

# BRAND POSITIONING



## OUR VISION

Through our transformative work, we will inspire Jayhawks to achieve greatness that uplifts society.

## REASONS TO BELIEVE: EMOTIONAL

KU's tradition-rich history and spirit draw Jayhawks near and drive them onward.

## REASONS TO BELIEVE: RATIONAL

Proven academics, research, and service establish foundations for success.

## PERSONALITY TRAITS

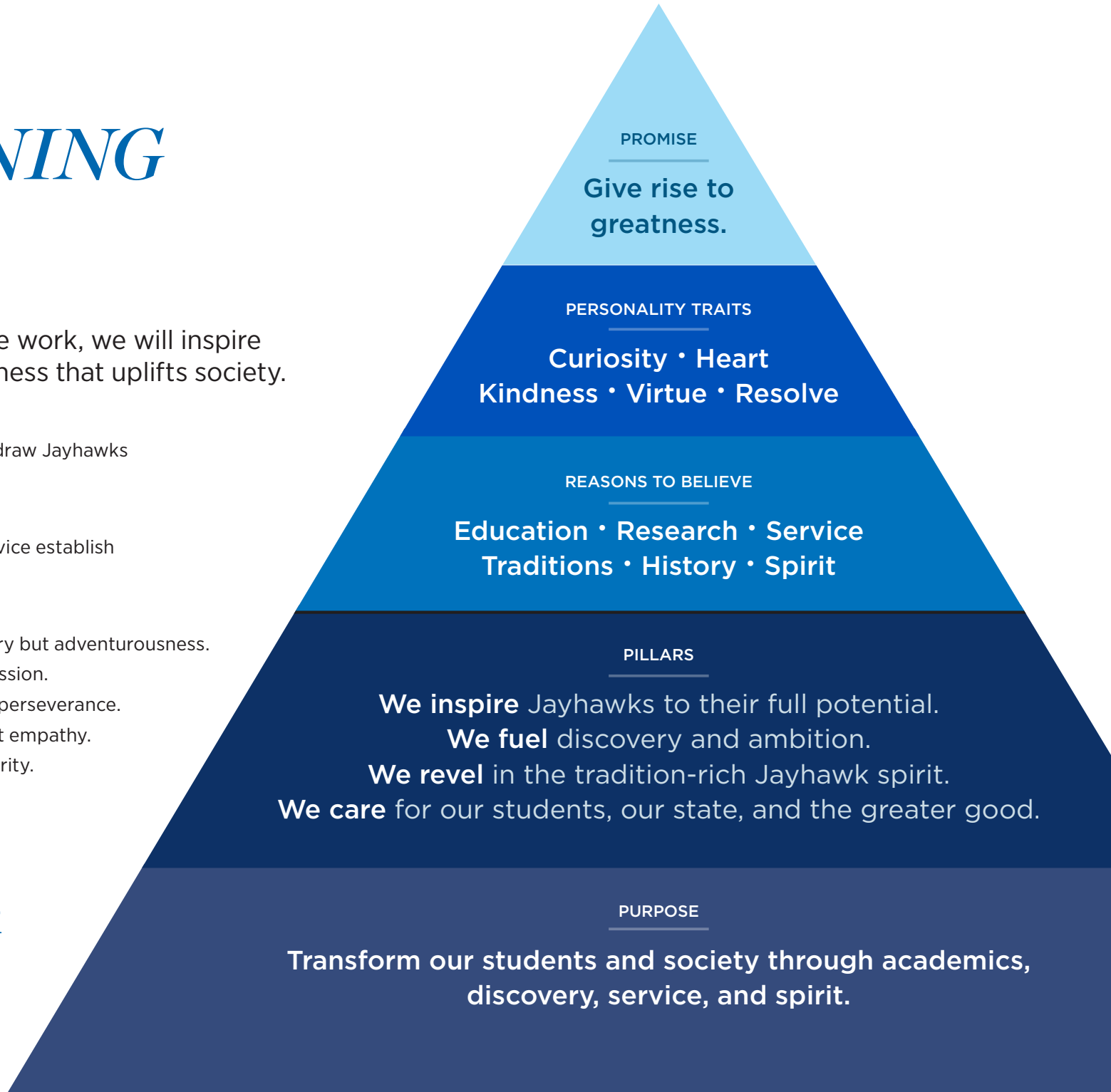
**Curiosity.** Not simply a spirit of inquiry but adventurousness.

**Heart.** Not simply enthusiasm but passion.

**Resolve.** Not simply persistence but perseverance.

**Kindness.** Not simply friendliness but empathy.

**Virtue.** Not simply decency but integrity.



## PROMISE

Give rise to greatness.

## PERSONALITY TRAITS

Curiosity · Heart  
Kindness · Virtue · Resolve

## REASONS TO BELIEVE

Education · Research · Service  
Traditions · History · Spirit

## PILLARS

We inspire Jayhawks to their full potential.  
We fuel discovery and ambition.  
We revel in the tradition-rich Jayhawk spirit.  
We care for our students, our state, and the greater good.

## PURPOSE

Transform our students and society through academics, discovery, service, and spirit.