra Light Italic
Source Serif Pro Light
Source Serif Pro Light Italic
Source Serif Pro Regular
Source Serif Pro Regular Italic
Source Serif Pro Semi Bold
Source Serif Pro Semi Bold Italic
Source Serif Pro Bold
Source Serif Pro Bold Italic
Source Serif Pro Black
Source Serif Pro Black Italic

Social Media

All social media accounts created for conducting official University business and maintained in the name of Kennesaw State University must have branded social media profile images.

A direct link to the profile image download page can be found at kennesaw.photoshelter.com. Log in with your KSU email address and password, navigate to Logos and Social Media Profile Images.

Images with a black background are reserved for Kennesaw State University’s main social media accounts. Profile images with a gold background are reserved for Kennesaw State University’s 13 colleges. Profile images with a white or gray background are available to any other academic or administrative unit (office, department, program, center, etc.).

Administrative and academic units are encouraged to use social media cover images to display photos, text or other information that is relevant and engaging to the unit’s specific audience. Do not use official logos in your cover art.
Other Logos

Seal
The seal is restricted for use on formal, official, ceremonial and presidential materials only.

Alumni

School-Spirit Marks
University-sponsored student clubs and organizations may use these marks with prior approval from the Office of Strategic Communications and Marketing and according to the set guidelines.

Athletic Logos
KS monogram, full owl and owl head are for athletics use only.
Overall Photography Guidelines

Link to DAM: kennesaw.photoshelter.com

KSU’s photography should aim to tell a story in a single frame about the university. Photography is a direct route to make an emotional connection with our audience. Our signature style presents the university and campus community in an authentic and engaging way. It should be expressive and evocative and should capture the KSU spirit.

Always start with a KSU Photography creative brief template for photo shoots. This establishes a clear directive and photoshoot strategy before assigning a photographer to it.

What characterizes a KSU photo? It should be:
- Unstaged (except portraits)
- Relevant (should further our story)
- Personal (connects to our community)
- Emotive (authentic and believable)

Photography usage:
For the website, social media and printed materials, the demand for versatility in our photography has never been higher. We value a bright and airy composition with room for added text but not trapped or dead space. During the planning and creation phase, it’s important to consider the restrictive 1920 X 497 rotator space on our website, or that Instagram’s timeline favors square, or that Facebook Stories are vertical. When adding text, be sure the colors match our approved palette and the font adds to the tone instead of taking away.

What works / What doesn’t:
- Real action works / Overly staged does not
- Environmental portraits work / Large group shots do not
- Big windows work / Fluorescent lights do not
- Shade & overcast days work / Strong sunlight does not

Keys to success:
- Strong center of interest
- Simple background
- Fill the frame

Portrait / Personality
Our story is centered on people so portraits should be dynamic, bold and remarkable. Using strong lighting, layering and shallow depth of field, the subject should be engaged and command attention.

University Events
Every event has a story that extends beyond staged photos and group shots. The photographers’ mission at KSU events is to capture the essence of our events through genuine expressions, sense of place and the bond of community.

Campus Life
History is made every day as new chapters are being written into the KSU story. Slice-of-life, organic coverage highlights what’s happening on campus and gives an authentic feel — while adding a level of realism.

Spirited
We embrace opportunities to capture moments that celebrate our journey and rise to prominence. Spirited photography should include nostalgia and growing traditions while depicting a sense of place and sheer excitement that comes with being an Owl.
Before you do anything, every project should start with a story. The story will drive all decisions made in the project including the creative brief. Start by asking, who or what is the video about and who are we telling the story to? A creative brief should be developed to answer these questions. Then, based on what is learned in the brief, a script should be written for each video. These scripts should be written in either a A/V style format or traditional screenplay format, depending on what is appropriate for the project. Then a storyboard can be developed based on the script and creative brief. Visuals should NOT be determined until a creative brief and script have been written.

Best Practices Before Shooting a Video:

- Produce a Creative Brief and Storyboard
  Always start with a KSU Video Creative Brief template. Once completed, spend some time storyboarding or mapping out the ideal visuals for each scene.

- Conduct a Quality Test
  Always check video quality before distributing it online to the public. Try showing it to someone who wasn’t involved in the video production who can offer a fresh perspective. Is the text on the screen readable? Are the interviewees easy to hear? Does it look good when uploaded to YouTube? Does it look good on a mobile device?

- Make an Interview Transcript
  Be aware that once a video is posted on YouTube, the number of views, user ratings, user comments, and other community data cannot be transferred to a revised version.

- Make a Closing Slide
  Make the video editing process more efficient by making full transcripts of the video interviews so you can see the full context. Highlight themes or specific sentences in the transcripts that you think will be successful in the video.

