



Brand Equity as a Competitive Advantage

Leveraging the K-State brand with the help of the
Division of Communications and Marketing



What's in a brand?

- An enduring platform
 - Perception, “essence”, lasting impression
 - Communications strategy
 - Positioning strategy
 - A promise



Google

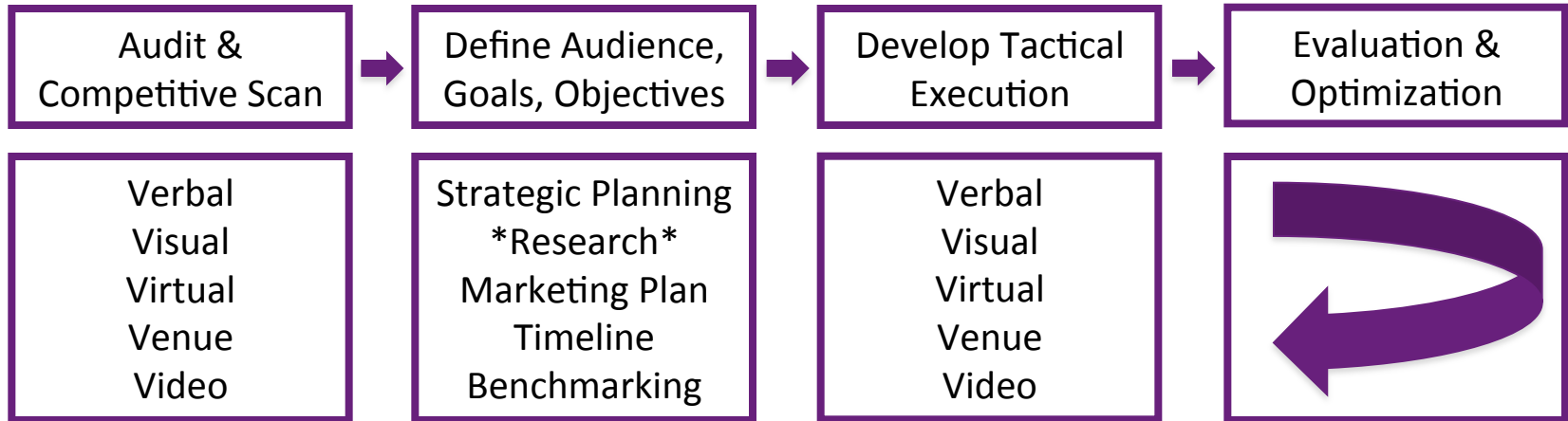
Google Search

I'm Feeling Lucky

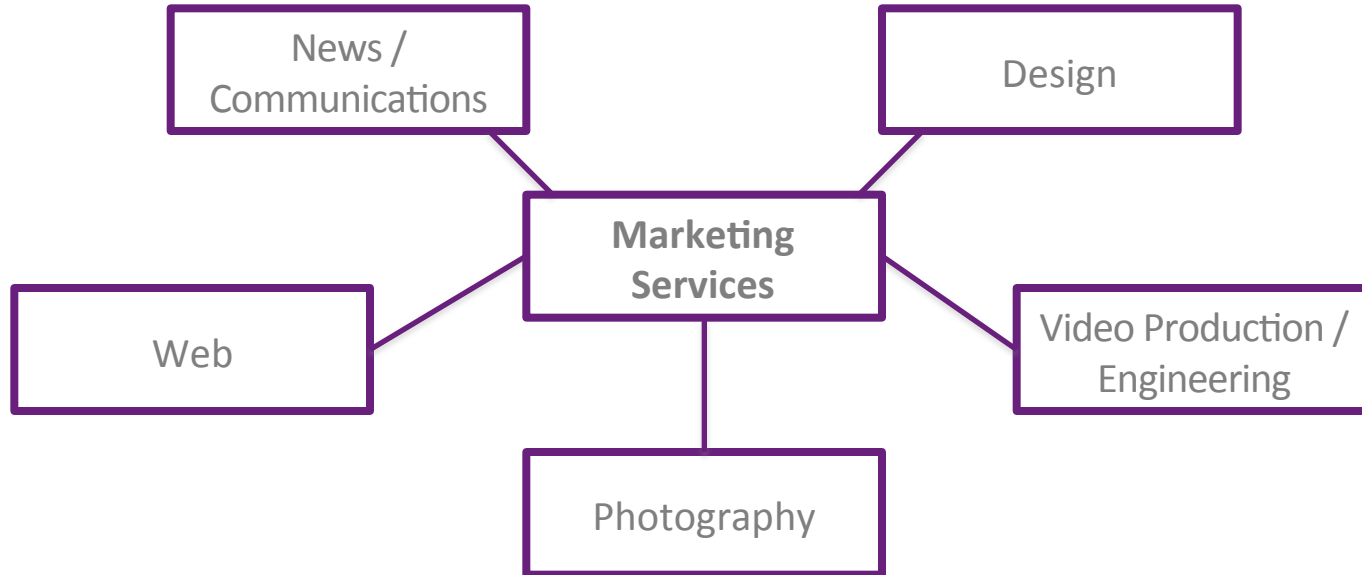
Safer Internet Day: Read tips to help you [stay safe and secure online](#)



