

# KU branding alignment overview

KU Marketing provides branding alignment reviews to ensure all KU marketing communications materials reflect the KU brand positioning, branding platform, and visual identity. This process maintains consistency and professionalism across all communications.

Branding alignment ensures that all KU marketing communications maintain a consistent **identity, voice, and visual presence**, strengthening KU's reputation and simplifying marketing efforts. A strong, cohesive brand supports reputation, engagement, and recruitment, uniting the university under a singular identity.

## WHAT NEEDS TO BE REVIEWED?

- Materials reaching 200+ external audience members
- Materials using KU's limited-use trademarks or custom artwork
- Swag, giveaways, or promotional items
- Signage, banners, or other environmental assets
- Web pages not on the Sunflower (Drupal) or Ingeniux systems
- New web pages or major updates on Sunflower/Ingeniux

## WHAT DOES NOT NEED TO BE REVIEWED?

- Internal communications
- Teaching and research materials
- Internal event promotions
- Social media posts
- Minor web page updates
- Materials created by student groups or for current students

## THE PROCESS – EASY AS 1, 2, 3

1. **Submit materials** via this [online submission form](#).
2. **KU Marketing reviews** within **five business days** and provides approval or feedback via email.
3. **Make adjustments** based on feedback and resubmit if needed.

## WHAT KU MARKETING CHECKS

Editorial review:

- Brand tone and voice
- Tagline accuracy
- Messaging alignment

Design review:

- Visual identity alignment
- Design principles

## RESOURCES

- [About the brand](#)
- [Editorial guidelines](#)
- [Design guidelines](#)
- [Photography guidelines](#)
- [Video guidelines](#)
- [Downloads](#)