



KU Innovation Park

Brand Platform & Guidelines

Originally Created: November 2023
Updated: April 2025

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INTRODUCTION

THE PARK

WHAT IS KU INNOVATION PARK?

KU Innovation Park is a growing community of innovation, entrepreneurship and commercialization. An independent nonprofit economic development organization, the Park was founded by a coalition of stakeholders representing government, academia and the local business community. The professional and experienced staff provides a variety of enterprise services for technology and bioscience businesses at any level, from concept to industry. The Park's facilities offer high-specialized wet lab, dry lab and professional office space across the street from the University of Kansas.



THE PAST

The journey toward KU Innovation Park started in 2005 with the creation of the Lawrence-Douglas County Biosciences Authority. A few years later, the Bioscience & Technology Business Center opened its doors to bioscience and technology startups, many based on the commercialization of research out of the University of Kansas. With an expanded focus and footprint came a new name to encompass a bold vision – KU Innovation Park.

THE PRESENT

With the completion of Phase III in 2023, KU Innovation Park is now home to 74 companies that employ 765 people with an annual payroll of \$50.7 million. The Park's affiliations with the KU Center for Research, the KU Center for Technology Commercialization, the University of Kansas Medical Center and the Office of Economic Development are essential to its success. The significant growth of 2023 is just the start of an ambitious plan toward economic growth and resiliency.

THE FUTURE

The future is a transformative economic development engine of commercialization, entrepreneurship, small-business support, and industry-university collaboration – the nucleus of a regional network supporting innovation-based economic growth. The Park's 2036 Plan calls for capital investment of between \$200 and \$300 million to build 800,000 square feet of specialized laboratory and office space across ten buildings. In addition to the Park's expansion, the KU Endowment Association's project – The Crossing at KU – will offer places to eat, play and live, creating a fully developed ecosystem in the middle of Lawrence.



MISSION

KU Innovation Park's mission is to build a more modern, resilient, and diverse regional economy for Lawrence, Douglas County, and the state of Kansas.

VISION

A thriving community of innovators, leaders, and researchers on a mission to improve our region and leave a global impact.

THE PARK'S PRINCIPLES

The University of Kansas is the Park's distinguishing commercialization partner. While the Park's operations are part of a cohesive and integrated system with KU, it is a separate economic development organization.

KU Innovation Park's long-term success is based on a consolidated economic development model that must grow sustainable private revenue sources and earn public funding from its founders and financial partners.

The formation and expansion of the Park's company portfolio is contingent on creating and recruiting smaller companies. These entities serve as magnets for larger private industry firms that want to benefit from university and Park resources.

SECTION ONE

THE BRAND

PERSONALITY + VOICE
KEY MESSAGES

PERSONALITY

CATALYZING POTENTIAL,
IGNITING PROGRESS.



KU Innovation Park is dynamic and vibrant, embodying a sense of community and shared purpose. It's a place where creativity, entrepreneurship and collaboration converge. The brand reflects a sense of growth and progress, mirroring the evolving landscape of technology and bioscience. It's a brand that's not just about physical space. It's about fostering an ecosystem of ideas and industry.

The connection to the University of Kansas adds an academic flair, a convergence of cutting-edge research and real-world application. KU Innovation Park is a catalyst for transformation and advancement.

In essence, the brand personality of KU Innovation Park is like a forward-thinking mentor – a mix of professionalism, ambition and a touch of academic curiosity, all working together to propel businesses toward success.

VOICE

KU Innovation Park is collaborative, dynamic, visionary and results-oriented.
It's professional and passionate but never pretentious.

ASPIRATIONAL BOLD CAPABLE ENTERPRISING HELPFUL
INCLUSIVE PROACTIVE SMART THOUGHTFUL TRUSTWORTHY



KEY MESSAGES

KU Innovation Park is a community for leading-edge researchers, business leaders, creative tech entrepreneurs and companies working to bring innovative ideas and solutions to market.

KU Innovation Park provides a local infrastructure of talent, resources, business support and access to KU's assets to targeted industry clusters focused on bioscience and technology.

Building on the foundation of public-private partnerships, KU Innovation Park is positioned to have a prolonged and unmistakable impact on the local and regional economy, providing an important and unique opportunity to invest in economic development.

