KU branding alignment presubmission checklist

Use this checklist before submitting your tactic for branding alignment review to help streamline the approval process and prevent unnecessary revisions.

Editorial alignment check

Tone and voice alignment
- Is the voice aspirational, authentic, smart, and engaging?
- Does the tone fit the audience, subject, and medium?

Taglines adherence
- Have you avoided outdated taglines or phrases from previous branding campaigns?

Messaging alignment
- Does the copy reflect KU's key messages and brand positioning?
- Have you appropriately incorporated Towering Toward the Blue language?

Design alignment check

Visual identity alignment
- Are all signatures, logos, and official marks used correctly?
- Does the design use approved KU brand fonts and colors?
- Are Towering Toward the Blue graphic elements applied appropriately?

Design principles
- Does the layout appropriately incorporate principles of good design for the audience, subject, and medium?

Final submission checks

- Check for any spelling, grammar, or formatting errors. KU Marketing will not be proofreading.
- Be sure files are correctly formatted and labeled for submission.
- Confirm that all necessary approvals within your unit/department have been obtained.

Resources

- About the brand
- Editorial guidelines
- Design guidelines
- Photography guidelines
- Video guidelines
- Downloads

Branding alignment submission form