CAMPAIGN CO-BRANDING GUIDE
FOR CAMPUS COMMUNICATORS

NOT FOR PUBLIC USE UNTIL OCTOBER 2015
Introduction

This October, the university community, along with alumni, donors and friends, will publicly launch Innovation and Inspiration: The Campaign for Kansas State University. It will be the most ambitious campaign in the university’s history, with a goal of raising $1 billion to drive K-State forward toward its strategic vision to become a top 50 public research university by 2025.

As communicators, we are in a pivotal position to advance the campaign. We are K-State’s master storytellers — no one is in a better position to help communicate the importance of this campaign to our audiences.

The goal of this document is to empower you to be able to tell the story of the Innovation and Inspiration Campaign and its most important core message: Private philanthropy advances K-State. This core message is delivered most effectively when we all follow a common set of visual, verbal and textual standards when describing and promoting Innovation and Inspiration in the ONE K-State way.

Although this content was originally produced by the KSU Foundation, we hope that you will regard this document as your personal toolkit. We hope, too, that you will help us improve it with your ideas, questions and suggestions so this can be a living document that evolves over time. Contact Susan Berhow with questions or comments: susanb@found.ksu.edu or 785-532-7616.

A note about co-branding

All elements of the Innovation and Inspiration Campaign identity are meant to complement existing Kansas State University brand guidelines. As you implement the campaign into your communications, please continue to reference the K-State Brand Guide and University Style Guide available at www.k-state.edu/vpcm.

Shhhh... Let’s keep this quiet!

We have prepared this document to aid you in your communications planning for the 2015–16 academic year, and beyond. Please keep the campaign details under wraps (and out of your publications, websites, posts and tweets) until the launch week of October 5–10, 2015. Look for updates as the launch approaches!
What communicators should know about the Innovation and Inspiration Campaign

Innovation and Inspiration: The Campaign for Kansas State University will raise $1 billion to drive K-State forward toward its strategic vision to become a top 50 public research university by 2025.

It’s a comprehensive campaign to address a broad array of fundraising priorities throughout K-State. Innovation and Inspiration is not a capital campaign: capital campaigns generally focus solely on a building or infrastructure project, and though Innovation and Inspiration priorities include capital projects, it is broader in nature.

The philanthropic priorities were developed in step with K-State 2025 through a collaborative process between the president, provost, deans, unit heads and the KSU Foundation.

The $1 billion goal will be reached through private gifts from alumni, friends, corporations and foundations — and from faculty, staff and students, too! Some gifts will be given outright, and others will be pledges or gifts through individuals’ estate plans, which will be realized in the future.

Campaign communication goals

- Promote overall awareness of the campaign goals to reach new potential donors
- Drive participation and social engagement to increase advocacy
- Demonstrate the need in relation to the 2025 Vision for potential donors to see the purpose in giving
- Recognize the generosity and impact of current donors to increase likelihood of repeat gifts

Quick talking points

Innovation and Inspiration is:

- The most ambitious campaign in K-State history
- An effort inclusive of the entire K-State family — here in Kansas and around the world
- Rooted in our land-grant history, but inspired by our future
- Aligned in support of the seven key themes of K-State 2025
- Comprehensive — philanthropy will support student success, faculty development, facilities, programmatic success and excellence funds across all three of K-State’s campuses, K-State Global Campus, K-State Alumni Association and K-State Athletics
Innovation and Inspiration will raise $1 billion to drive K-State forward toward our strategic vision to become a top 50 public research university by 2025.

