

UNIVERSITY OF KENTUCKY®
Official Graphic Standards Manual
for print and promotional items



UNIVERSITY OF
KENTUCKY®

Revised August 2011

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The standards in this guide apply to communications pieces created or reprinted after January 1, 2008. Pieces in existence before that date are only subject to these standards when they are reprinted. The standards presented in this guide are intended to aid you in the proper use of the University of Kentucky's identity. If you have questions about the proper usage of the UK Logo or the Institutional or Unit Signatures, please contact UK Public Relations & Marketing.

UK Public Relations & Marketing

102A Mathews Building
Lexington, KY 40506-0047
(859)257-1754
seeblue@uky.edu

The list of authorized printed vendors is available on the Web at www.uky.edu/AuxServ/Printing or from Public Relations & Marketing.

As the University of Kentucky continues in its state-mandated mission to reach Top 20 status among the nation's premier public research institutions, it is imperative that the entire University communicate with a clear, consistent public identity. The development of visual identity standards by the entire University is critical to achieving this objective.

Every time someone from the University of Kentucky communicates with the public, it contributes to our reputation. Public appearances, publications, stationery, newsletters, T-shirts, displays, business cards, advertisements, media interviews, websites, flyers, signs and other forms of communication represent not just the individual or program, but the entire University.

The most basic yet comprehensive component of a strong institutional image is a unified visual presentation. Collectively, all elements of the University of Kentucky must present to the world a consistent image that reflects our quality, professionalism and mission.

The University of Kentucky name carries heavy responsibility. It stands as the sum of the institution's many parts and embodies the authentic, recognizable essence of this institution. It must reinforce to many diverse audiences a definitive and unique impression. These principles have shaped the creation of this new visual identity guide, supported by the Southern Association of Colleges and Schools, the University's Strategic Plan, the Board of Trustees and University Administration. By complying with its specifications, you help project and protect a clear, unifying image for your University. UK's Graphic Standards Manual features the familiar logo, an official Institutional Signature and individualized Unit Signatures, as well as usage guidelines, typography guide-lines and the approved stationery style. The new Unit Signatures highlight each college, center, division or unit of the University, without sacrificing UK's established identity. For additional guidance, see the UK Style Guide for editorial content and the UK Internet Graphic and Style Guides for Web sites.

UK Public Relations & Marketing is charged with developing the University's graphic standards, but its role goes beyond distributing the proper UK Logo and Signatures. It is PR & Marketing's responsibility to help individuals and departments ensure that their communication vehicle meets the high standards set by our institution. The PR & Marketing staff is available to offer the guidance and technical support you need to consistently reinforce the University's image to the world.

Please support the University of Kentucky by applying these guidelines consistently.

Adopted in 1909, the official University of Kentucky colors are blue and white. To maintain consistent color matching, the UK Logos and Signatures must be printed in:

- PMS 286 (Pantone Matching System); 286 C: Coated paper stock, 286 U: uncoated paper stock;
- Black
- Reversed in white on a solid dark color or photo

These marks may not be screened, i.e. used at less than 100% saturation. The exception to this is the usage of marks which contain screens. The screen of these particular marks may not be altered. Additionally, the marks may be screened to be used as a background design element (i.e. “Watermark”) only when the full mark is used at 100% saturation in addition to the background element.

Some special exceptions may be allowed for promotional and specialty items. See the “Usage Guidelines for Promotional and Specialty Items” section.

PANTONE 286 C • PANTONE 286 U
CMYK: 100 66 0 2
RGB: 0 93 170
HEX : #005DAA



Typography

The consistent use of these typeface families establishes an image for the University that is instantly recognizable and increasingly memorable.

UK Public Relations & Marketing recommends the use of the following typeface families for UK communication pieces, as these are the fonts used in the new corporate identity pieces:

- AGaramond Family
- Helvetica Family
- Helvetica Neue Family

You are allowed to use any variation of a typeface family: regular, light, condensed, bold and italic.

