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.
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.

WHAT IS OUR STORY?

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

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?

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but surpasses them.

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.

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.

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

ONE

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.

THREE

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.

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.

FOUR

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

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.
"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.

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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.

**ELEVATOR SPEECHES**

**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.

**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.

**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.

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approaching disciplines through a creative lens
empowering students to do great work without fear of failure
exposure to varied organizations and athletics
channeling curiosity and applying it to the world
links to an extended classroom in Philadelphia and NYC
working with active faculty and staff who are engaged in their fields
connecting students with internship opportunities
cultivating strong interpersonal relationships

exposing students to varied organizations and athletics
connecting students with internship opportunities
channeling curiosity and applying it to the world

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Kutztown University provides... so that we...

ATTRACT CREATIVE AND CRITICAL THINKERS WITH THE POWER TO SHAPE OUR COMMUNITY AND THE REGION

awakened abilities and potential
a greater awareness of our society
seeking continued personal development and growth
an open and critical mindset
an insatiable appetite to try, test, and try again
using knowledge to creatively frame and solve problems
applicable skills from leading minds and industry participants
contributing to the advancement of knowledge in our fields
understanding how to create and retain strong relationships

enhanced idea creation and curiosity

contributions to industry expertise

resources that advance professional experience

ATTRIBUTES

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.

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.

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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.

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FIND THE RIGHT TRACK.

SCIENCE

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 effects how honey bees navigate their landscape.

PROGRAMS OF DISTINCTION

DON'T BE AFRAID TO VISUAL AND PERFORMING ARTS

Music

Here classical technique meets contemporary practice. From ensemble performances 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.

PROGRAMS OF DISTINCTION

IT DOESN'T TAKE IT'S GOOD TO BE GOLDEN TO BE MADE OF.

WE'LL TAKE IT'S GOOD TO BE GOLDEN

DON'T BE AFRAID TO STAND OUT.

HERE, YOU ROAR.
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.

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