

02

VERBAL IDENTITY

Our Verbal Identity defines the way we talk about the brand, through tone, voice, and language. It ensures that every message, no matter the audience or channel—feels consistent, confident, and true to who we are.



Brand Personality

The **BRAND PERSONALITY** comes through in the themes and concepts that are most applicable to the brand. They help anchor our verbal and visual communications while providing a starting point for ideation.

RISING

NEVER WAVERING

DETERMINATION

SELF-BETTERMENT

ALWAYS IMPROVING

ASCENDING

CONSTANT GROWTH

HARD WORK

PURSUIT

Brand Tone

The **BRAND TONE** defines and standardizes how we sound when we are talking to various audiences. **Tone Words** refer to the way a brand communicates with its audience, capturing the personality and emotion behind the words. It shapes how the brand is perceived and ensures that every interaction reflects the brand's values, whether in a professional, approachable, or playful manner. Our tone is crucial because it creates consistency across all touchpoints, builds trust, and strengthens the connection with the target audience.

BOLD

but not boastful

HUMBLE

but not meek

PROUD

but not arrogant

RESILIENT

but not obstinate

BRIGHT

but not know-it-all

ACCOMPLISHED

but not conceited

Tone Meter

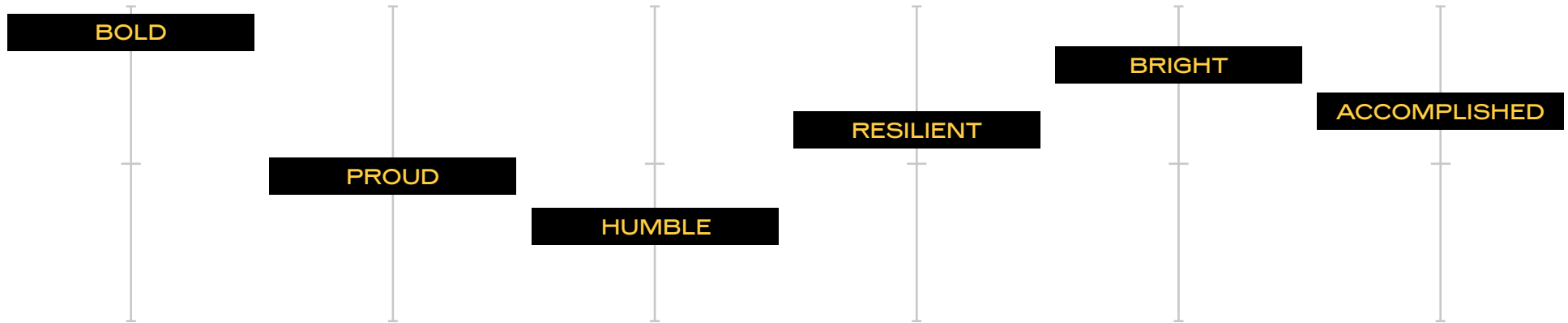
Think of the tone words as if they are on a slider where the volume can be dialed up or down, dependent on which audience we are communicating with. All of the tone words can be included, but generally for a specific audience, or a specific subject matter, we'll be leaning into a smaller range of tones.



