

THE UNIVERSITY OF KANSAS BRAND BLUEPRINT

Towering TOWARD THE BLUE

POSITIONING STATEMENT

The University of Kansas is a community that harnesses the talent, ingenuity, and determination of Jayhawks to create and discover, working to bolster Kansas and better the world.

BRAND FOUNDATION

Scholarship

dedication to teaching, learning, and discovery



Community and spirit

an energized kinship



Creativity

the freedom to tackle big challenges



Might

steadfast confidence in our strength

PERSONALITY

mighty

open

insightful

creative

determined

spirited

engaged

BRAND STRATEGY

THE POWER OF CREATORS

KU