

LET THEM HEAR YOU
ROAR.

THE KUTZTOWN UNIVERSITY BRAND STORY



**KUTZTOWN UNIVERSITY
HAS A POWERFUL STORY
THAT'S JUST WAITING TO
BE TOLD.**

150 years is quite a legacy.

It's shaped who we are, what we stand for, and where we want to go. Now, it's time to share our story with the world. And telling it starts with you.

When we come together to tell a single, consistent story, that's when our brand comes to life. This book provides some of the important tools we need to show the world why it's good to be golden.

WHAT IS OUR STORY?

The creative platform is a conversational way to describe what we stand for and how we stand out.

This place.

It looks like college should.
It sounds like college should.
It just feels like college should.

But at Kutztown, what's under the surface will surprise you.

We believe in warm welcomes and a strong work ethic. We believe that character sets the foundation for success. And that individual attention fuels personal growth.

That's why you're here. For who you are. But even more, for who you'll become.

To grow, not into someone new, but into yourself.

To be the kind of person who knows how to dig a little deeper. Who finishes the job, not for praise, but for pride. And who doesn't live up to expectations, but surpasses them.

For more information please reference our brand guidelines at: www.kutztown.edu/brandguidelines

**IT STARTS AS A GOLDEN BEAR. BUT
WHERE YOU FINISH, THAT'S UNTOLD.
BECAUSE WHEN THE RAW MATERIALS
ARE PUT IN THE RIGHT HANDS—
THAT'S WHEN YOU STRIKE GOLD.**

WHAT ARE OUR KEY MESSAGES?

Our creative platform is our story, which contains key messages about who we are and what we offer. Let's break down the platform to show what messages lay underneath.

CREATIVE PLATFORM

ONE

This place. It looks like college should. It sounds like college should. It just feels like college should. But at Kutztown, what's under the surface will surprise you.



KEY MESSAGE

Kutztown University is located in a beautiful rural setting with a traditional campus. It's the type of place you imagine when you think of college. But that's not all we have to offer—there's much more than meets the eye.

TWO

We believe in warm welcomes and a strong work ethic. We believe that character sets the foundation for success. And that individual attention fuels personal growth.



We have a warm, welcoming community that's grounded in a Middle-American work ethic. Our students may be undecided when they arrive at KU, and have room for growth, but they are people of strong character who are willing to work hard to realize their potential. And through one-on-one attention, we are able to fuel that growth.

CREATIVE PLATFORM

THREE

That's why you're here. For who you are. But even more, for who you'll become. To grow, not into someone new, but into yourself.



KEY MESSAGE

Our students come to Kutztown because they'll be supported and challenged. This atmosphere enables a transformative experience for our students. But we don't expect them to change who they are—we want to help them become the best versions of themselves.

FOUR

To be the kind of person who knows how to dig a little deeper. Who finishes the job, not for praise but for pride. And who doesn't live up to expectations—but surpasses them.



When students leave Kutztown, we want them to be prepared for their personal and professional lives. That means knowing how to always persevere in the face of a challenge, working hard for personal validation, not external praise, and always doing more than the minimum that's expected.

FIVE

It starts as a Golden Bear. But where you finish, that's untold. Because when the raw materials are put in the right hands—that's when you strike gold.



This journey of personal growth starts at KU. But when students leave here, they're capable of accomplishing whatever goals they set for themselves. Because when a person of the right character and work ethic meets a supportive yet challenging environment, the result is someone who is fully prepared for their future.

**WHAT DOES IT MEAN
TO BE
GOLDEN?**

"It's good to be golden" is our essence. It's the shortest way to encapsulate our story and express our pride in being Golden Bears.

**IT'S GOOD TO BE
GOLDEN.**

WHAT DO I DO WITH LIMITED TIME?

Whether you're talking in person to someone, corresponding over e-mail, or typing a tweet, here are a few ways you can talk about Kutztown in 30 seconds, 15 seconds, and 140 characters.



30
SECONDS

EXAMPLE ONE

At Kutztown, we're all works in progress. Whether you know exactly what you want to do, or you're still deciding, this is your time to explore. To try, to fail, and to go places you never thought possible. And you'll never do it alone. We believe in having each other's backs. That creating a strong community empowers individual freedom. And that with the right support, resources, and challenges, you'll grow, not into someone new, but into yourself. Because at your best, there's no limit to what you can do.

It's good to be golden.



15
SECONDS

EXAMPLE TWO

At Kutztown, we're all works in progress. This is your time to explore—to grow, not into someone new, but into yourself. Every step of the way, you'll be backed by a strong community who will inspire you to go further. Because at your best, there's no limit to what you can do.

It's good to be golden.