Leveraging the K-State Brand



Communications and Marketing



Marketing Services

Marketing



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KANSAS STATE UNIVERSITY

K-State home » DCM » Marketing Services » Client Managers

Marketing Services

Marketing home

Find your client manager

K-State homepage features

Union message board policy

Marketing services staff

Division of Communications and Marketing

Marketing Services
Kansas State University
128 Dole Hall
Manhattan, KS 66506
785-532-2535
785-532-7355 fax
vpcmg@k-state.edu

Client Managers

College/Campus/Division	Client Staff
College of Agriculture	Kim Baccus
College of Architecture, Planning & Design	Kim Baccus
College of Arts & Sciences (See list of all departments included)	Ambrosia Franklin
Johnson Cancer Research Center	Ambrosia Franklin
School of Theatre, Music, and Dance	Justine Wallis
College of Business Administration	Justine Wallis
College of Education	Anne Rubash
College of Engineering	Kim Baccus
Graduate School	Anne Rubash
College of Human Ecology, incl. School of Family Studies and Human Services	Kim Baccus
College of Veterinary Medicine and the Veterinary Medicine Teaching Hospital	Kim Baccus
K-State Olathe	Ashley Martin
K-State Research and Extension	Kim Baccus
K-State Salina	Kim Baccus
Global Campus (formerly Division of Continuing Education)	Kim Baccus
K-State Libraries	Ambrosia Franklin

www.k-state.edu/marketing/client-managers.html

New and Communications

- News placements
- Media relations
- Social media



The screenshot shows the 'K-State Today' submission page. At the top, there's a purple header with the Kansas State University logo and a search bar. Below the header, the page title is 'K-State Today'. The main content area is titled 'Contribute Announcements to K-State Today' and includes instructions for submitting announcements, a deadline notice, and contact information for the Division of Communications and Marketing. The form fields include: 'Your Name', 'Email', 'Phone', 'Audience' (with checkboxes for 'current students' and 'faculty and staff'), 'Category' (a dropdown menu), 'Headline', and 'URL'. A 'Test URL' button is located at the bottom right of the form.

<http://www.k-state.edu/today/submit/>

Brand Standards

Kansas State University has four primary visual marks:

- Kansas State University Wordmark
- K-State Wordmark
- Seal
- Spirit Mark

All are trademarks of Kansas State University.

Kansas State University Wordmark

KANSAS STATE
UNIVERSITY.

University Seal



K-State Wordmark

K-STATE.

Spirit Mark



Brand Standards

How to treat it:

- **Do** use only approved, unaltered versions of the Kansas State University Wordmark.
- **Do** ask if you don't have the correct file or file type. To obtain official versions of the wordmark, contact the Division of Communications and Marketing, 785-532-2535, vpcm@k-state.edu, or Trademark Licensing, 785-532-6269, logos@k-state.edu.
- **Do** remember when scaling (enlarging or reducing) the wordmark, to always make sure that the shift key is used to maintain the original proportion of the mark.
- **Do** use the wordmark when a Kansas State University logo must appear within a list of visual marks from other entities. The wordmark provides added visual weight, allowing the university identity to more effectively cut through visual clutter.