| THEME I | **Research, scholarly and creative activities and discovery**  
Create a culture of excellence that results in flourishing, sustainable and widely recognized research, scholarly and creative activities, and discovery in a variety of disciplines and endeavors that benefit society as a whole. |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THEME II | **Undergraduate educational experience**  
Build a connected, diverse, empowered, engaged, participatory culture of learning and excellence that promotes undergraduate student success and prepares students for their professional, community, social and personal lives. |
| THEME III | **Graduate scholarly experience**  
Advance a culture of excellence that attracts highly talented, diverse graduate students and produces graduates recognized as outstanding in their respective professions. |
| THEME IV | **Engagement, extension, outreach and service**  
Be a national leader and model for a reinvented and transformed public research land-grant university integrating research, education and engagement. |
| THEME V | **Faculty and staff**  
Foster a work environment that encourages creativity, excellence and high morale in faculty and staff, responds to changing needs, embraces diversity, values communication and collaboration, and is respectful, trusting, fair and collegial for all. |
| THEME VI | **Facilities and infrastructure**  
Provide facilities and infrastructure that meet our evolving needs at a competitive level with our benchmark institutions and are an asset to recruit and retain quality students, faculty, researchers and staff. |
| THEME VII | **Athletics**  
Strengthen the interconnectivity between intercollegiate athletics and the campus community to prepare our student-athletes for success in school, in sport, and after graduation and benefit our university, community and state. |
Giving areas

Making a difference through a philanthropic gift is a matter of the heart. You can advance the seven 2025 themes by investing where you care most, in one of these core areas:

Student success

Support for students establishes scholarships and fellowships, funds new programs and fosters participation in leadership opportunities. Scholarships offer students encouragement to excel in the classroom and freedom to be involved in campus and community activities — important aspects of K-State’s student experience.

Faculty development

Eminent faculty members attract exceptional students and bring esteem to the university through internationally significant research and teaching. As faculty members mentor, teach and collaborate with students, they prepare students to face challenges and achieve solutions in their future careers.

Facility enhancement

The modern campus infrastructure encompasses facilities, equipment and technology. New and revitalized buildings are a significant asset in recruiting and retaining students, faculty and staff. Increased initiatives in distance education provide new reach for the K-State brand.

Programmatic support

Philanthropic support for programs helps college and unit leaders achieve specifically defined academic and experiential outcomes. These contributions provide momentum for existing programs and allow the development of new ones.

Excellence funds

Excellence funds provide deans and administrators with flexible resources to meet areas of greatest need as well as emerging opportunities. Excellence funds may support specific needs in curriculum areas, lectures, symposia, and student and faculty travel for professional and personal development.
Steal this: Sound bites you can use!

There are topics that come up frequently when discussing the campaign, such as what the funds will be used for, why philanthropy is important, and the importance/function of the endowment. Below are a few sentences we often use to describe these topics. Please feel free to use these or tweak them to your needs.

- We’ve embarked on a visionary mission — to raise $1 billion, making significant progress toward funding our 2025 initiatives. Will you join this pivotal moment in Kansas State University history?

- Innovation and Inspiration will raise $1 billion to drive Kansas State University toward our strategic vision to become a top 50 public research university by 2025.

- Endowed funds create a lasting legacy and the assurance that your fund will make a difference well beyond your lifetime. The principal of the gift is never invaded and is expected to continually increase, while awards are made from the earnings. This means that the endowed fund you create today will reach into the future to continue to provide support for the purpose that is close to your heart. Because the size of the endowment is directly correlated to our capacity to serve future generations of K-Staters, the endowment is an important benchmark toward our goal to become a top 50 public research university by 2025.

- Philanthropic support from loyal alumni and friends, who share a passion to see K-State and (insert college or unit name) advance, will be crucial to reaching our goal of being a top 50 public research university by 2025.

Nomenclature

- On first reference, use the complete name — Innovation and Inspiration: The Campaign for Kansas State University.

- There are three acceptable second references: the Innovation and Inspiration Campaign, Innovation and Inspiration or the campaign.

- When using the campaign’s name in text, use “and,” not an ampersand, e.g. Innovation and Inspiration.

- Do NOT abbreviate the campaign name to I&I. Always spell it out — Innovation and Inspiration.
This, not that

Tips on tone in writing about Innovation and Inspiration.

The campaign’s relationship to 2025

Take care in how you represent Innovation and Inspiration’s relationship to K-State 2025. Private dollars will not completely fund this strategic plan.

