



# BRANDING GUIDE

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# THE PURPOSE OF THIS GUIDE

## Why are you here?

The Kutztown University Foundation and its *Together, We're Golden* campaign are initiatives that serve the common goal of benefiting the broader Kutztown University community. Though different departments may have secondary logos and messaging, which will be explained in the following pages, please keep in mind that all of our branding is part of the same whole.

Not only will this guide clarify the distinctions of these initiatives, it will give you clear, concise, and consistent guidelines on how they should be represented visually. Additionally, it will provide instructions on what messaging to use for each initiative.

**This guide should be referenced when creating materials for the Kutztown University Foundation, its offices and initiatives, and *Together, We're Golden: The Campaign for Kutztown University*.**

This brief introduction will tell you how and when to use this guide.

# THE PURPOSE OF THIS GUIDE



# TOGETHER, WE'RE GOLDEN

THE CAMPAIGN FOR KUTZTOWN UNIVERSITY

**The Kutztown University Foundation** raises funds to assist in developing and enhancing quality educational opportunities for all in the Kutztown University community. Its functions include advancement services, alumni relations, communications, development, and other special projects.

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*Together, We're Golden: The Campaign for Kutztown University* is Kutztown University's comprehensive campaign with a dual goal to raise \$40,000,000 and double alumni engagement.

# THE PURPOSE OF THIS GUIDE

Though there are differences between the KU Foundation's core departments' focus, they all serve the common goal of providing resources and support for improving the broader Kutztown University community. **It's important that materials for all KUF initiatives feel cohesive with one another and represent the Foundation properly.**

This guide is an extension of the official [Kutztown University branding guide](#).

**The standards outlined in both documents should be reviewed and followed when creating materials** for the Kutztown University Foundation, its departments, and/or the *Together, We're Golden* campaign.



# KUTZTOWN UNIVERSITY'S MISSION

**is to provide a high quality education at the undergraduate and graduate levels in order to prepare students to meet lifelong intellectual, ethical, social, and career challenges.**

# KU FOUNDATION

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KUTZTOWN UNIVERSITY

The Kutztown University (KU) Foundation is a private, nonprofit organization with the mission to raise funds to assist in developing and enhancing quality educational opportunities at the Kutztown University of Pennsylvania for its students, faculty, and alumni, and the greater Kutztown University community.

The KU Foundation has been raising funds since 1983. It has raised millions of dollars for student scholarships, endowment, building projects, academic programs, athletics, and more.

# LOGO USAGE AND STANDARDS

This logo must be present on all materials related to and representing the KU Foundation. As this is the main office for fundraising, **all materials for alumni relations, other KUF departments, and the *Together, We're Golden* campaign must also include this logo.**

**All KU Foundation materials must also feature the *Together, We're Golden* logo.**

## Clear Space

Always keep a minimum clear space around the logo. This is defined as 50% the height of the large "K."



## Minimum Size

The logo may be no smaller than .4" tall and 1.5" wide to preserve its legibility. We advise test-printing a sample.



## Alternate Logos

There are alternate logos that the KU Foundation may use as needed. They include a one-color version as well as a lockup with the Kutztown University Foundation website URL. Usage of these alternates must be approved by the communications department.



Always reference and follow these standards when using the KU Foundation logo.

# MESSAGING AND TALKING POINTS

These talking points are meant to be a guide to how the KU Foundation addresses donors and potential donors. There is some flexibility depending on the situation, but in general, the language should adhere to the outlined themes.

## What materials might the KU Foundation logo be used on?

- ▶ Appeals of all forms, such as letters, postcards, brochures, or more
- ▶ Invitations to events sponsored by the Foundation
- ▶ The 1866 Minute Giving Challenge
- ▶ Financial and fundraising impact reports
- ▶ Any material including social media, representing KUF and/or the *Together, We're Golden* campaign

## What are the KU Foundation's key talking points?

- ▶ Invest in KU's future / Invest in a KU student's future
- ▶ Join us—your leadership can change lives
- ▶ Your support helps students earn their degrees and make their mark on the world
- ▶ Help us build a culture of philanthropy, ensuring no Golden Bear misses their golden opportunity
- ▶ Engaging with us strengthens our alumni network, making a lasting impact on current and future students

# MESSAGING AND TALKING POINTS

These talking points are meant to be a guide to how the KU Foundation addresses donors and potential donors. There is some flexibility depending on the situation, but in general, the language should adhere to the outlined themes.

