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# BRAND PLATFORM

**Our Brand Platform contains the foundational ideas and concepts that make up the framework of the Kennesaw State University brand.**

# BRAND PLATFORM

BRAND POSITION

A concise statement big enough to embody the entirety of the brand, speak to all of its relevant audiences, and serve as the North Star to guide all brand touchpoints and communications.

MESSAGING PILLARS

The primary ideas we want to be known for and which we focus our communications, providing messaging consistency.

BRAND STORY

An extended emotional expression that brings the brand position to life.

BRAND PERSONALITY

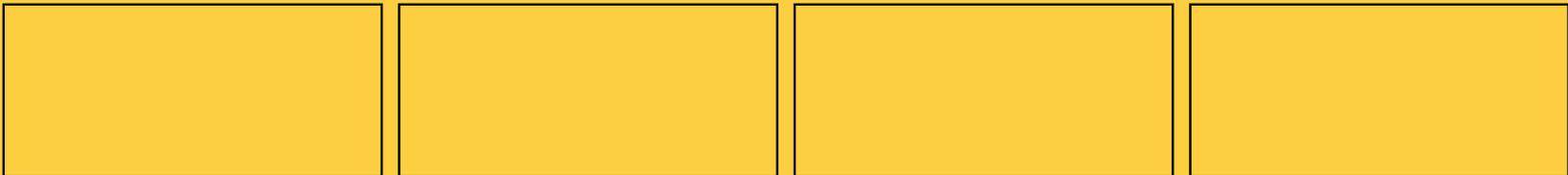
Themes and concepts most applicable to the brand, helping to anchor our messaging and visual communications.

BRAND TONE

Defines and standardizes how we sound talking to various audiences. Captures the personality and emotion behind the words, shaping how the brand is perceived.

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CAMPAIGNS



## Brand Position

The **BRAND POSITION** Statement is a concise statement big enough to embody the entirety of the brand, speak to all of its relevant audiences, and serve as the North Star to guide all brand touchpoints and communications.

For high-achieving students, faculty, staff, and industry partners from all walks of life, across the nation and around the world, Kennesaw State University is the bold, community-powered, full-experience university whose **relentless spirit** transforms ambition into achievement and **rises** to every challenge, exceeding expectations to deliver real-world impact and work-ready graduates.

## Messaging Pillars

The **Messaging Pillars** are the primary ideas we want to be known for and through which we focus our communications. This provides a consistent and cohesive messaging structure.

# MADE TO MEET THE MOMENT

Throughout our history, KSU has faced many crossroads. From expanding advanced degree offerings, to becoming an R-2 institution, to joining Conference USA, we have proven ourselves to be up to the task, and we're poised to meet every moment yet to come.

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# POWERING OUR COMMUNITIES

From our first day as an institution, our mission has been to teach the skills people need to make an immediate impact that improves their lives and strengthens their communities. That dedication to creating a better future for all extends to every corner of our campus today—from the research labs to the industry partnerships to the opportunities provided to our students.

## Messaging Pillars

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# GUIDED BY EXCELLENCE

From our academic standards, to the faculty we hire, to the partnerships we form, KSU is committed to providing excellence in everything we do. It is a mindset that holds us accountable to a higher standard. It has fueled our rise, brought us prominence, and changed perceptions.

## Messaging Pillars

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# TOGETHER, FOR BETTER

We are a collaborative institution with faculty-mentors working closely with students to set them up for future success. Our research teams work across campus to develop groundbreaking solutions that aren't stuck in academia but implemented into the real world. We also partner with other Georgia universities to teach and learn and elevate our standing.

## Brand Story

The **BRAND STORY** is an extended emotional expression that brings the brand position to life.

**When you summit a peak, what's next? Take a seat and enjoy the view? Worry about the steep drop surrounding you? Or survey the landscape for the next mountain to climb?**

**For decades, Kennesaw State has been setting our sights on higher, bigger, better. We view challenges like stepping stones. Besting each one, then rising up to face the next. It's who we are, always pushing, driving, committed to making ourselves and each other better so we can make the world better.**

**On our campus, determination is contagious. You see it written on every face. At KSU, we don't wait for opportunities; we create them. We're the innovators who turn questions into quests. The trailblazers who**

**confidently carve our own paths. Together, we hail from cities, suburbs, and quiet towns alike, sharing a common mindset to put knowledge into action.**

**And out in the world? Owls make the difference. We're champions for positive change, combining excellence with tenacity and elevating the industries that lead, educate, heal, and grow our society. This is because we don't just measure impact in stats and figures but in the lives improved and communities strengthened.**

**We're gaining momentum. Looking forward. And we're driven, relentlessly driven, to continuously rise.**

## Strategic Vision

Kennesaw State will achieve national prominence as a public university known for education, research, and community programs that foster inquiry and advance society.