USE THIS
Innovation and Inspiration will help us make significant progress toward funding our 2025 initiatives.

NOT THAT
Innovation and Inspiration will fund our 2025 initiatives.

OR THIS
Innovation and Inspiration will raise $1 billion to drive Kansas State University toward our strategic vision to become a top 50 public research university by 2025.

Writing about fundraising goals

Don’t sound needy or negative. Be future focused on positive results that will occur because of the funds raised. Make the donor the hero and show how their investment will help move your unit toward a goal.

USE THIS
You can invest…
You can help…
Make a difference…
Your investment helps students…

NOT THAT
Avoid words like “need” or “problem.”
Font usage

In accordance with university branding guidelines, K-State's official fonts, Myriad Pro and Adobe Caslon Pro, should be used. For more information about these guidelines, please see the Kansas State University Brand Guide available at www.k-state.edu/vpcm/branding.

Logo usage

The Innovation and Inspiration logo is available in file formats for use in commercial printing, desktop publishing, electronic presentations and web communication. For more information about usage or to obtain a digital file, please contact Susan Berhow at 785-532-7616 or susanb@found.ksu.edu.

The Innovation and Inspiration logo has been carefully designed to complement the Kansas State University wordmark while remaining strong and distinctive in its own right. Fonts used in the logo are Brandon Grotesque Black and Regular, with a Caecilia LightSC Regular ampersand.

Standard logo: Black + PMS 268

Minimum reproduction

In order to maximize legibility on printed materials, the campaign logo may not appear smaller than the sizes illustrated below.

The minimum size the logo may be used in web applications will be determined before the public phase of the campaign.

Minimum print width with tagline: 2”

Minimum print width without tagline: 1.25”
Clear space

To ensure it has a distinct visual impact, the logo should always have adequate clear space around it that is free of words or other graphics. The clear space is defined by the outer circle surrounding the ampersand. This clear space should also be applied to ensure sufficient space between the logo and the edge of the page.

Alternate logos

Alternative versions of the logo are available for use when the standard campaign logo is impractical, as shown below.

Approved usage

In order to maintain quality and uniformity, the official campaign logo must be reproduced using the criteria outlined in this guide. It must not be redrawn, reproportioned or modified in any way. It may be proportionally resized.
Incorrect usage

The campaign logo is a stand-alone design element and must appear separate from other elements in all applications. It is imperative that no words or images crowd, overlap or merge with it and that it not be placed on a photo or design. The logo may not be rotated, tilted, rearranged, shaded, stretched, used in outline form or filled with a texture or photo. Do not substitute another typeface, alter the language, graphics or colors, or add other text or graphic elements.

Shown below: Incorrect usage of the campaign logo.
Integration with print publications

During the public phase of Innovation and Inspiration (beginning October 9, 2015 to 2018), the campaign logo and URL should be integrated into print publications, especially those items that target an external audience. This includes:

- Magazines
- Newsletters
- Advertising
- Signage
- Flyers/brochures

This has been an exciting year of change for the Department of Mechanical and Nuclear Engineering. Our annual departmental issue of the Engineering Magazine will be released soon. We invite you to read about the latest developments in our department.

Innovation and Inspiration:

- Ad
- Newsletter

Magazine spread

The need for excellence

The need for excellence is to provide the education of computer science.

Innovation inspiration

KANSAS STATE UNIVERSITY

College of Arts & Sciences

Office of Dean

Equal Opportunity/Affirmative Action Institution

KANSAS STATE UNIVERSITY

College of Arts & Sciences

Office of Dean

Equal Opportunity/Affirmative Action Institution

KANSAS STATE UNIVERSITY
On the web

The official URL for the campaign microsite will be inspire.k-state.edu. The week of the launch, the campaign microsite will be live. We encourage everyone to promote it!