Examples

- AGaramond Regular
- **AGaramond Bold**
- *AGaramond Italic*

- Helvetica Medium
- **Helvetica Bold**
- ***Helvetica Bold Oblique***

- Helvetica Neue Roman
- **Helvetica Neue Medium**
- **Helvetica Neue Bold**

Primary Logos

To ensure consistency and quality, UK Wordmark (#1), UK Institutional Signature (#3), UK Unit Signatures (#4-#5), and UK Departmental Signatures (#6-#7) are registered trademarks and may not be recreated or manipulated in any way.

UK Wordmark (#1) - consists of the words “The University of Kentucky” printed in all capital letters in the Garamond type style. Versions of the UK Wordmark are available as shown, in PMS 286 blue, all black, black and gray or reversed in white.

UK Institutional Signature (#2) - combines the UK Logo with the UK Wordmark. Versions of the UK Institutional Signature are available as shown, in PMS 286, all black, or reversed in white. Note: This option must include registration marks on both the logo and wordmark as shown.

UK Unit Signature (#3-#4) - presents a unified, consistent image for the University, while recognizing the individuality of each unit. This is the preferred logo to use in all unit communications. Versions of the UK Unit Signature are available as shown, in PMS 286, all black, or reversed in white.

UK Department Signature (#5-#6) - allows for identification below the unit level, while maintaining a consistent image for the University. Versions of the UK Department Signature are available as shown, in PMS 286, all black, or reversed in white.

Downloads of #1-#2 are available in .jpg and .png (for transparent background) from <http://www.uky.edu/Graphics/> utilizing your linkblue ID and password. Please contact UK Public Relations & Marketing for Unit and Department Signatures.

1 UNIVERSITY OF
KENTUCKY®

2 UK®
UNIVERSITY OF
KENTUCKY®

3 UK®
UNIVERSITY OF
KENTUCKY®
College of Law

4 UNIVERSITY OF
KENTUCKY®
Dining Services

5 UK®
UNIVERSITY OF
KENTUCKY®
College of Arts & Sciences
Department of Physics & Astronomy

6 UNIVERSITY OF
KENTUCKY®
College of Arts & Sciences
Department of Physics & Astronomy

Usage Guidelines

Internal Usage

- All internal communication pieces should use the UK logo or an official signature.
- The Logo may be used alone on a communication piece that will be circulated only to University personnel or on signage seen only by on-site visitors to campus.

External Usage

- Communication pieces to be distributed off campus must have an Institutional, Unit or Department Signature displayed prominently.
- If the communication piece refers to the University of Kentucky as a single unit, the Institutional Signature is to be used. The UK logo may not be used alone in this case.

World Wide Web Usage

Web Policy

University of Kentucky websites are governed by the “University of Kentucky Policy Governing Creation and Maintenance of Materials for the World Wide Web,” available online <http://www.uky.edu/Regs/WebPolicy/>.

Web Graphic Standards

University of Kentucky web sites are also governed by the “Official Graphic Standards for the Web” available online <http://www.uky.edu/Graphics/WebGraphicStandards.pdf>

Displaying the Institutional, Unit or Department Signatures

- Must be prominently displayed on the front and/or back covers of all large published materials (magazines, journals or booklets) designed for external audiences.
- Must be prominently displayed on the front page and/or panel of smaller communication pieces (brochures or newsletters).
- Must be prominently displayed on all advertisements, displays, flyers signage, posters, invitations, postcards and other communication pieces.

The UK Logo, Signatures and other UK logos, including the athletic logos, are not to be used on commercial products without obtaining a license and paying royalties to the University. See the “Licensing Agreement” section for details.

Note: Athletics Logos are **not** intended for use as graphic identifiers for academic or service units.

Secondary Logos

A limited number of secondary logos have “grandfather” status for continued use. These logos are considered as design elements only and always graphically subordinate to UK’s Institutional or Unit Signatures. The creation of new secondary logos is strongly discouraged; units must obtain written permission from UK Public Relations & Marketing before development.

Usage Guidelines

Minimum Width of the UK Logo

When reduced, the Logo or the Logo portion of a Signature should not be printed less than three-quarters of an inch wide. When reducing a Signature, the words should be legible.

Additionally, all marks should be kept proportional in width and height. If the width is reduced by 50%, the height should be reduced by 50% as well.

