

KU branding alignment: What needs to be reviewed?

This document provides guidance for KU Creatives on what materials require branding alignment review. All materials are expected to align with the brand positioning and branding platform. This document explains what needs to be reviewed in advance of publication or distribution. These guidelines are superseded by First Amendment protections, Academic Freedom, and KU policy. Many materials are subject to KU policy, and this review process does not replace verification of policy compliance. If you believe you have a special circumstance (e.g., sensitive information), please contact KU Marketing.

What needs to be submitted?

Marketing communications tactics

Informational and/or persuasive work created on behalf of KU or one of its administrative or academic units. This does not include academic work products such as individual faculty writings, publications, and scholarship.

Examples of marketing communications tactics include emails*, newsletters, advertisements (print, digital, audio, video, etc.), brochures, viewbooks, flyers, posters, letters, postcards, direct-mail pieces, annual reports, custom swag/giveaway items (pencils, pens, mugs, apparel, etc.), SMS text messages, signage (excluding wayfinding signage), web pages, web sites, YouTube videos, podcasts, event invitations and programs, and more.

Please submit for review before publication or distribution all marketing communications tactics that meet any of the following criteria:

Materials reaching 200+ external audience members

If your materials are expected to reach a large external audience, they should be reviewed in advance. "External" is defined in this instance as people other than KU students, faculty, and staff.

Materials using KU's limited-use trademarks or custom artwork

Any materials that use one of the limited-use licensed trademarks: reversed Jayhawk, historic Jayhawks or JayDoc, Jayhawk head, Beak 'em Hawk, or university seal

Any materials that incorporate nonphotographic representations of campus buildings or landmarks (illustrations, line art, etc.) or other custom artwork (illustrations, swag artwork, campaign emblems, etc.)

In addition to the review process, please be sure your materials comply with related policies and processes, especially the [Trademark Licensing Policy](#).

[Visual identity guidance](#)

Swag/giveaways/promotional items

Regardless of quantity purchased

Signage, banners, or other environmental assets

If the items are purely wayfinding in nature, do not submit them for review. Otherwise, please do.

Web pages not on the Sunflower (Drupal) or Ingeniux systems

These should be limited in number. Note instructions about new and changed Sunflower and Ingeniux pages below.

For new web pages and substantial changes to existing web pages in Sunflower or Ingeniux, please submit relevant URLs to KU Marketing for review promptly after publication. (For KU Medical Center users, this is a step in addition to the existing website governance process.)

What does NOT need to be reviewed?

- Social media posts
- Internal communications (aimed at faculty, staff, or current students)
- Teaching and research materials including research dissemination to any audience
- Minor web page updates and edits
- Materials created by student groups or for current students (again, they need to comply with applicable policies, regardless of their exclusion from this process)

***Email communications note**

Email newsletters: Submit the **template**, not each issue. Add marketing@ku.edu to your mailing lists for ongoing monitoring.

Promotional emails: Submit when introducing new designs, major content updates, or branding changes.

When in doubt: If you're unsure whether your materials need review, contact KU Marketing before submitting.

[Branding alignment submission form](#)

Contact: KU Marketing | marketing@ku.edu