Integration on K-State homepages

An Innovation and Inspiration Campaign banner will be applied by Web Services to the K-State, college and major unit homepages the week of the launch. If your college or major unit is not in the CMS, please contact Susan Berhow, susanb@found.ksu.edu or 785-532-7616.
Optional right- or left-hand column integration

We encourage all units to include the campaign logo and link (inspire.k-state.edu) on their CMS sites. For instructions on how to add the logo to your page after October 9, 2015, visit www.k-state.edu/webservices/cms.
Social media

We want the Innovation and Inspiration Campaign to have an active showing on social media across K-State’s major platforms — Twitter, Facebook and Instagram — and throughout all K-State related accounts—colleges, departments, centers, Alumni Association, K-State Athletics, etc.

Hashtag: #KStateInspires

The campaign website will aggregate all of the social media that uses the official hashtag into one place and show where these posts/tweets are originating from so we can see the worldwide impact of the campaign. Please use #KStateInspires as often as possible, when appropriate.

Also, use #KState2025 when appropriate and if you have space.

Social media accounts to watch:

Twitter:
  • @KSU_Foundation: https://twitter.com/KSU_Foundation
  • @KState: https://twitter.com/KState

Instagram: Kansas State University

Facebook:
  • KSU Foundation: https://www.facebook.com/ksufoundation
  • Kansas State University: https://www.facebook.com/KState

Topics to post about:

• Build the family legacy and inspiration for the future
• Celebrate the past
• Thank and recognize donors and volunteers (e.g. Thanks to donors like you, #KState students receive scholarships to study abroad. #KStateInspires OR Thanks to donors like you, #KState faculty conduct groundbreaking research. #KStateInspires)
• Reinforce the Innovation and Inspiration Campaign and the 2025 Vision
• Emphasize the seven campaign/2025 themes
• Feature stories of students and faculty impacted by the campaign/gifts to K-State
• Invite audiences to take part in the excitement and visit the campaign website: inspire.k-state.edu
• Promote sharing of the K-State pride and inspiration, e.g. What about #KState inspires you? #KStateInspires
Promoting the launch

Launch experience timeline

<table>
<thead>
<tr>
<th>WEDNESDAY OCT 7th</th>
<th>THURSDAY OCT 8th</th>
<th>FRIDAY OCT 9th</th>
<th>SATURDAY OCT 10th</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMMITTEE MEETINGS</strong></td>
<td><strong>BOARD OF DIRECTORS</strong></td>
<td><strong>TRUSTEE MEETINGS</strong></td>
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<tr>
<td>10 am – 6 pm/Foundation</td>
<td>8 am – 2 pm/Foundation</td>
<td>9 am/Forum Hall</td>
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**ON-CAMPUS CAMPAIGN BRANDING & ACTIVITIES**

<table>
<thead>
<tr>
<th>WEDNESDAY OCT 7th</th>
<th>THURSDAY OCT 8th</th>
<th>FRIDAY OCT 9th</th>
<th>SATURDAY OCT 10th</th>
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</thead>
<tbody>
<tr>
<td><strong>STUDENT &amp; FACULTY</strong></td>
<td><strong>NEW TRUSTEE</strong></td>
<td><strong>TRUSTEE LUNCHEON</strong></td>
<td><strong>HOME FOOTBALL GAME vs TCU</strong></td>
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<td><strong>CAMPAIGN LAUNCH</strong></td>
<td><strong>ORIENTATION</strong></td>
<td><strong>ENDED CHAIR AND</strong></td>
<td><strong>BRANDING OPPORTUNITIES</strong></td>
</tr>
<tr>
<td><strong>PREVIEW</strong></td>
<td><strong>3 – 4:30 pm/Alumni Center</strong></td>
<td><strong>PROFESSORSHIP</strong></td>
<td><strong>THROUGHOUT THE DAY</strong></td>
</tr>
<tr>
<td>(Times are tentative)</td>
<td><strong>RECEPTION FOR NEW</strong></td>
<td><strong>IN THE IMPACT OF</strong></td>
<td></td>
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<tr>
<td><strong>K-State Proud:</strong> 12:30-2:00</td>
<td><strong>TRUSTEES AND BOD</strong></td>
<td><strong>PHILANTHROPY ON</strong></td>
<td></td>
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<tr>
<td><strong>AUC:</strong> 4:30-6:00</td>
<td>4:30 – 6 pm/Alumni Center</td>
<td><strong>FACULTY EXCELLENCE</strong></td>
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<tr>
<td><strong>Anderson Lawn</strong></td>
<td><strong>LEADERSHIP</strong></td>
<td><strong>Noon 1:30/Union Ballroom</strong></td>
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<td></td>
<td><strong>APPRECIATION EVENING</strong></td>
<td><strong>TRUSTEE TOUR</strong></td>
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<td>7 pm/Great Room, Hale</td>
<td>2-4 pm/1800 Kimball</td>
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<td></td>
<td><strong>AFTER PARTY</strong></td>
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<td></td>
<td>8:30 pm/Anderson Lawn</td>
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**DIGITAL EXPERIENCE**