Minimum Width of the University of Kentucky Wordmark

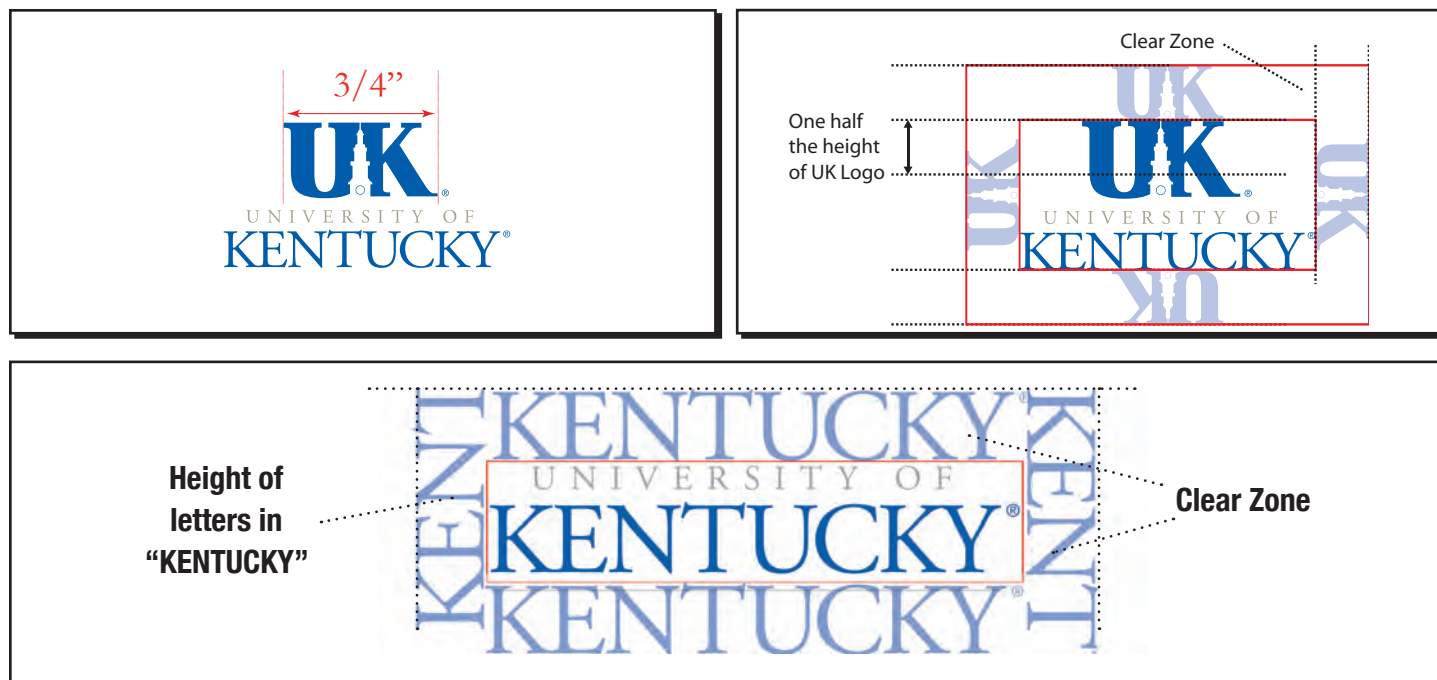
When reduced, the Wordmark should not be printed less than one and one quarter (1.25) inches wide. When reducing a Wordmark, the words should be legible, with special attention given to the words “University of” and ensuring they are still clear and readable when reduced. When using a Wordmark at its minimum width, it is recommended that you use solid colors rather than screens.

Clear Zone

All words and images used near the Logo, Institutional and Unit Signature should be placed no closer than the distance equal to approximately one half the height of the UK Logo. For the wordmark used alone, no elements should be placed closer to the height of the letters in “KENTUCKY” around the object. This is referred to as the “clear zone.”

Logo Legibility

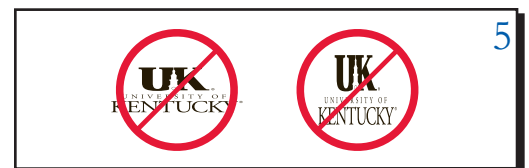
The Logo, Signatures and Wordmarks need to be legible when printed on or reversed out of photographs, designs or screened backgrounds.



