

ONE DAY ONE KU

One Day One KU Brand Statement

One Day. We honor the historic day in February when a single vote brought the University of Kansas to Lawrence with a spirited 24 hours of fundraising. **One KU.** Jayhawks and friends from around the globe come together with gifts of all sizes for one goal — to support a world-class university and health system that advances society. With this collective effort, **One Day One KU** is transformative.

SUBMARK



THEME/TAGLINE

the next **BIG IDEA** starts here.

The power of community can collectively ignite the next BIG IDEAS, which are already in the hearts and minds of Jayhawks. Your generosity and support will help fuel the flame of innovation, contribute to cutting-edge research, transform student services, and build healthy and vibrant communities.

COLOR PALETTE



KU BLUE
C100
M55
Y0
K5
#0051ba



CRIMSON
C0
M100
Y80
K5
#e8000d



YELLOW
C0
M15
Y100
K0
#ffc82d



GREY
C5
M0
Y0
K45
#85898a



NIGHT
C95
M74
Y7
K44
#003459



WHEAT
C0
M32
Y100
K0
#f2a900



SKY
C52
M0
Y1
K0
#73cbf2



STEAM
C10
M2
Y0
K0
#dde5ed

FONTS

Gotham Bold
Gotham Bold Italic
Gotham Book
Gotham Book Italic

Chronicle Text G1 Bold
Chronicle Text G1 Bold Italic
Chronicle Text G1 Roman
Chronicle Text G1 Italic

HOW TO STYLE THE WORDS: One Day One KU

Use spaces but no italics or periods: One Day One KU