

05

PRACTICAL EXAMPLES

The following pages show sample work, showcasing how the brand's verbal and visual identities come together in layouts to create impactful communications across different media and channels.



Practical Examples

BROCHURES

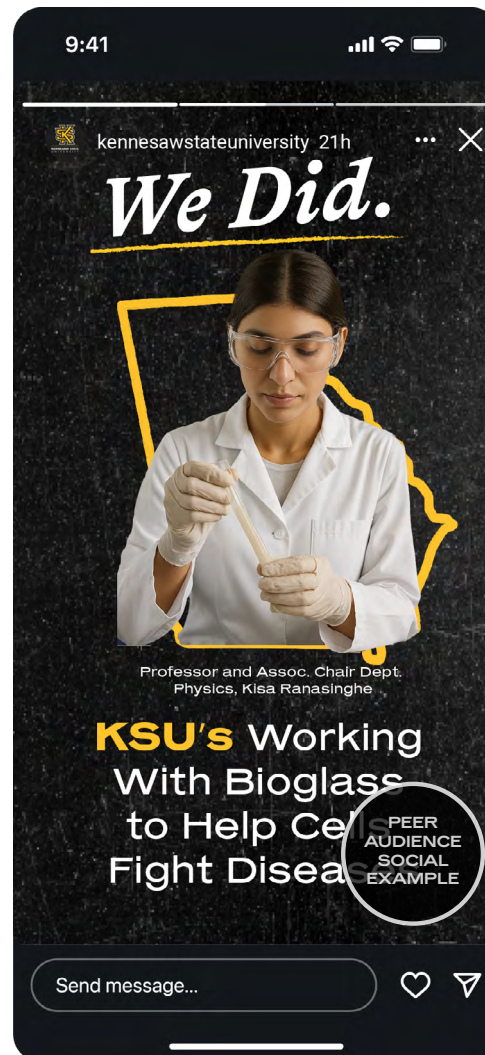
We don't just hand out information—we hand over a piece of who we are. Every brochure should carry the weight of our ambition, the spark of our grit, and the clarity of our voice. This is where detailed and informative content meets an unmistakable KSU.



Practical Examples

DIGITAL ASSETS

Both our drive and our message carry across platforms. With digital spaces, they let us move fast, think big, and show the world what determined minds can do. Every engagement should spark curiosity.



Practical Examples

TRADITIONAL PRINT LAYOUTS

Print still matters—when it's done with purpose. These pieces should feel as driven and sharp as the people behind them. Every layout is a chance to leave a lasting impression.



PEER
AUDIENCE
PRINT
EXAMPLE

Practical Examples

TRADITIONAL PRINT LAYOUTS

Print still matters—when it's done with purpose. These pieces should feel as driven and sharp as the people behind them. Every layout is a chance to leave a lasting impression.



STUDENT
BROCHURE
EXAMPLE



DONOR
PRINT
EXAMPLE

Practical Examples

BRAND ART



STUDENT
AUDIENCE
EXAMPLE

Practical Examples

BRAND ART



STUDENT
AUDIENCE
EXAMPLE

Practical Examples

BRAND ART



ATHLETICS
AUDIENCE
EXAMPLE

Practical Examples

BRAND ART



Practical Examples

BRAND ART



Practical Examples

BRAND ART



PEER
AUDIENCE
EXAMPLE