Usage Guidelines

Unapproved Usage of Logos and Signatures

- Combined with other elements, example cannot be placed in a box or circle. (1)
- Used within a sentence, phrase or headline. (2)
- Crowded, overlapped or merged with other words, or on placed on a photo or design that obscures the words. (3)
- Shaded, screened, used in outline form, filled with a texture photo, scanned, recreated, repropotioned or otherwise modified version of the Logo or Signatures. (4)
- Stretched out of proportion in any direction. (5)
- Used independently or in conjunction with other designs. (6)
- Combined with other logos or designs. (7)
- Cropped, they must be used in their entirety. (8)
- Rotated or titled, except by special approval on promotional and specialty. (9)



Usage Guidelines

Usage Guidelines for Promotional and Specialty Items

In 2004, the University established a list of approved vendors of promotional items. The list of current vendors is available online at http://www.uky.edu/Purchasing/promo_clclist.pdf.

Either a UK Wordmark or Institutional/Unit/Department Signature is to be used on any promotional and specialty item that is given away. While Institutional/Unit/Department Signatures are the preferred identifiers to use, some promotional and specialty items have an imprint area so small that it does not allow for the use of the full Signature. In these circumstances, it is permissible to use only the Wordmark or, in certain instances, the licensed mark KENTUCKY®.

Contact Public Relations & Marketing for guidance if you plan to imprint promotional and/or specialty items.

Tips

- The Wordmark or Signatures should
 - be large enough that the type is clear and legible.
 - be printed on colors that provide enough contrast for the Wordmark or Signature to be clearly legible.
 - be printed in either black or white, or PMS 286. If PMS colors are not available, match the PMS color as closely as possible.
 - not be printed, embroidered or embossed less than 3/4 inches wide; most vendors cannot embroider type that is smaller than 1/4 inches tall.
 - not be used on a distracting background pattern.
- The use of specialty/metallic inks may be allowed; each case will be judged individually.
- In smaller reproductions on promotional or specialty items, the clock face in the steeple may appear solid if necessary.

Logos and Signatures for Promotional and Specialty Items

The Signatures below are available for small promotional and specialty items such as pens, pencils, and flash drives. They should not be used for any other publication or website.



Letterhead

Paper Stock:

You can choose from two paper options when printing your letterhead:

- Atlas, 24#, white, 25% recycled
- Fox River, watermark with University seal, white (recommended for legal or international correspondence that may require proof of authenticity.)

Header Design:

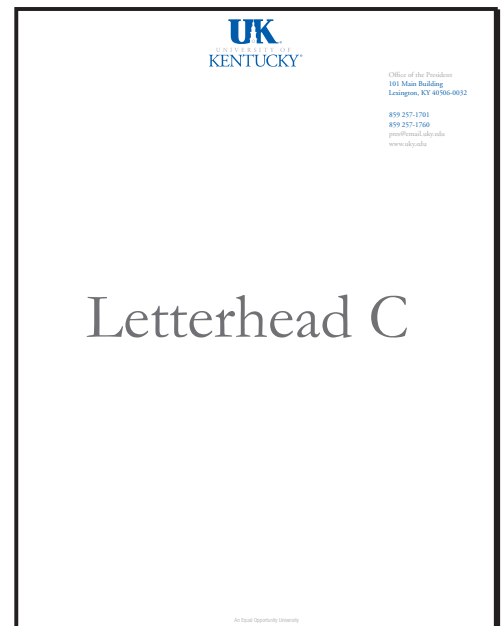
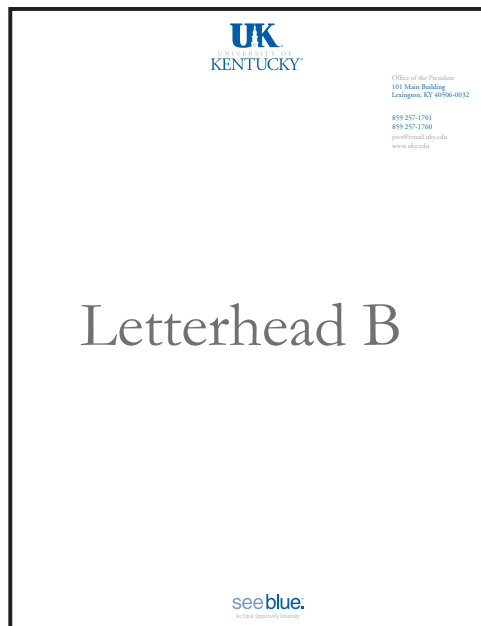
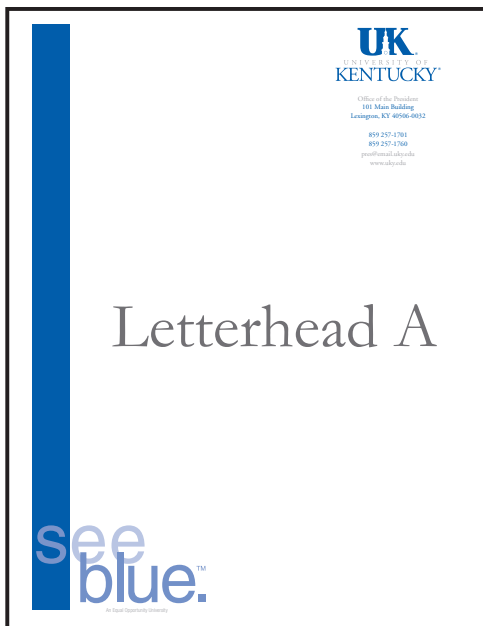
The official letterhead incorporates the following:

- UK Institutional Signature right corner (A) and centered (B, C) in PMS 286 and 50% black. There is also a 1 color PMS 286 blue option for options A, B and C.
- Centered underneath the UK Institutional Signature (A) or right corner (B, C) is the Unit Signature, if applicable.
- Underneath the Signature is the Contact Information (A) or right corner (B, C).

Guidelines for Contact Information:

Contact information incorporates the following:

- Secondary department or unit information (if needed)
- Mailing address (city, state and nine digit zip code), with room number and building number (limit of three lines of text)
- Unit telephone number only (not individual)
- Unit fax number
- Unit Web address (start with www if applicable)



Note: Each letterhead design may be printed in 1 color PMS 286 blue or in 2 color PMS 286 plus black as shown.

Letterhead

Usage Guidelines:

The official letterhead incorporates the following:

- Fonts used in the new corporate identity are AGaramond family and Helvetica family. It is recommended that you use one of these for your correspondence.
- Type all correspondence in one of these fonts, 10-point type over 12-point leading.
- Date should begin one and three-quarters (1.75) inches from the top of the page.
- Side margins should be one and one-quarter (1.25) inches wide.

Invitations:

If imprinted, invitation envelopes should include the Institutional Signature or a Unit Signature on the front return address area or on the back flap.

Restrictions:

- It is required that units obtain professionally printed stationery through the printing vendors authorized by the University of Kentucky. For a current list of vendors, please visit <http://www.uky.edu/Purchasing/printingcontact.pdf>.
- The use of scanned copies or other re-created stationery is not allowed when communicating with external audiences. Downloadable letterhead templates for use with electronic messages are available at <http://www.uky.edu/Graphics/>
- No other logos are permitted on UK stationery without the written approval of UK Public Relations & Marketing.
- Letterhead is intended for departmental use and will not be personalized.
- Social media web addresses are not allowed on letterhead.

Note:

It is strongly recommended that Letterhead A be printed with heat-resistant ink, especially when used with high-volume laser printers or copiers. Heat-resistant ink is available from any of the University's printing vendors, but must be requested prior to printing.

