

EVER
ONWARD

TOWARD **INFINITE** POSSIBILITY

BRAND BOOK

EVER
ONWARD



CONTENTS

Message From the President of KU Endowment	5
Campaign Overview	6
Campaign Identity	7
Content/Writing styles	8
Campaign Logo	
Overview	9
Color Variations	10
Improper Uses	10
Co-branding Examples	11
Color Palette	12
Typography	13
Digital Media	14
Shortlinks	15

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Match to PANTONE® color standards for accuracy.

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EVER

ONWARD



**MESSAGE FROM THE PRESIDENT
OF KU ENDOWMENT**



It is an exciting time to be a Jayhawk! We are working together on the fifth comprehensive fundraising campaign for the University of Kansas, KU Medical Center and The University of Kansas Health System. Named “Ever Onward,” this campaign is the largest ever undertaken by KU, with a goal of raising at least \$2.5 billion.

University leaders and loyal supporters are united in the vision, and KU is poised for a trajectory with boundless limits — our momentum has never been greater. We collectively imagined what this campaign will mean for the growth and influence of the state’s flagship university. We are dreaming big to ensure the region, the nation and the world benefit from this transformational initiative.

KU’s legacy is founded on strong connections that cultivate leaders, build healthy communities and make discoveries that change the world. Lives are saved thanks to The University of Kansas Health System, where patients receive the most innovative treatments and compassionate care from nationally recognized specialists and care teams. There are so many stories about how KU has influenced lives, and we look forward to hearing yours as we journey Ever Onward and envision what’s next.

This historic campaign will foster our collective hope for a better, brighter future. It will empower aspirations of an even greater KU that will change the face and future of this university and health system, as well as the lives of everyone who comes in contact with these organizations.

Before us is a boundless horizon, full of possibilities, propelled by visionary leaders, creative thinkers, leading scholars, skilled clinicians and curious researchers who will create the connections we need to make the world a better place — together. Join us!

Ever Onward,

A handwritten signature in blue ink that reads "Daniel J. Martin". The signature is fluid and cursive, with a long horizontal line extending from the end.

Daniel J. Martin
President, KU Endowment

CAMPAIGN OVERVIEW

Our world faces urgent, complex challenges that no one discipline, no campus alone can solve. Together — with leadership united across the University of Kansas and The University of Kansas Health System — we will work relentlessly to imagine a better Kansas and create a better world.

Ever Onward's ambitious \$2.5 billion fundraising goal will benefit society as it transforms the university, across all the schools on the Hill, KU Medical Center, The University of Kansas Health System and Kansas Athletics.

The campaign's broad and bold priorities will create meaningful change:

- Student access and success
- Healthy and vibrant communities
- Research and discovery

Visit kueveronward.org to connect with us and for campaign updates.

Campaign Mission Statement

Ever Onward matches passion with purpose to support the University of Kansas and The University of Kansas Health System, forging the path toward infinite possibility and a better tomorrow.

CAMPAIGN IDENTITY

Campaign Name Usage:

Ever Onward — capitalize initial letter of each word and use plain text.

Avoid referring to “ever onward” in lowercase as a direction/sentiment during the campaign.

Ever Onward can be used as a sign off to a message, similar to Rock Chalk.

In digital mentions, link Ever Onward to the campaign site when feasible.

Correct:

Ever Onward

Incorrect:

Ever. Onward.

Ever Onward

Ever Onward

ever onward

Items to note:

On first reference, it is preferred to introduce Ever Onward as a fundraising campaign for the University of Kansas. Examples:

- The Ever Onward campaign for the University of Kansas
- KU’s Ever Onward campaign
- Ever Onward, the fundraising campaign for KU

Campaign Tagline:

Toward Infinite Possibility — capitalize initial letters of each word. Reserve primarily for graphic treatments. Use sparingly in headers and subheads, as appropriate for the piece. Avoid use in body copy.

Campaign Name and Tagline Together in Headers as Text Only:

Ever Onward: Toward Infinite Possibility

The Transformative Storytelling Formula

Before: What needs to change? Why? Who is helped?

Middle: What will money do? What is the donor making possible?

After: How has a life, future, place, field changed? In human terms, why does it matter?

An example of language that is less effective:

The Division of Research, Innovation & Impact invests in the success of the state, the nation and the world by empowering university researchers, scholars and entrepreneurs to develop projects that push the boundaries of discovery and scholarly pursuit, launch breakthrough innovations and technologies, and deliver research that offers beneficial impacts to the public.

An example of language that is more effective:

Whether it's comparing properties of supermassive black holes using data from the James Webb Space Telescope or examining societal concerns through the lens of a camera or synthesizing drugs that regenerate bones in patients who have undergone radiation therapy, none of these activities are surprising for a major research and teaching university such as KU — until you learn that undergraduate students are conducting all of this work.

CAMPAIGN LOGO

This is the preferred visual mark for the campaign. The Ever Onward logo was designed to be distinctive, durable and sustainable. It is bold yet simple. This allows it to adapt to the variety of school and department communications, as well as stand out from standard academic material.



EVER
ONWARD

no tagline



EVER
ONWARD

TOWARD INFINITE POSSIBILITY with tagline



EVER
ONWARD

minimum height = 1.25"

TOWARD INFINITE POSSIBILITY

CAMPAIGN LOGO
Color Variations

EVER
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CAMPAIGN LOGO
Improper uses



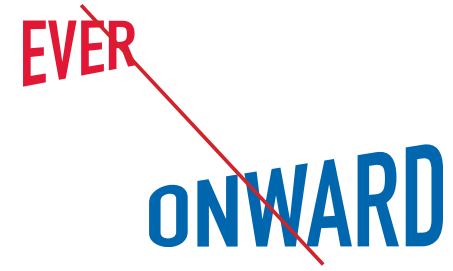
Do not stretch or skew the logo



Do not rotate the logo



Do not use unauthorized colors



Do not separate word mark

CAMPAIGN LOGO
Co-branding examples



COLOR PALETTE

The colors for the campaign are described here. Campaign materials should be reproduced only in the prescribed logo colors from the KU color palette.