SECTION TWO

THE VISUALS

LOGO + VARIATIONS

COLOR PALETTE

TYPOGRAPHY

STAKEHOLDER LOGOS

LOGO

KU Innovation Park's logo is an artistic abstraction of the Jayhawk, the mascot of the University of Kansas. The logo icon represents the close and collaborative relationship between the Park and KU while distinctly individualizing the Park as an innovative, forward-thinking economic development organization.

The primary logo should be used in most applications. Using the logo contributes to the professionalism of the brand and guidelines should be followed strictly across all applications.

PRIMARY LOGO



MINIMUM SIZE

The smallest the logo or mark should be presented is 0.25" high (24 px at 95 PPI).

VARIATIONS

Logo variations may be used instead of the primary logo. Two versions of the logo should not be used near one another. Variations should not be used within the same print page or web screen.

The logo is variable in two ways. There are multiple color schemes that are acceptable and usage of either the full logo or icon alone can be utilized. The choice of which color scheme to use should be based on the color of the background on which the logo will appear. The logo's transparency should not be altered in any usage.

Above all, the logo must always be discernible and legible. The minimum size required to use the logo and/or icon is 0.25" (24px) high.

The icon alone should be used only in contexts where it is clear that KU Innovation Park is being referenced. It should not be used as a standalone fixture in print or on the web without a clear reference to the Park.

There is no stacked version of the logo that may be used. However, if the context is appropriate, the icon alone would be most proportionally suitable for a stacked application.

Primary logo variations:

1. Full color
2. Full color icon with reversed logotype (non-white backgrounds only)
3. Single color options: night blue, grayscale, white and black

Icon variations:

1. Full color
2. Full color icon with white border (non-white backgrounds only)
3. Single color options: night blue, grayscale, white and black

PRIMARY LOGO

ICON

FULL COLOR



FULL COLOR
REVERSED TYPE
(NON-WHITE
BACKGROUND ONLY)



NIGHT BLUE



GRAYSCALE



WHITE
(CAN APPEAR ON
ANY NON-WHITE
BACKGROUND)



FULL COLOR



FULL COLOR
WITH WHITE BORDER
(NON-WHITE
BACKGROUND ONLY)



NIGHT BLUE



GRAYSCALE



WHITE
(CAN APPEAR ON
ANY NON-WHITE
BACKGROUND)



COLOR VARIATIONS

The full-color logo should be used most often. The color usage can be adjusted depending on context if it remains legible and has suitable contrast. The only permissible color adjustments are those outlined in this guide.

If the logo is to appear on a dark background, use the color version with reversed logotype, as long as the contrast allows for readability. If the contrast isn't suitable, use the all-white logo.

If a single color is required, use the night blue logo on light backgrounds and the reversed logo on dark backgrounds. The black logo should be reserved for strictly black-and-white printing purposes.

LIGHT BACKGROUND



DARK BACKGROUND



CLEAR SPACE



Clear space ensures the legibility of the logo and avoids interference from other elements. The minimum space around the logo should directly correspond to the width of the K in the logo. This is approximately 6.5% of the width of the full logo.



When the icon alone is used, the minimum clear space should be equivalent to the circle in the icon. As the logo or icon are proportionally resized, the minimum space should also be proportionally adjusted.

UNACCEPTABLE USE

There are a few rules for the use of the logo and icon to support the integrity of KU Innovation Park's brand. Avoid rotating, skewing or disproportionally resizing or altering the logo and icon. Effects like drop shadows, outlines and recoloring should not be used.

See examples for each of the bulleted items listed on the next page.

- Do not adjust the proportions.
- Do not rotate.
- Do not use any other font than Gotham Extra Narrow.
- Do not use drop shadow effects.
- Do not use off-brand colors. Only use versions of the logo and icon as specified in the variations section.
- Do not attempt to change or stack the text.
- Do not put the logo or icon in a white box on a differently colored background.
- The icon should not be transparent on any background. The only exception is when the all-white icon is appropriate to use.
- Avoid putting the logo or icon on busy or distracting backgrounds.

UNACCEPTABLE USE EXAMPLES



COLOR PALETTE

KU Innovation Park's main color palette is very intentional. While a close collaborator with the University of Kansas, the Park is an independent commercialization asset and partner. The color palette tells that story.

The Park's primary color palette includes Night, Brick and Wheat. Together, these colors weave a narrative of dynamic exploration and growth within KU Innovation Park.