Best Characteristics of a KSU Brand Video:

- Tell a complete and compelling story as concisely as possible (in general, these should be max 3 minutes)
- Visually interesting and cinematic
- Clear, understandable audio
- Follow the university brand standards and visual identity guidelines
- Close with the appropriate KSU logo
- Consistent style, tone and message
- Meets ADA digital accessibility standards

Title Slides:

- Opening Slide
  Opening and closing art cards are necessary for your video. Here are some rules to guide you:
  - Use only official KSU colors and typefaces.
  - Use only official KSU University / College Logos.
  - Make sure all text is easily readable.
  - Simple is always better.

- Closing Slide
  Closing slides should include the information from the Opening slide, but may also contain:
  - College or Department website URL.
  - Contact information (i.e. phone number or email).
  - Specific Call to Action.

Lower Thirds:

The lower third should be included on the subject’s first speaking appearance. Exceptions include:
- If the first scene of the interviewee is less than 2 seconds, wait for next clip to introduce the subject.
- If the first scene is a close-up, wait to place the lower third on a medium or wide shot.

Given space and legibility constraints, it is best to keep the title descriptor concise. If a subject holds multiple KSU titles, use the one that is most relevant for this video. Always identify interviewee in the following order:
- Line 1: Name, Credentials
- Line 2+: Title, Organization (if outside of KSU)

Placement
On the left or right side of the frame, depending on which has the most empty space.
When possible, place at or below the shoulder of the subject, with consistent padding between text and background bar.

Technical Standards:

- Aspect Ratio
  Recommended aspect ratio = 16:9

- Video Format
  Preferred file types to upload to YouTube: Quicktime (.mov) and MPEG (.mp4)

- Resolution
  High Definition (HD) video at 1920x1080

- Frames Per Second
  29.97 fps is acceptable for legacy content. For all videos starting in 2020, our ideal frame rate is 23.98 fps. Nothing should be output at 29.97 fps going forward unless it comes from the archives. Off speed recording is acceptable for slow motion as long as the final output is 23.98 fps.

- Audio and Music
  The overall audio level should not be over -12dB, with the music bed not to exceed around -20dB when under a voiceover or narration track. Audio should be 16-bit minimum and recorded at a sample rate of 48 kHz (kilohertz) in WAV format. If possible, 32-bit float audio is preferred.

Video Usage:

Video is still one of the most powerful outreach strategies out there. The Video Services Department develops a broad range of videos designed to support the university’s strategic marketing, recruiting and brand-building goals. The videos produced by the University Video Services team tell compelling stories and are used in advertising and distributed through various platforms including YouTube, social media and the university website.

Fonts, Logos and Colors:

The university uses two typefaces: Montserrat and Source Serif Pro. For the Web, Trebuchet, Verdana, and Arial are recommended. Other typefaces are permitted but are subject to approval by the Office of Strategic Communications and Marketing.
Find Your Wings Campaign

At Kennesaw State, our students find their wings. They find their fit, their inspiration, their community and much more. Our Find Your Wings campaign celebrates all aspects of the KSU experience, so students, faculty and staff can express their KSU pride and future students can visualize themselves here.

If you want to use campaign visuals or the campaign slogan, please submit a project request at stratcomm.kennesaw.edu.

Wing Usage and Guidelines:
- Always keep wings in Hooty Hoo Gold. No color substitutions.
- Keep wingspan relative to human size.
- Do not use just left or just right wing. Always keep both in image.
- When applicable, span the wings over the sides of the image to reveal over the white.
- Do not stretch or shrink wings horizontally or vertically.
- When used on multiple people, keep left wing on left person and right wing on right person and at same height.
- Always place wings in middle of the back. The wing joint should be closely aligned with the subject’s chin.

Typeface:
- Montserrat Thin
- Montserrat Thin Italic
- Montserrat Extra Light
- Montserrat Extra Light Italic
- Montserrat Light
- Montserrat Light Italic
- Montserrat Regular
- Montserrat Italic
- Montserrat Medium
- Montserrat Medium Italic
- Montserrat Bold
- Montserrat Bold Italic
- Montserrat Extra Bold
- Montserrat Extra Bold Italic
- Montserrat Black
- Montserrat Black Italic
Campaign Slogan:

Owls are up for the challenge. They are unpretentious and unexpected, always ready to explore, build and learn together in a spirit of collaboration and discovery. Each Owl comes to KSU with their own background and backstory. We embrace the power of perspectives that drives the creative collisions that bring us together. Together, Owls ascend to new heights – growing, transforming and embracing potential on a path that makes each individual uniquely future ready.

