

March 14, 2022

To whom it may concern:

In 2010 Kansas State University embarked on a major rebranding campaign. Front and center to this initiative was the development of a new university wordmark and branding guidelines. Following significant research and multiple creative iterations, the new wordmark was rolled out to the campus community to much acclaim.

Division of Communications and Marketing senior designer Guolin Zhao served as the creative lead on this project and was responsible for the final design. The wordmark now resides within the legally registered family of official university trademarks and has widespread use. Mr. Zhao also developed several derivatives of the mark and has continued to play a lead role in branding initiatives for our university. His contributions are deeply appreciated.

Sincerely

A handwritten signature in black ink, appearing to read 'Jeffery B. Morris', with a long horizontal flourish extending to the right.

Jeffery B. Morris
Vice President Communications and Marketing