



# ONWARD

TOWARD INFINITE POSSIBILITY



**BRAND BOOK**

# ONWARD

Several black graduation caps with tassels are captured mid-air, flying upwards against a bright blue sky with scattered white clouds. The caps are positioned at various heights and angles, suggesting a celebratory toss.

TOWARD INFINITE POSSIBILITY



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Match to PANTONE® color standards for accuracy.

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# 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 “Onward: Toward Infinite Possibility,” 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 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!

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.

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 [onward.kuendowment.org](https://onward.kuendowment.org) to connect with us and for campaign updates.

### Campaign Mission Statement

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 Name Usage:**

Onward: Toward Infinite Possibility — capitalize initial letter of each word and use plain text.

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

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

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

### **Correct:**

Onward: Toward Infinite Possibility

### **Incorrect:**

**Onward: Toward Infinite Possibility**

*Onward: Toward Infinite Possibility*

onward: toward infinite possibility

### **Items to note:**

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

- The Onward: Toward Infinite Possibility campaign for the University of Kansas
- KU's Onward: Toward Infinite Possibility campaign
- Onward: Toward Infinite Possibility, 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:**

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 Onward: Toward Infinite Possibility 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.

**ONWARD** no tagline

**ONWARD**  
TOWARD INFINITE POSSIBILITY with tagline

**ONWARD**  
TOWARD INFINITE POSSIBILITY } minimum height = 1.25"

CAMPAIGN LOGO  
*Color Variations*

**ONWARD**  
TOWARD INFINITE POSSIBILITY



CAMPAIGN LOGO  
*Improper uses*



Do not stretch or skew the logo



Do not rotate the logo



Do not use unauthorized colors

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



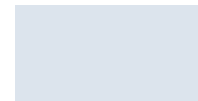
Jayhawk Yellow  
PMS 116  
CMYK: 0, 15, 100, 0  
#ffc82d



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***

# KU ENDOWMENT

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The University of Kansas