Tone Meter

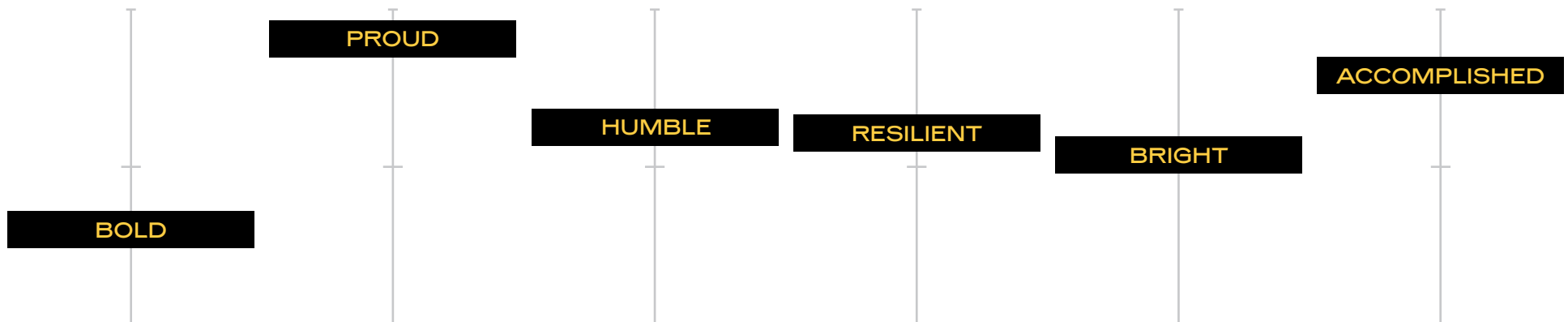
PROSPECTIVE STUDENTS

KSU students are intelligent, lively, and ready to learn. Making a connection through messaging involves emphasizing our Bold, Bright, and Accomplished tone words.



FACULTY/STAFF

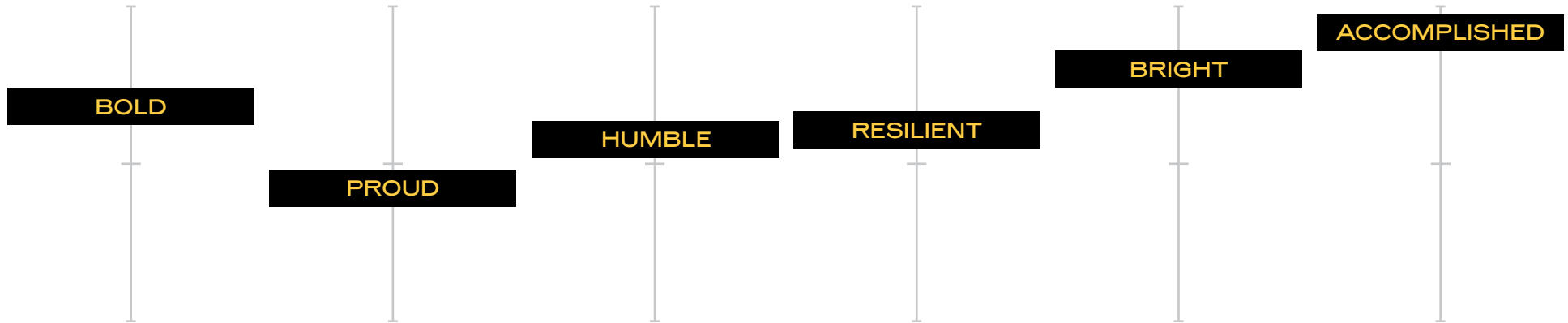
When speaking to prospective faculty, we may want to lead with our knowledge and sense of culture that's committed to students and each other. So, our Proud, Accomplished, and Resilient tone words rise near the top.



Tone Meter

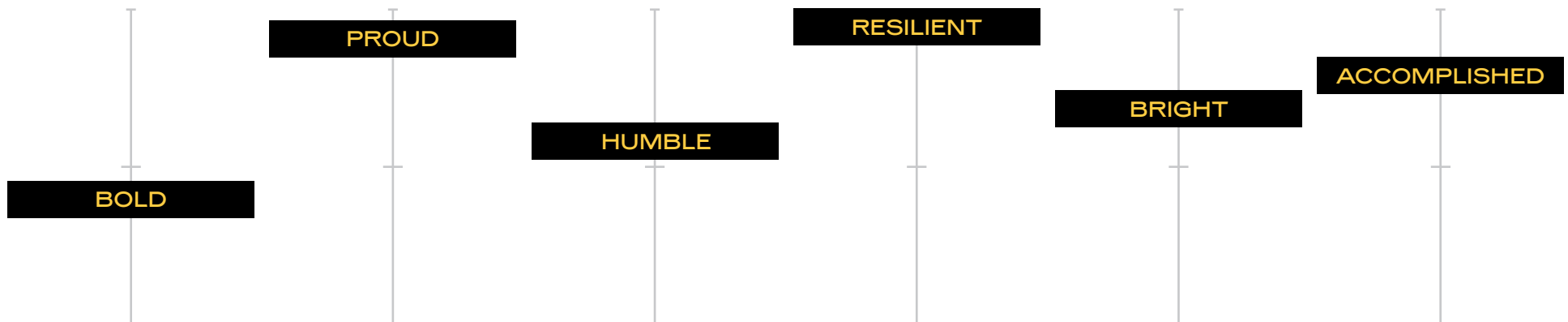
PEERS

We want to tell our peer institutions about our academic excellence, dedication to student success, and desire to impact whole communities. Here our Accomplished, Bright, and Bold tone words are dialed up.