**Campaign launch guiding principles**

- A celebration of the past, present and future
- Driven by powerful student stories, but inclusive of all K-State family members (near and far)
- Aspirational, but always authentic and down-to-earth
- Extraordinary, but never extravagant
- Fun and exciting, but meaningful and purposeful
- Appreciative at every step, but fueled by ongoing support (be that donations, volunteering, passion or advocacy)
- Anchored in tradition, but progressive in ambition
- A showcase of tangible impact, but also an expression of an inexplicable love and sense of pride
- A participatory, shared and socially driven experience
- Purple, but more than just a color
How you (yes, you!) can promote the launch event

How can you help promote the Innovation and Inspiration Campaign launch? Social media! Together we can help engage the Wildcat Nation around the world and help everyone experience the launch event, near and far!

In addition to alerting K-Staters everywhere that something special is happening at K-State, you’ll be showing those attending the campaign launch in McCain that the K-State nation is celebrating with them! Using a social aggregator, the posts from K-Staters everywhere will be displayed on stage at the launch event in McCain, showing attendees K-Staters everywhere are engaged and watching via live video feed.

Who should post?

Everyone! But as communicators, you can make a difference by encouraging those who post on behalf of your college, department, unit or area — including your deans, department heads and other leaders who use social media — to help us launch Purple Power Hour by using the hashtag #KStateInspires. We hope you post personally, too! Every post, tweet, photo or video shared aids this effort!

Which networks should we use?

We want the Innovation and Inspiration Campaign to have an active showing on social media across K-State’s major platforms — Twitter, Facebook and Instagram — and throughout all K-State related accounts!

Are there images we should use?

Yes! We encourage the use of photos and videos that represent your area of K-State. Make sure they are positive and inspirational images that are sure to catch attention. To get some photo inspiration, we’ve included some suggested images on this and the following pages. There will also be a public Zenfolio folder for campaign images, accessible at ksuphoto.zenfolio.com.
Social media timeline and suggested posts:

The build-up: Monday, October 5 through Friday, October 9, 2015

This is the time to start using the hashtag #KStateInspires in some anticipatory posts that create a buzz.

Example posts:

To reach our goals for the future, we’ll need inspiration. Support the future of K-State and share what inspires you. #KStateInspires

Show us your K-State love and share how K-State inspires you. #KStateInspires

At K-State, our past traditions inspire our bright future. Get your purple pride fix and check out what inspires our future at inspire.k-state.edu #KStateInspires

Friday, October 9, at 6:30 p.m.: The Purple Power Hour is here!

This is the hour to go all out! Engage as many followers as you can for the Purple Power Hour! Encourage everyone to post how #KStateInspires them!

Example posts:

Take part in an outpouring of K-State pride and share your favorite Wildcat memory as we prepare to reveal exciting news for the future of K-State. #KStateInspires

Share your love and help us break the internet with purple pride as we await a big reveal about the future of K-State! #KStateInspires

Join the excitement! Share your purple pride tonight as we try to break K-State social records. #KStateInspires

#KStateInspires innovations for future #KStaters. Learn more at inspire.k-state.edu and join us tonight.

