

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.

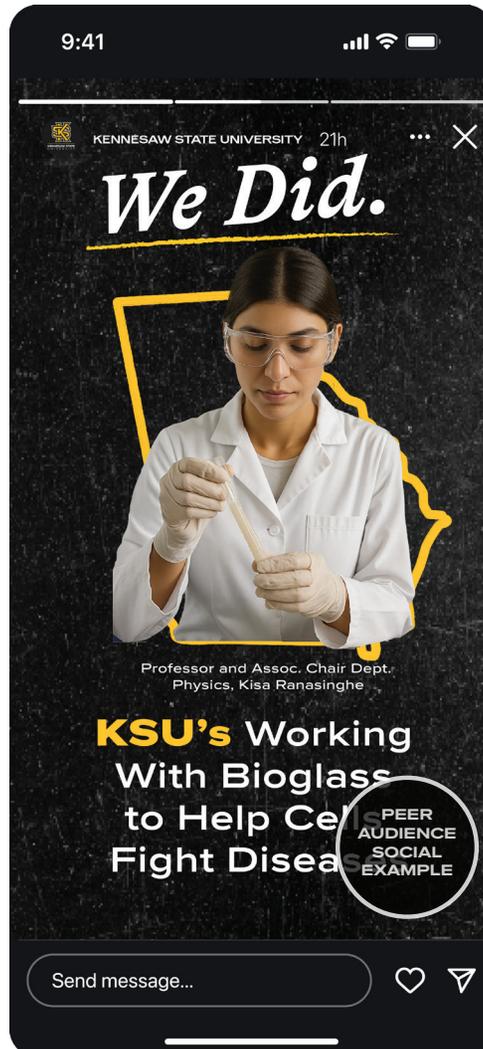


STUDENT
AUDIENCE
VIEW BOOK
EXAMPLE

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

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STUDENT BROCHURE EXAMPLE



DONOR PRINT EXAMPLE

Practical Examples

BRAND ART



STUDENT
AUDIENCE
EXAMPLE

Practical Examples

BRAND ART



STUDENT
AUDIENCE
EXAMPLE

Practical Examples

BRAND ART



STUDENT
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Practical Examples

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STUDENT AUDIENCE EXAMPLE

Practical Examples

BRAND ART



POWERFUL RESEARCH POWERS THE WORLD

Our research doesn't stop at a breakthrough. Matter of fact, that's when we really get to work. Because what we discover powers our communities; making it critical to get it out into the world. Right away. So diabetes can be painlessly measured by light, AI can detect breast cancer and roadways can be made safer. Every day, we put purpose behind powerful research. And the result is always life-changing.

PEER
AUDIENCE
EXAMPLE