Photography Guidelines:

Keep model centered in every shot
- Always shoot model straight on, facing camera. No back shots.
- Prefer model looking at camera, but to the side is also acceptable.
- Always portray happiness and / or confidence.

No close-up shots
- Leave at least a foot of space above model’s head.
- Shots taken from no higher than waist up – include legs if possible.

Shoot models in environment
- No blank or one-color backgrounds.
- Shots should feature uncluttered backgrounds (walls, blurred city).

Shoot models mostly standing
- Seated shots acceptable as long as the above guidelines still apply.
- If seated, get model with ample space above, below and on sides.

Simple, solid clothing preferred
- No logos or distracting patterns.
- No competing colors with KSU gold (i.e. bright red, purple).
- Neutral clothing best; include KSU gold where possible.
- Mix in clothing with current KSU logos / emblems.

Group shots
- Everyone in the shot needs to be close enough so a single set of wings behind them makes sense.
- Less strict on looking at camera – can be smiling or laughing at each other, but maintain one subject looking at camera if makes sense.

Miscellaneous
- Keep a variation of models holding nothing, backpacks, books.
- Can be in classroom / lab as long as background isn’t too distracting (i.e. something we can darken or blur to make model + wings pop).
- For program-specific ads, same rules apply. Ensure program-specific image (i.e. violin, paintbrush) doesn’t interfere with where wings go.
Assets:

Campaign Mark
Use of campaign mark must be approved by The Office of Strategic Communications and Marketing. Submit requests to https://designapproval.kennesaw.edu/.

Instagram Story

Social Media Cover Images
Versioned out for Facebook, Instagram, Twitter and LinkedIn.

Logo-Based Video Graphics
Logo-based video graphics to be placed at open and close of video.
### Writing a Value Proposition

Value propositions created for the college, program or department should link to the university value proposition where relevant. They should appeal to your customers’ strongest decision-making drivers and include benefits differentiated from competitors.

### Target

Should contain a “demographic” description and insight into their attitude/thinking. The "attitude" should pass the test of opposites — make sure it is specific and that there is a group of people with the opposite attitude. For example, you wouldn’t use “mothers who love their children” because the modifier applies to all mothers and doesn’t differentiate the target. Writing a good target is about making choices that focus your marketing efforts. It isn’t the only customer you sell to; it’s the “bull’s-eye.”

### Offering

This is the tangible expression of what you deliver. What you’re offering, your product or solution.

### Benefit

What the customer gets as a result of your offering; how the customer feels when they choose KSU. It can be emotional or rational, but an emotional benefit is harder for competitors to duplicate. Some value propositions will include both an emotional and rational benefit. The benefit should include only the elements that are most differentiating and compelling to your target.

### Reasons to Believe

These are the “proof points” — what you have that allows you to deliver the offering and related benefit. The reasons to believe should link directly to the offering and benefit.
Creating a Campaign

1. Start with your value proposition.
   - Does your overall business value proposition apply?
   - Do you need to write one specifically for the service or program you’re promoting?

2. Complete a creative brief.
   - Are your objectives, audience and key messages tightly focused?
   - Be as specific to your audience as possible.

3. Determine your general approach and select specific touchpoints.
   - What is the life expectancy of your campaign and its components? What will be the frequency of your communications?
   - Based on your audience, desired outcomes and budget, which touchpoints will be most effective?
   - How do your touchpoints work together? How can you leverage existing channels and mediums?
   - Do you have a solid foundation in place? Do you have current content and active links? Are your email lists current? Do you have the analytics to measure what you want to measure?
   - Who is the team you will need to develop creative? Who are your subject matter experts? Who will need to review and approve your work?

4. Build the components of your campaign. Use the following questions to guide development:
   - Does the creative deliver against your creative brief?
   - Does your messaging align with KSU’s purpose or vision?
   - Is the brand tone and personality reflected?
   - Are your messages clear and memorable? (see sidebar)
   - Do you have a clear call to action?

5. Measure your results.
   - Were your communication objectives met?
   - Did you build brand awareness? Change attitudes? Generate leads? Increase engagement?

---

Creative Brief

Client: 
Main Contact: 
College / Department: 
Project Name: 
Project Description:
Requirement:  
What do you require? 
Purpose:  
Why is this wanted? What do you want to achieve in the short term, in the long term? 
Target Audience:  
Who do you want to reach? 
Benefits:  
What is the single most important benefit that will appeal to your target audience? Why is this important? What are the secondary benefits? 
Proposition:  
What is the key statement that summarizes the main benefit of your service? 
Estimate / Budget:  
Before beginning work, a budget should be provided and / or an estimate agreed upon. 
Timing / Approvals:  
When does this need to be implemented? Who needs to be part of the approval?