MAIN COLOR PALETTE



NIGHT
PMS 534 C
C95 M74 Y7 K44
R0 G52 B89
#003459



BRICK
PMS 7427 C
C8 M100 Y70 K33
R151 G27 B47
#971b2f



WHEAT
PMS 130 C
C0 M32 Y100 K0
R242 G169 B0
#f2a900

SECONDARY PALETTE

The Park's secondary palette serves to amplify the brand identity. Consistency is key. Use them judiciously to create visual connections to echo the spirit of innovation and collaboration. While they should not be used as often as the primary palette, the additional colors can serve to add depth and visual interest.

GRAYS

Shades of gray are versatile and indispensable for many designers. These shades allow for subtle transitions and nuanced expressions. Not every design needs bright and bold colors, so these options provide balance and can help prevent visual overload.



BRIGHT BLUE
C75 M52 Y0 K13
R34 G90 B223
#225adf



SCARLET RED
C0 M71 Y65 K13
R223 G42 B58
#df2a3a



MAIZE
C0 M19 Y72 K0
R255 G207 B71
#ffcf47



RIVERSTONE
C2 M0 Y0 K53
R116 G120 B121
#747879



BRAINSTEM GRAY
C1 M0 Y0 K29
R116 G120 B121
#b3b5b6

TINTS

The tints palette includes variations of the primary color palette. These colors should be mainly used for digital designs, which is why only the HEX option is given. These should be used sparingly and in minor aspects of designs, like accent items or background shapes, for example.

To ensure accessibility for online designs, check color choices with a color contrast checker, like the [WebAIM Color Contrast Checker](#).

ORIGINAL



NIGHT
#225adf

STEP ONE



#204d68

STEP TWO



#406783

STEP THREE



#608783



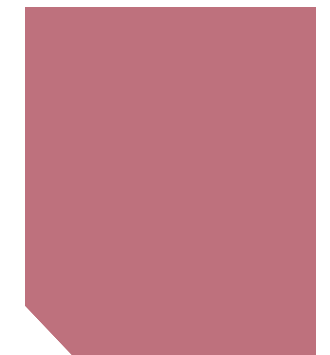
BRICK
#df2a3a



#a43849



#b15463



#be717d



WHEAT
#ffc447



#f4b420



#f5be40



#f7c960

TYPOGRAPHY

Typography can ensure a consistent look across public-facing documents, publications, graphics and more.

The logotype used in the KU Innovation Park logo is Gotham Extra Narrow. Any member of the Gotham Narrow family is acceptable to use for headlines, subheadings or other titles.

Lato should be used for paragraphs.

NOTE: Press releases should exclusively use the Times New Roman family. See the appendix for a standard press release template.

Gotham Narrow Light

Gotham Narrow Bold

Gotham Narrow Medium

Lato Light

Lato Regular

Lato Bold

FOUNDING PARTNER LOGOS

The four founding partners that joined together to start what is now KU Innovation Park are the City of Lawrence, Douglas County, The Chamber, Lawrence and the University of Kansas. When available, guidelines of each individual partner should be followed. Founding partner logos and accepted variations are available both in Canva and in the shared Google Drive.



The City and KU both have guidelines online. Click on those logos to see each organization's guidance. The Chamber and Douglas County do not have public-facing brand guidelines, so default to using guidelines similar to that of the Park.

SECTION THREE

THE GUIDELINES

WRITING
PHOTOGRAPHY



WRITING GUIDELINES

When creating content for KU Innovation Park, it's crucial to embrace a writing style that mirrors our brand personality – a forward-thinking mentor at the intersection of professionalism, ambition and academic curiosity. We champion the use of Associated Press (AP) Style as the guiding framework for all written communications. This not only ensures a uniform and polished presentation but also aligns with our commitment to excellence.

For press releases, blogs and official communications, maintain a tone that exudes professionalism. Keep sentences clear, concise and factual. Content should educate, inform and inspire. Strike a balance that both captivates and enlightens.

KU Innovation Park's communication efforts are not just disseminating information. It should build connections, spark ideas and propel resident companies toward success.

Do not refer to KU Innovation Park as “the KU Innovation Park.” The only exception would be if KU Innovation Park is being used as an adjective, like “the KU Innovation Park brand.” Always capitalize Park when being used alone to talk about KU Innovation Park. Referencing “the Park” is acceptable.