Misuse of Identity



Brand Standards

Full unit signatures

To protect the brand of Kansas State University, a unified identity must be presented. That's why communications representing any facet of the university should use the brand consistently. The Kansas State University Wordmark is the official university logo and serves as the umbrella identity for all three campuses. When choosing how to brand communications, it is always the first choice.

To allow colleges, departments and other university units to emphasize that they are an integral part of the university, the Kansas State University Wordmark may be customized with the unit name. This mark is to be used on any and all items for an audience external to the university. For specific examples, please see the chart on page 14.

For questions about usage or to obtain a customized full unit signature, please contact the Division of Communications and Marketing, 785-532-2535, vpcm@k-state.edu.



KANSAS STATE
UNIVERSITY. | College of Agriculture

Horizontal format

KANSAS STATE
UNIVERSITY.

College of Agriculture

Justified left format

KANSAS STATE
UNIVERSITY.

College of Agriculture

Centered format

Brand Resources

PowerPoint templates

- Horizontal
- Vertical

For customized PowerPoint templates that feature unit signatures or assistance with name tags, please contact the Division of Communications and Marketing.



Brand Resources



- Creative Services
 - Template design
 - Brochure and publication design
 - Design consulting
 - Personal brand sheet
 - Classroom and lab photography



Design Examples

KANSAS STATE
UNIVERSITY

College of Business Administration

A professional MBA online from K-State
Advance your career, from anywhere



Eric Higgins

*Professor, Head of Department of Finance
Von Waaden Chair of Investment
Management*

Dawn Deeter

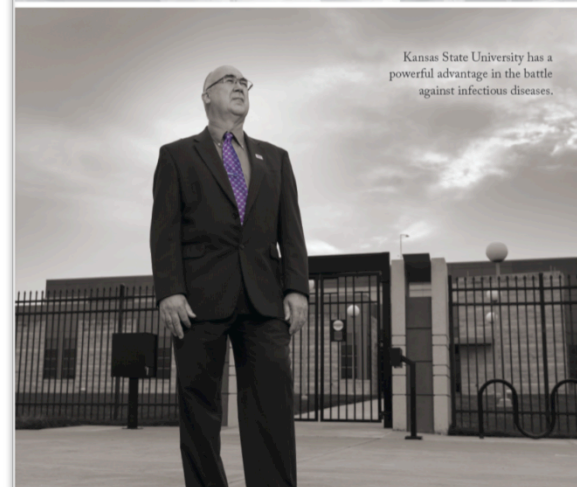
*Professor, Professional Selling
J.J. Vanier Distinguished Chair in
Relational Selling and Marketing*

Swinder Janda

*Professor, International Marketing
The Robert M. Edgerly Chair in
Global Business*



Fighting at the front line.
That's the Wildcat Way.



Kansas State University has a
powerful advantage in the battle
against infectious diseases.

KANSAS STATE
UNIVERSITY

k-state.edu/2025

Every mission needs a leader. Stephen Higgs is director of Kansas State University's biosecurity level-3 Biossecurity Research Institute, which is protecting our crops, animals and people. Under Higgs' leadership, the institute remains focused on keeping infectious diseases and pathogens at bay. As the National Bio and Agro-Defense Facility makes its way to Manhattan, Kan., Higgs will work with state and federal agencies to ensure a smooth transition to even greater research capabilities. We're leading the way to a safer tomorrow.

KANSAS STATE
UNIVERSITY



100%
job placement during last five years

GRAIN SCIENCE
ingrain yourself

CAREER AND INTERNSHIP POSSIBILITIES
Grain science and industry graduates from K-State have a 100 percent job placement rate in the last five years. Students often have multiple job offers when they graduate — typically with salaries exceeding \$50,000.

The department also prioritizes summer internship programs, allowing students to gain valuable experience, often while earning money to help finance their education.

SCHOLARSHIPS
More than a third of the department's students receive financial support from competitive scholarships. There also are additional scholarship opportunities for multicultural and out-of-state students.