PRIMARY COLORS



KU Blue
PMS 293
CMYK: 100, 0, 5, 55
#0051ba



Crimson
PMS 186
CMYK: 0, 100, 80, 5
#e8000d



Night
PMS 534 C
CMYK: 95, 74, 7, 44
#003459

SECONDARY COLORS



KU Signature Gray
PMS 430
CMYK: 5, 0, 0, 45
#85898a



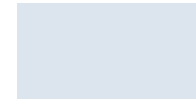
Jayhawk Yellow
PMS 116
CMYK: 0, 15, 100, 0
#ffc82d



Sky
PMS 297 C
CMYK: 52, 0, 1, 0
#73cbf2



Fog
PMS 535 C
CMYK: 47, 22, 6, 7
#8e9fbc



Steam
PMS 656 C
CMYK: 10, 2, 0, 0
#dde5ed



Limestone
PMS Warm Gray 1 C
CMYK: 6, 7, 10, 11
#d7d2cb



Brick
PMS 7427 C
CMYK: 8, 100, 70, 33
#971b2f



Gold
PMS 130 C
CMYK: 0, 30, 100, 0
#f2a900

Publications and advertisements published for the campaign should use Gotham Narrow and Chronicle. These fonts feature a clean, contemporary look, enhance the readability of campaign communications, and contribute to the university's image as a progressive institution.

SAN SERIF FOR HEADLINES, SUBHEADS, CAPTIONS

Gotham Narrow Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Narrow Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Narrow Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Narrow Book Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Narrow Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Narrow Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Narrow Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Narrow Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SERIF FOR BODY TEXT

Chronicle Text G1 Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Chronicle Text G1 Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Chronicle Text G1 Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Chronicle Text G1 Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Chronicle Text G1 Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Chronicle Text G1 Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use of Links

In emails and on other digital media platforms, when “Ever Onward” is used to reference the capital campaign, it should be linked to www.kueveronward.org. The one exception is for event invitations that include a link to RSVP, where the linking of Ever Onward would compete with the call-to-action of the email invitation.

On social media, when posting about Ever Onward, the preference is to include a link back to the campaign homepage or other relevant campaign web page.

Branded Imagery

When campaign-related stories are shared on social media, they should be accompanied by an image that includes the Ever Onward branding in the upper right corner. This allows stories to be easily identified as campaign related. An example of this is below.



The University of Kansas School of Business has received a \$50 million commitment from an anonymous donor that will transform business education and research at the school. The gift is the largest in the school's history.



kuendowment.org
KU School of Business receives largest gift in school history

Campaign Hashtag

For social media posts related to the Ever Onward capital campaign, #EverOnward is the preferred hashtag. The preference is also for social media posts to include a short descriptive phrase that identifies Ever Onward as our capital campaign. Examples are below.



Serving our students, our state and our world, your support for the #EverOnward campaign will create a prolific impact across the globe. Make a gift online today! kueveronward.org/ways-to-give/



5:15 PM · Dec 7, 2023 · 233 Views



Our campaign, #EverOnward, matches passion with purpose, forging the path toward a better tomorrow. Our goals align with KU's three strategic priorities:

- Student Access & Success
- Healthy & Vibrant Communities
- Research and Discovery

Join us. kueveronward.org



**AREAS OF SUPPORT
SHORTLINKS**

Ever Onward website shortlinks

Below is a list of shortlinks to the Areas of Support pages on kueveronward.org.

Long URL	Short link
https://kueveronward.org/areas-of-support/college-of-liberal-arts-sciences/	kueveronward.org/clas
https://kueveronward.org/areas-of-support/ku-alumni-association/	kueveronward.org/alumni
https://kueveronward.org/areas-of-support/ku-medical-center/	kueveronward.org/med
https://kueveronward.org/areas-of-support/libraries/	kueveronward.org/libraries
https://kueveronward.org/areas-of-support/ried-center/	kueveronward.org/ried
https://kueveronward.org/areas-of-support/school-of-architecture-design/	kueveronward.org/architecture
https://kueveronward.org/areas-of-support/school-of-education-and-human-sciences/	kueveronward.org/education
https://kueveronward.org/areas-of-support/school-of-engineering/	kueveronward.org/engineering
https://kueveronward.org/areas-of-support/school-of-journalism-and-mass-communications/	kueveronward.org/journalism
https://kueveronward.org/areas-of-support/school-of-law/	kueveronward.org/law
https://kueveronward.org/areas-of-support/school-of-music/	kueveronward.org/music
https://kueveronward.org/areas-of-support/school-of-pharmacy/	kueveronward.org/pharmacy
https://kueveronward.org/areas-of-support/school-of-social-welfare/	kueveronward.org/socialwelfare
https://kueveronward.org/areas-of-support/spencer-museum-of-art/	kueveronward.org/spencer
https://kueveronward.org/areas-of-support/honors/	kueveronward.org/honors
https://kueveronward.org/areas-of-support/university-of-kansas-health-system/	kueveronward.org/healthsystem
https://kueveronward.org/campaign_goals_and_alignment/	kueveronward.org/goals

KU ENDOWMENT

The University of Kansas