STORYTELLING

Storytelling is an effective technique to share ideas, experiences and knowledge in a specific context. It encourages imagination, shares messages and motivates the audience to engage. Using stories to communicate can simplify complex messages or ideas. It creates a sense of community and can spark inspiration.

The basic components of a story include:

- The beginning, which lays out the current situation.
- The middle, where a complication or problem is introduced.
- The end, in which the resolution is shared or explains the work being done toward a resolution.

What makes a really good story? [This diagram](#) shows some important aspects a good story must have. They should be simple and relatable. Good stories will have aspects of both drama and familiarity.



Here are some best practices to consider:

- **Focus on a person.** Stories centered around a hero can be more compelling to your audience and provide a chance to connect and reflect.
- **Get emotional.** Connecting emotionally to your audience ensures they stick around to get the entire story you're trying to tell.
- **Avoid jargon.** The research and tech world is full of jargon and acronyms! You want to make sure everyone can understand the story you're sharing. Keep it simple.
- **Read it out loud.** If written, read it out loud to get a better feel for how the story works. Better yet - read it to someone who doesn't know anything about it to get their reaction.
- **Use verbs.** Verbs can give your stories power and direction. Keep your writing (and speaking!) active, not passive.
- **What's the why?** A rule of Pixar (there are 22) is to ask why there is a need to tell this story. What's the belief burning within you that the story feeds off of?
- **Use data for proof.** Data can help your story, but don't manipulate it to fit a pre-existing narrative. Data and research can be tedious to gather but can provide a big payoff.
- **Is it any good?** Ask yourself if this story is a good one to tell. Is it interesting to you or will it be interesting to anyone in your audience?

If you need help getting started, reference the storytelling worksheet in the appendix.

FACT-CHECKING & ACCURACY

At KU Innovation Park, we pride ourselves on fostering a culture of innovation, integrity and excellence. In line with these values, it is imperative that all communications produced by the Park uphold the highest standards of accuracy and reliability. Fact-checking is not just a step in our process. It's a commitment to the truth and the credibility of our brand.



Verify your sources.

Before incorporating any information into content, ensure that the sources are reputable, reliable and up-to-date. Cross-reference data from multiple sources when possible, and prioritize academic institutions, government research, industry reports and recognized experts in the field.

Check and double-check.

Errors can slip through the cracks, but a diligent fact-checking process catches them. Take the time to verify statistics, figures and any numerical data. A simple typo can undermine the Park's integrity.

Attribute and acknowledge.

When incorporating external information, clearly attribute it to the source. This not only adds credibility to the content but also respects the intellectual property of others. Always provide proper citations for quotes, statistics and any borrowed content.

Stay current.

Innovation is a dynamic field, and information evolves rapidly. Stale information not only misrepresents the Park's commitment to innovation but also risks providing inaccurate guidance to its stakeholders and beyond.

Collaborate and seek feedback.

The Park staff's collective knowledge is a valuable resource. Collaborate with team members and subject matter experts to validate information. Constructive feedback is a crucial part of the fact-checking process, promoting a culture of continual improvement.



PLAGIARISM

As stewards of the KU Innovation Park brand, it is imperative that all staff and interns adhere to the highest standards of honesty and originality. Plagiarism, in any form, undermines these values and compromises the trust we have worked hard to build with stakeholders, tenant companies, the community and beyond.

KU Innovation Park has a zero-tolerance policy for plagiarism. Plagiarism is defined as the act of using someone else's work, ideas, or intellectual property without proper attribution or permission. This includes, but is not limited to, copying text, images, designs or any other form of content and presenting it as one's own.

GUIDELINES FOR STAFF & INTERNS

Originality and attribution:

- All content created in the name of KU Innovation Park must be original and attributed appropriately.
- Proper citation and acknowledgment must be given when using external sources, ensuring that credit is given where it is due.

Research and reporting:

- When conducting research, staff and analysts are expected to provide accurate references for data, quotes and any information sourced from external parties.
- Falsification or manipulation of data is strictly prohibited.