## The tone can be:

- ▶ Serious
- ▶ Formal
- ▶ Respectful
- ▶ Matter-of-fact
- ▶ Inspirational
- ▶ Enthusiastic
- ▶ Grateful

## The tone should not be:

- ▶ Transactional
- ▶ Vague
- ▶ Irreverent

# HOW IT LOOKS AND FEELS

Materials representing the KU Foundation must follow the rules outlined in the [Kutztown University branding guide](#). Specific campaigns or challenges overseen by the KU Foundation may follow their own designated styles as long as they are still cohesive with the Kutztown look and feel and have approval from the communications department.

## Acceptable

The KU Foundation logo and the *Together, We're Golden* logo are included, intact, and legible.

The postcard uses on-brand colors, design elements, and otherwise complies with the Kutztown University style guides.

Deliverables must contain all the necessary logos, but these logos may be on different pages/sides within the deliverable.

The logos and styles specific to the 1866 Minute Giving Challenge are cohesive with the Kutztown look and feel.

Here are some examples of acceptable materials promoting the KU Foundation.

*Materials have been altered for the purposes of this guide and are not displayed at full size.*



**KU FOUNDATION**  
KUTZTOWN UNIVERSITY  
Wiesenberg Alumni Center  
P.O. Box 1866  
Kutztown, PA 19530

# HOW IT LOOKS AND FEELS

The office of alumni relations strives to create genuine, intentional connections amongst KU graduates. To communicate the positive, outgoing nature of alumni relations, materials for this office are encouraged to be fun, creative, and “color outside the lines” when appropriate. **All designs must still feel cohesive with Kutztown branding and follow specific guidelines, such as the logo standards, and must be approved by the communications department.**

## Acceptable

The 2021 Homecoming logo is a good example of being fun and creative while still looking and feeling like Kutztown University.

**It includes all necessary logos.**

Deliverables must contain all the necessary logos, but these logos may be on different pages/sides within the deliverable.

Notice how the postcard also uses recognizable Kutztown colors and design elements, such as the deckle pattern.



Here are some examples of acceptable and unacceptable materials promoting alumni events.

*Materials have been altered for the purposes of this guide and are not displayed at full size.*

## Unacceptable

Though visually pleasing, this flyer does not follow branding rules, nor does it feel cohesive with the Kutztown look. Our constituents will never connect alumni relations with the KU Foundation if materials do not align.



# TOGETHER, WE'RE GOLDEN

THE CAMPAIGN FOR KUTZTOWN UNIVERSITY

*Together, We're Golden, The Campaign for Kutztown University* is Kutztown University's capital fundraising campaign. Its goal is to raise \$40 million for scholarships, emergency funds, and student experiences—and strengthen Kutztown's network of alumni.

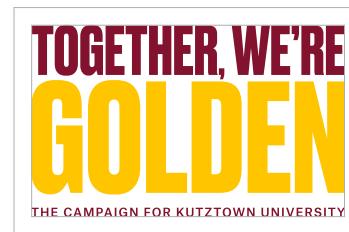
As the comprehensive campaign, the *Together, We're Golden* logo must be on all materials created for the Kutztown University Foundation and its departments.

# LOGO USAGE AND STANDARDS

As the comprehensive fundraising campaign, **this logo must be present on all materials representing the KU Foundation and its departments.**

## Clear Space

Always keep a minimum clear space around the logo. This is defined as the width of the final stroke of the "N" in "GOLDEN".



## Minimum Size

The full logo may be no smaller than 1" tall and 1.63" wide to preserve its legibility. The logo without the tagline may be no smaller than .5" tall and .93" wide.



## Logo Usage

When creating materials that center around the *Together, We're Golden* campaign, it is acceptable to use the logo as a design element or the main feature of a piece of collateral. However, the logo must remain intact and cannot be altered. Additionally, it is not enough to simply have the text, "Together, We're Golden." The full, correct logo lockup must be used.

Always reference and follow these standards when using the *Together, We're Golden* campaign logo.

# MESSAGING AND TALKING POINTS

These talking points are meant to be a guide to how the *Together, We're Golden* campaign addresses donors and potential donors. There is some flexibility depending on the situation, but in general, the language should adhere to the outlined themes.