CONTACT US
Department of Grain Science and Industry
Kansas State University
201 Shellenberger Hall
Manhattan, KS 66506
785-532-6161 or 1-800-355-5531
grains.k-state.edu

FACILITIES

- O.H. Kruse Feed Technology Innovation Center: Includes a modern, automated feed mill for teaching and production, as well as a biosafety-level 2 feed mill, the Cargill Food Safety Research Center.
- Hal Ross Flour Mill: A state-of-the-art flour mill that allows students to receive hands-on milling experience.
- Laboratories and pilot plants with processing capabilities in feed production, extrusion, baking, milling and biopolymer research.

KANSAS STATE UNIVERSITY

Department of Electrical and Computer Engineering

Annual Report 2013

KANSAS STATE UNIVERSITY College of Engineering
Department of Electrical and Computer Engineering

ARTS & SCIENCES



Why is earning a degree from the College of Arts and Sciences so important?

The answer lies in the vision of our college, which is key to your successful and rewarding journey through school and life. In the College of Arts and Sciences, we believe that an education incorporating the arts, humanities, and social and natural sciences empowers you to think critically, logically and independently; write and speak forcefully and effectively; analyze and interpret data; frame difficult questions and find answers; assess values; and approach

others with understanding and compassion. Most importantly, these learned abilities will equip you to make a difference in the world. Our college has more than 20 departments, encompassing studies in the arts, humanities, social sciences and natural sciences. This diversity of disciplines allows a unique structure to our curriculum to exercise both sides of the brain, an approach to learning valued by the best scholars in the world.



KANSAS STATE UNIVERSITY College of Arts and Sciences



KANSAS STATE UNIVERSITY

MAKE A CONNECTION. ACCELERATE YOUR CAREER.

K-State Olathe puts more than 150 years of academic expertise at your doorstep in Johnson County. Whether you're looking to boost your salary, earn a promotion or change your career, Kansas State University Olathe is your career accelerator right here in the Kansas City metro. We offer customizable degree programs, courses and professional development opportunities to enhance your knowledge and skills. Connect with us to learn more about our interdisciplinary programming, flexible class schedule and scholarships for Johnson County residents.

M.S. IN HORTICULTURE/URBAN FOOD SYSTEMS

The urban food system impacts economic development and provides a source of nutritious, safe food grown locally and regionally. Immerse yourself in sustainable agriculture, food systems, project management and safe food production in an urban environment.

MASTER OF AGRIBUSINESS/ ANIMAL HEALTH

Get the best of an MBA and a master's degree in agricultural economics. This degree is created especially for working professionals in the metro's growing animal health and agribusiness industries.

M.S. IN FOOD SCIENCE

Immerse yourself in the full spectrum of food science from food processing, product development and sensory analysis, to food safety and security in the food chain.

M.S. IN ADULT AND CONTINUING EDUCATION

Do you want to work with adults in an educational or training capacity? Understanding how adults develop and learn will be fundamental. This degree will help you examine characteristics of adult learners and explore motivational, social and cultural differences. Sharpen your skills in planning and evaluating programs for adults. Fine-tune your communication and teaching skills.

ED.D./PH.D. IN ADULT AND CONTINUING EDUCATION

As a scholar, prepare yourself for a career as an administrator or faculty member, or to work in other educational or corporate settings facilitating learning, research or administrative practices based on adult learning principles and theories.

GRADUATE CERTIFICATE IN ADULT LEARNING

If you already work with adult learners, expand your understanding of adult learning principles to become a better teacher/trainer, design more robust courses and become an exceptional program planner.

M.S. IN VETERINARY BIOMEDICAL SCIENCE

Master animal physiology and how to combat infectious diseases in animals. Expand your research skills by learning your responsibilities as an animal health researcher, how to formulate research questions and design and conduct appropriate experiments.

M.S. IN BIOLOGICAL AND AGRICULTURAL ENGINEERING

Expand your knowledge of the biological, physical, engineering and technical sciences. You'll be well equipped to solve problems for the world's largest industry — food and fiber systems.



KANSAS STATE UNIVERSITY | Olathe

Contact program coordinator Matt Maciel at maclei@k-state.edu or 913-307-7349.

For more information, visit olathe.k-state.edu.

- Facebook.com/kstateolathe
- Twitter.com/kstateolathe
- Join us on LinkedIn



Thank you!

Questions?