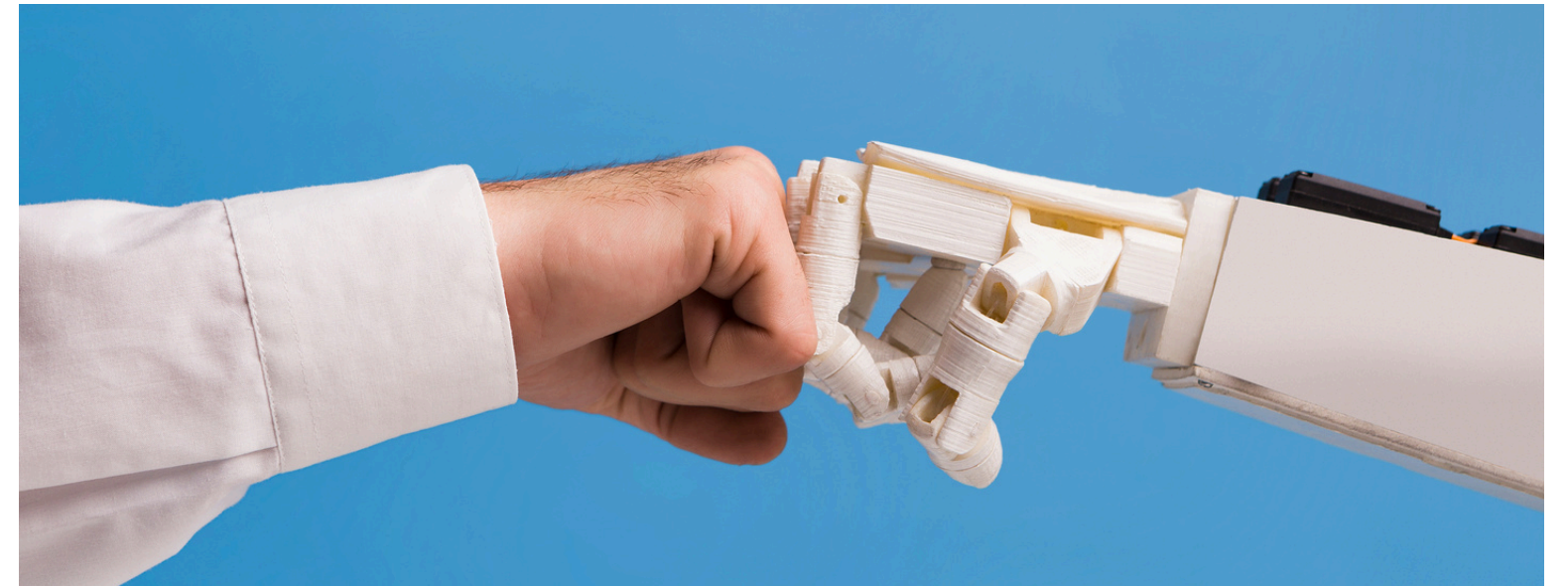
Collaboration and teamwork:

- Collaboration is encouraged, but it is essential to give credit to all contributors for their respective contributions.
- Jointly created content should be a result of collective effort, with each participant acknowledged.

Consequences of plagiarism:

- Violation of this plagiarism policy will result in disciplinary actions, ranging from a formal warning to termination of employment or internship, depending on the severity of the offense.

USING GENERATIVE ARTIFICIAL INTELLIGENCE



- The use of generative AI is not forbidden but should be used sparingly. AI tools have different capacities and limitations, and most of the time, are only as good as the prompts given or questions asked.
- Human editors are still needed when using generative AI tools for writing, and all content should adhere to the fact-checking and accuracy guidelines listed above.
- Be aware of issues like ambiguity, ethics and bias when dealing with generative AI. It is best used as a starting point, not to complete an entire project.
- Generative AI is built into a lot of design tools used by the Park, including Canva and Adobe Photoshop, to name a few. It's acceptable to use these tools when it makes sense, but make sure to get input and feedback from fellow staff.

PHOTOGRAPHY GUIDELINES

Photos used should offer a look at the people and places of KU Innovation Park, shining a light on what makes the Park a unique blend of academia, industry and innovation. The Park's audience includes tenant companies, stakeholders and the community at large. Photos can showcase what it's like at the Park on a daily basis, a place where ideas are transformed into ventures, where partnerships are forged and where opportunities are abundant.



GENERAL PHOTOGRAPHY BEST PRACTICES



USE NATURAL LIGHT.
Use natural light for crisp, bright photos.



BE REAL.
Avoid capturing moments that are disingenuous. Posed photos are acceptable depending on the use (i.e., a spotlight feature of a company can include a posed staff photo).



DON'T OVER-EDIT.
Avoid over-editing or manipulating photos. Don't add vignettes around images or other effects.