## What are the comprehensive campaign's key talking points?

- ▶ This campaign is 100% student-focused
- ▶ Together, we're golden
- ▶ It's good to be golden
- ▶ You make us golden/Your support makes us golden
- ▶ The majority of Kutztown students work at least one job to pay for their education
- ▶ 80% of Kutztown students need financial support
- ▶ Your gift can transform the lives of our students and ensure they're poised for success
- ▶ Your support helps to attract and retain tomorrow's leaders
- ▶ Ensure every Golden Bear gets their Golden Opportunity
- ▶ 30% of our student body are the first in their family to attend college
- ▶ Help young people unlock the power of a KU education
- ▶ Your donation can relieve KU students' hardship and worry, allowing them to focus on academic and experiences like internships, research, conventions and study abroad
- ▶ Give today to offer students the power of education—and the potential to make a difference
- ▶ Strengthening our alumni network will have a lasting impact that benefits students for years to come
- ▶ Your presence and leadership can change lives

# MESSAGING AND TALKING POINTS

These talking points are meant to be a guide to how the *Together, We're Golden* campaign addresses donors and potential donors. There is some flexibility depending on the situation, but in general, the language should adhere to the outlined themes.

## The tone can be:

- ▶ Casual
- ▶ Respectful
- ▶ Matter-of-fact
- ▶ Inspirational
- ▶ Enthusiastic
- ▶ Grateful

## The tone should not be:

- ▶ Transactional
- ▶ Vague
- ▶ Irreverent

## Additional guides regarding messaging:

- ▶ Do not just tell potential donors to donate, tell them *why* their donation makes an impact
- ▶ Highlight specific campaign priorities, such as scholarships, emergency funds, student experiences, and alumni engagement

# HOW IT LOOKS AND FEELS

Here are some examples of acceptable and unacceptable materials promoting the *Together, We're Golden* campaign.

Materials have been altered for the purposes of this guide and are not displayed at full size.

## Acceptable

The KU Foundation logo and the campaign logo are included, intact, and legible.



## Unacceptable

The full, intact *Together, We're Golden* logo is not included. The KU Foundation logo is not included.



*Wherever you are,*

## WE MISSED YOU!

We hope you will renew your support once again because you recognize yourself in these faces and qualities. Gifts of any size help our students go the distance each and every semester, no matter what challenges they face. Your participation matters, and you make

us **GOLDEN**. Give your gift today at

[kuf.org/anniversary](http://kuf.org/anniversary)

# DEPARTMENTAL AND OTHER LOGOS

The KU Foundation's departments and other initiatives are a vibrant part of the organization. In order to solidify the connection, it is important to establish their individual identities while simultaneously continuing to connect them with the Foundation.

# LOGO USAGE AND STANDARDS

Departmental and tertiary logos are an important part of the KU Foundation's identity, but **must be accompanied by both the Foundation logo and the *Together, We're Golden* logo.**

## Clear Space

Always keep a minimum clear space around the logo. This is defined as 50% the height of the large "K."



## Minimum Size

The logo may be no smaller than .4" tall and 1.2" wide to preserve its legibility. We advise test-printing a sample.



## Alternate Logos

There are alternate logos that the KU Foundation may use as needed. Always use the standard, full-color logo when possible.



Always reference and follow these standards when using the KU alumni relations logo.

# LOGO USAGE AND STANDARDS

**Departmental logos must never appear without the KU Foundation logo. Alumni relations materials must also feature the *Together, We're Golden* logo.**

Logos are not often displayed directly next to one another. If done so, however, they must be locked up properly. It is not advised to place the *Together, We're Golden* logo into a lockup.

## Vertical Lockup

When combining the KU Foundation and Alumni logos vertically, the two must be the same width, separated by a single line the same weight of the line present in the logos.



## Horizontal Lockup

When combining the KU Foundation and Alumni logos horizontally, the logos must be the same height, separated by a single line the same weight of the line present in the logos.



All rules about clear space and minimum dimensions still apply to logos in lockups.

# LOGO USAGE AND STANDARDS

**Additional departmental/tertiary logos.** These logos may not appear without the KU Foundation logo.



These are a few of the logos belonging to additional departments that fall under the KUF umbrella.

# UNACCEPTABLE LOGO USAGE



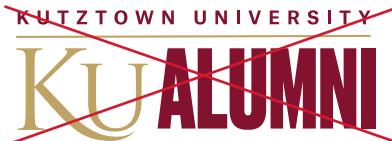
Do not use off-brand colors.



Do not add drop shadows to logos.



Do not place logos on backgrounds  
that compromise their legibility.



Do not rearrange logos in any way.



Do not rotate logos.



Do not change the fonts or text styles.

Always reference and follow  
these standards for all  
KU Foundation logos.



[www.kuf.org](http://www.kuf.org)

IF YOU HAVE ANY QUESTIONS, CONTACT JILLIAN LOVEJOY, DIRECTOR OF COMMUNICATIONS,  
AT [LOVEJOY@KUF.ORG](mailto:LOVEJOY@KUF.ORG)