140
CHARACTERS

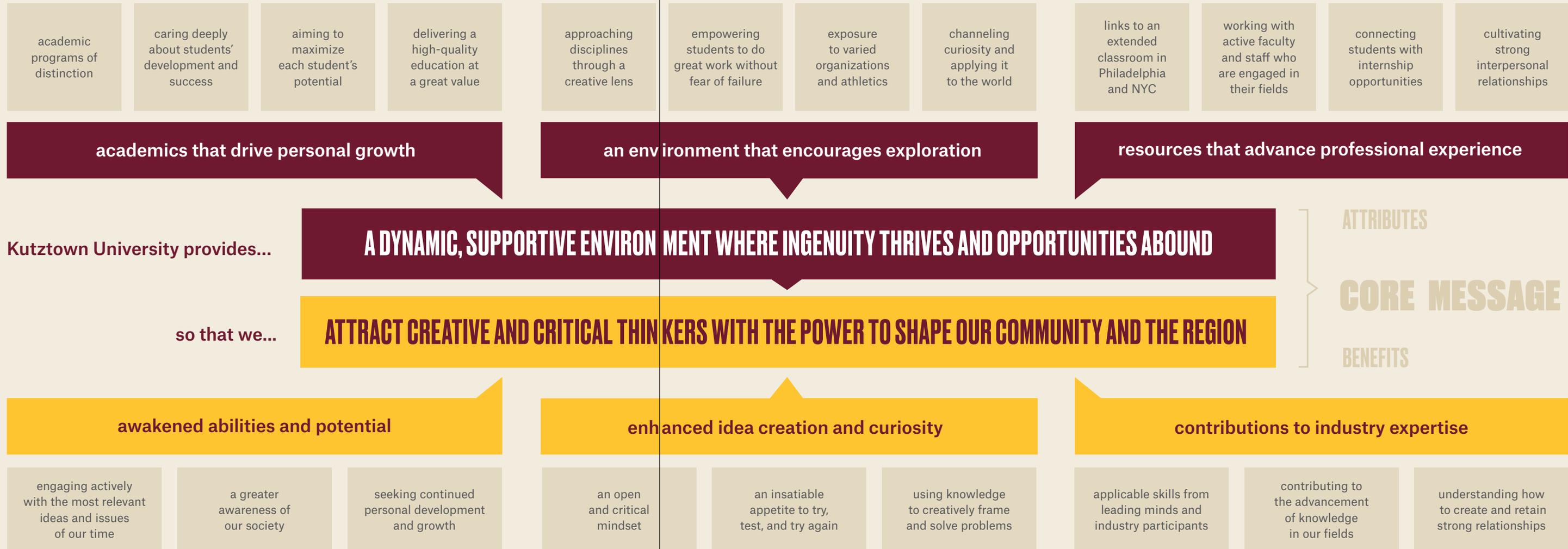
EXAMPLE THREE

At Kutztown, you'll grow, not into someone new, but into yourself. At your best, there's no limit to what you can do.

It's good to be golden.

HOW DO WE ORGANIZE OUR MESSAGES?

The messaging map organizes our key messages into a hierarchy that helps ensure that our communications are clear, consistent, and compelling. The messaging map informs *what* we talk about, while our voice is *how* we talk about it.



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HOW DO I USE THE MESSAGING MAP?

When you're starting the writing process, follow these four steps to make sure your communication is clear, consistent, and compelling.

STEP

1

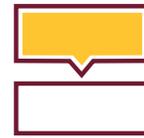


Determine your audience and priorities.

Crafting an audience-centered message is key. So figure out who it is you're talking to. Then, as you're evaluating how to talk about attributes and benefits, keep them in mind.

STEP

2



Determine the attribute.

Consult the messaging map to make sure that you're selecting attributes that align with our core message. If what you want to talk about isn't explicitly stated, then it should align with a supporting point or secondary message on the map.

STEP

3



Determine the benefit.

Once you've established that your topic links to a brand attribute, you need to identify the benefits to your audience. *(Note that the benefits may vary based on the audience.)*

STEP

4



Craft your message.

You may have found one benefit, or you may have found several. You'll want to narrow your focus to the most important benefit—that's what you need to get across first. Any supporting benefits should act as talking points, complemented by the attributes of the topic you are promoting.

MAKE SURE EVERY COMMUNICATION:



Ties back to and supports our core message.



Includes at least one of our key messages.



Leads with benefits and is supported by attributes.

WHAT DOES OUR STORY LOOK LIKE?

A compelling brand has a distinct and consistent look and feel. At a high level, these are the visual elements that set the Kutztown brand apart.

LOGOS

Primary Set



Master



Master, Alternative



Promotional

TYPOGRAPHY

Druk Family

METTLE.
IT'S WHAT WE'RE MADE OF.

Atlas Grotesk

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ
1234567890

Adobe Garamond

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ
1234567890

ITC Avant Garde Gothic

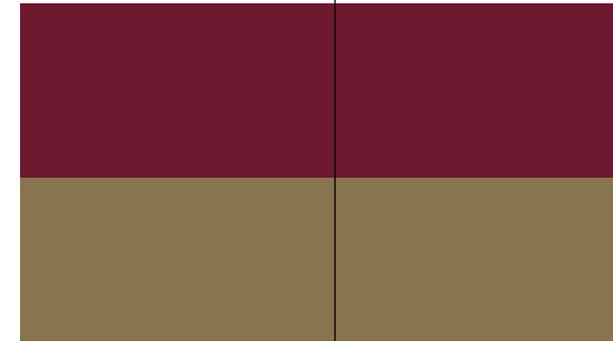
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ
1234567890