Donors help make #KState extraordinary! #KStateInspires! Follow us tonight for exciting news!
Friday at 7 p.m.: Doors open to McCain Auditorium

By this time, we hope to be breaking the Internet with purple pride! Social media is in full swing, people are entering the venue, and the results of our efforts are displayed on stage in McCain Auditorium. This is also a great time to alert K-Staters everywhere that they can watch via live stream!

Example posts:

Share how #KStateInspires you.

Be a part of all the excitement and watch the big reveal for the future of K-State at (insert live stream URL). #KStateInspires

We are minutes away from releasing big news! Join your family of K-Staters and see your purple pride in action at (insert live stream URL). #KStateInspires

The Purple Power Hour is almost over! Take part in the movement for the future of K-State and share how K-State inspires you. #KStateInspires

Friday, 7:30–8:30 p.m.: During the event

Keep the conversation going! Encourage people to follow and watch the event for the big reveal: our fundraising total to date!

Example posts:

The purple pride is contagious! Help K-State become a top 50 public research university by the year 2025. Support the future of K-State at inspire.k-state.edu #KStateInspires

We are inspired by discovery. Find out the new discoveries that will be made when K-State becomes a top 50 public research university in 2025 at inspire.k-state.edu #KStateInspires

Purple Pride has taken over! Be a part of all the excitement and share your favorite K-State traditions! #KStateInspires

Inspiration is flowing as we make our way toward the bright future of K-State. Take part in the future and share how K-State inspires you. #KStateInspires

The anticipation is building as purple pride takes over McCain Auditorium. Be a part of the action and view the big reveal at (insert live stream URL). #KStateInspires

Check out the inspiring news that's happening right now in McCain Auditorium! View the purple pride live at (insert live stream URL). #KStateInspires

Suggested images for social media
Friday, 8:30 p.m. and beyond: After the event

We've only just begun! Keep the conversation going with more great posts!

Example posts:

K-State’s bright future is fueled by the ongoing support from donations, volunteering and advocacy. A special thank you to those investing in their purple pride for the future of K-State. #KStateInspires

A special thank you to those investing in their purple pride for the future of K-State. Their investments help inspire our future. Learn more about them at inspire.k-state.edu. #KStateInspires

Through Innovation and Inspiration, supporters are moving K-State closer to our ambitious goal of becoming a top 50 public research university by 2025. Be inspired by tomorrow at inspire.k-state.edu. #KStateInspires

K-State is moving closer to our ambitious goals for our bright future. Let tomorrow inspire you at inspire.k-state.edu. #KStateInspires

Suggested images for social media
FAQs

How do I find out more about what the campaign will support in my college or unit?
For information specific to your college or unit, contact your development officer or Susan Berhow, susanb@found.ksu.edu, 785-532-7616.

Will the Innovation and Inspiration Campaign compete with the All-University Campaign?
No. The All-University Campaign falls under the umbrella of Innovation and Inspiration. Your All-University Campaign gift is a great way to participate in the Innovation and Inspiration Campaign as faculty and staff.

Will the Innovation and Inspiration Campaign compete with K-State Proud?
Much like the All-University Campaign, K-State Proud falls under the umbrella of the Innovation and Inspiration. When you support K-State Proud, you are also supporting the Innovation and Inspiration Campaign.

Contact information
The goal of this document is to empower you to be able to tell the story of the Innovation and Inspiration Campaign and its most important core message: Private philanthropy advances K-State. This core message is delivered most effectively when we all follow a common set of visual, verbal and textual standards when describing and promoting Innovation and Inspiration in the ONE K-State way.

If you have questions about logo usage, editorial style or anything regarding campaign communications, please contact Susan Berhow, susanb@found.ksu.edu, 785-532-7616.