INDUSTRY PARTNERS

When speaking to industry partners, we highlight collaboration, innovation, and real-world outcomes. Our Proud, Resilient, Bright, and Accomplished tone words underscore the value we bring to business and community partnerships.



Headline Examples

Using our brand voice and tone words, headlines and short pieces of copy can speak effectively to different audiences.

MASTER'S DEGREE IN AI

AI Is on the Rise. So Are We.

When speaking to our peer audience, we want to position KSU as a leader. Leaning into the *Made to Meet the Moment* pillar and using a word like “Rise” not only is on-brand for KSU, but also makes a bold statement in relation to AI that helps grab attention in a digital or social medium where the viewer can click to learn more.

STUDENT LIFE

Where Will You Go From the Top? Anywhere You Want.

KSU students are energetic, enthusiastic, and bold. All of which are key elements of our brand. Our writing should reflect these qualities and create a conversation students find interesting. Here, we pose a question that speaks to their desire for greatness and never-stop-attitude, and positions KSU as a means to achieve it.

Headline Examples

Using our brand voice and tone words, headlines and short pieces of copy can speak effectively to different audiences.

NURSING SCHOOL

Elevating Nursing Programs. Raising the Bar for Patient Care.

Leaning into our *Together, For Better* pillar, this shows that the impact of our programs has far-reaching effects, especially in the health care sector. Using the words “Elevating” and “Raising” promote our nursing program, considered one of the best in the state, in a brand-specific way. It also speaks to a bigger mission of serving the community.

CAREER PLANNING AND DEVELOPMENT

You Can See Your Future From Up Here.

Our words can paint a picture in a brand-relevant way. In this case, we’re suggesting our students are looking out from a high perch and have an excellent view of the world before them. Using storytelling, as opposed to straight-forward language, is a great way to infuse the KSU brand.

Long-Form Copy Examples

ATHLETICS

Before we put on our game faces, we face the daily grind. The hours, days, and months of sweat and pain. Where talented becomes unstoppable. Where All-Conference becomes All-America. Where competitors become winners. It's a 24/7 championship mindset. And every Owl has it.

No other group has more passion for the Owls than our athletics audience. Their grit and relentless effort fits within the KSU brand structure. To match the get-down-to-business, get-to-work attitude, we use shorter, choppiest sentences. And tell a story that Owls are champions on and off the field.

Long-Form Copy Examples

RESEARCH

Worldwide, 830 million people live with diabetes, many of whom have to prick their fingers multiple times a day to check their blood sugar. For adults, it can be painful. For kids—traumatizing. But Kennesaw State University researcher Maria Valero has discovered a better way: use light, not blood, to measure glucose. Her GlucoCheck devices are set to revolutionize the industry and countless lives through a less invasive and much more comfortable method to manage diabetes. Valero's research makes a real difference, one difference, that millions will feel. With no pain.

This example channels KSU's *Powering Our Communities* pillar by showing how research directly improves lives. It uses clear, empathetic language to reflect our Bright, Humble voice—focused on practical innovation and real-world impact.

Long-Form Copy Examples

STUDENTS

Welcome Flight '29. Your four-year journey starts now. As a member of KSU's Flight program, you'll make lifelong friendships, learn how to navigate college, and even rush the field at Fifth Third Stadium. So, let's get together, give a mighty Hooty Hoo, and take flight!

This example taps into the *Together, for Better* and *Made to Meet the Moment* pillar by emphasizing community, belonging, and shared experiences. The tone is Bold, Proud, and Bright—energized, welcoming, and student-first—while staying grounded in KSU tradition and spirit.