Adobe Garamond Small Caps

ABCDEFGHIJKLMNPNPQRSTUVWXYZ
ABCDEFGHIJKLMNPNPQRSTUVWXYZ
1234567890

COLOR

Primary



Secondary



Tertiary, Limited Use



PHOTOGRAPHY

Portraiture



Grit



Details

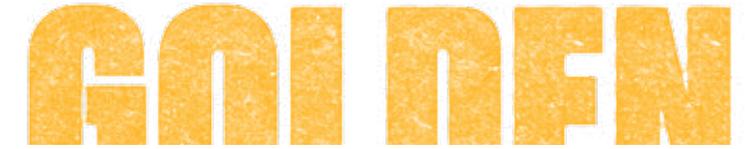


Environment



GRAPHIC ELEMENTS

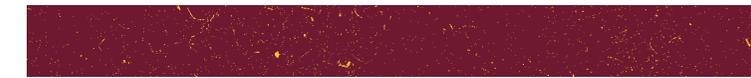
Pressworks



Gold Dust



Deckle



Burnishes



Heritage Stamps



Modern Stamps



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WE WANT THE STUDENTS WITH SPIRIT. THE ONES WITH CHARACTER. BECAUSE THAT'S A FOUNDATION WE CAN BUILD ON. AT KUTZTOWN, WE'RE ALL WORKS IN PROGRESS. BUT WE BELIEVE WHEN YOU PUT THE RAW MATERIALS, IN THE RIGHT HANDS—THAT'S WHEN YOU STRIKE GOLD.



WE'LL TAKE CHARACTER OVER FLASH ANY DAY.

#GoodToBeGolden

KUTZTOWN UNIVERSITY

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FIND THE RIGHT TRACK.

#GoodToBeGolden

PROGRAMS OF DISTINCTION

SCIENCE

Biology

We're committed to undergraduate research, allowing you to test out your field of study. Like our biology students who are studying how the sun's movement affects how honey bees navigate their landscape.

KUTZTOWN UNIVERSITY

IT'S GOOD TO BE GOLDEN



IT DOESN'T HAVE TO GLITTER TO BE GOLD



PROGRAMS OF DISTINCTION
VISUAL AND PERFORMING ARTS

Music

Here classical technique meets contemporary practice. From ensemble performance to private lessons, and every note in between, our B.A. in Music Performance gives you the skills you need to succeed as a professional musician.

KUTZTOWN UNIVERSITY

IT'S GOOD TO BE GOLDEN

DON'T BE AFRAID TO STAND OUT.



METTLE

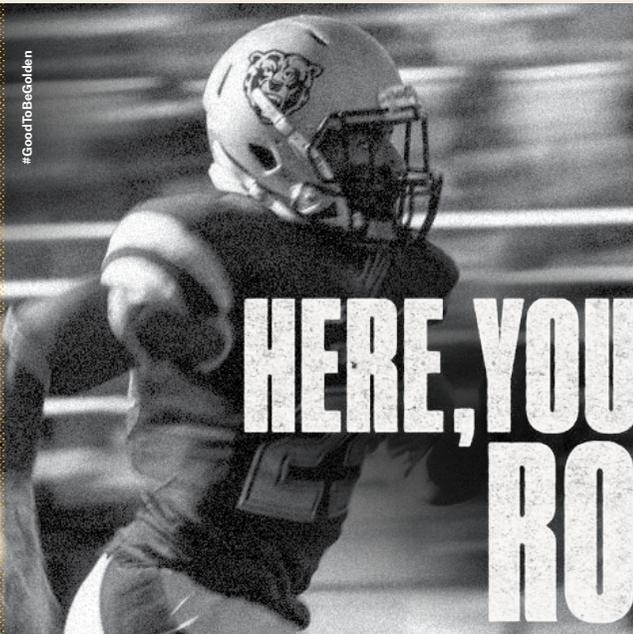
IT'S WHAT WE'RE MADE OF.

We want the students with spirit. The ones whose character is their solid foundation. Because at Kutztown, we're all works in progress. But we believe that when you put the raw materials in the right hands—that's when you strike gold.

KUTZTOWN UNIVERSITY

IT'S GOOD TO BE GOLDEN.

#GoodToBeGolden



#GoodToBeGolden

HERE, YOU ROAR

FIND A SENSE OF FREEDOM IN A COMMUNITY OF STRONG TIES.

At Kutztown, we believe in having each other's backs. Our community—your community—is a powerful thing. It'll help you grow, not into someone new, but into yourself. And when you're at your best, there's no limit to what you can do.





It's time to get to work.

Now we have some simple guidelines to tell a consistent and compelling brand story. But to be our best and to build our brand, we have to go out and tell our story. Let's take these messages, add some of our own, and

SHARE OUR STORY THE WAY ONLY GOLDEN BEARS CAN.

Where do I go for help?

If you're looking for resources, or simply have questions about executing the new brand, please contact University Marketing.

Jennifer Umberger | umberger@kutztown.edu | 610-683-4841

KUTZTOWN
UNIVERSITY

#GoodToBeGolden