Envelope

Paper Stock:

The #10 envelope template complements the letterhead designs:

- Atlas Ragbond, white

Guidelines for Return Address:

The official letterhead incorporates the following:

- University Signature prints PMS 286 and 50% black or in PMS 286 (A, B, C).
- Underneath (A) or beside (B, C) the Unit or University Signature is the Department Name (if needed)
- Underneath the Department Name is the mailing address (city, state and nine digit zip code) with room number and building name
- To meet federal non-profit postal regulations, no part of the return address can exceed 50% of the width or 35% of the height of the envelope

Restrictions:

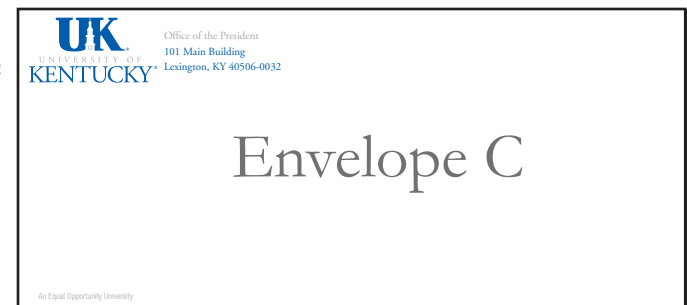
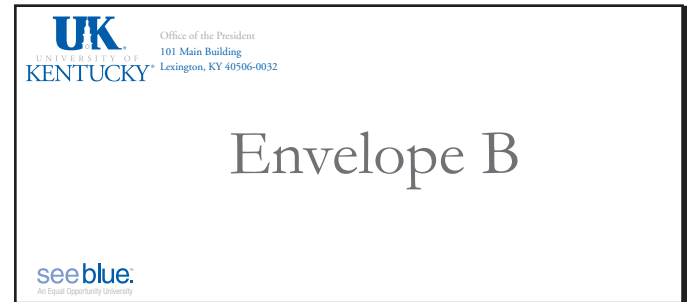
- No other logos are permitted on UK stationery without the written approval of UK Public Relations & Marketing.

Bulk Mail:

If you are mailing a large quantity of items, a bulk mailing permit may save money. Contact the UK Post Office Bulk Mail Department for information on bulk mailing standards. The authorized print vendors are experienced with bulk mail specifications and can offer assistance.

Additionally, the name and return address of the authorized nonprofit organization must be outside of the mail piece material being mailed. Pseudonyms or bogus names of persons or organizations may not be used. If the piece bears any name and return address, it must be that of the authorized nonprofit organization.

For help with bulk mail, please visit http://www.uky.edu/AuxServ/postal_services.html or contact Mary Strong in UK Postal Services at 859-257-4047 or mbstro2@email.uky.edu



Note: Each envelope design may be printed in 1 color PMS 286 blue or in 2 color PMS 286 plus black as shown.

Business Cards

Paper Stock:

Via Bright White Smooth Cover, 100# white:
Units should obtain professional printed business cards through the approved printing vendors authorized by the University.

Business Card Design:

The official business card incorporates:

- Name and title centered on the left side of the business card (top example) or printed on the right side of the card followed by unit or department name (bottom example)
- Institutional Signature centered on the right side of the business card, followed by the unit or department name (top example) or Institutional Signature is centered alone on left side of business card (bottom example)
- Underneath the Signature (top example) or under name and title (bottom example) are:
- Secondary department or unit information (if needed)
- Unit or college's mailing address with room number and building name
- Telephone and fax number. Note: Fax number may be replaced with OFFICIAL University Twitter or Facebook address. No personal accounts. Official accounts must be previously approved by the Office of Public Relations and Marketing.
- Official University of Kentucky e-mail address
- Website



Note: Each business card design may be printed in 1 color PMS 286 blue or in 2 color in 1 color PMS 286 blue or in 2 color PMS 286 plus black as shown.

Use of the Back of the Card:

The back of the business card can be printed with the information individuals did not choose for the front, as well as home phone numbers, appointment scheduling, professional associations, small maps and other information. The design should follow the typography standards for UK business cards.

Restrictions:

Listings or logos of sponsors, funding agencies and professional associations are not permitted on either side of the business card.



Thank You and Note Cards:

There are also several designs of "see blue." Thank You notes and Note Cards available from the approved stationery vendors. We recommend using 100# White Matte Text for Thank You and "see blue." note cards.

Licensing Agreement

The University of Kentucky owns its name and all trademarks. Trademarks include any logo, signature, symbol, mark, seal, nickname, letters, word or derivative that can be associated with UK and can be distinguished from those of other institutions or entities. UK protects and enhances its reputation by assuring that its trademarks appear only on appropriate materials or quality products.

UK established a Trademark Licensing Program in 1984. Licensed manufacturers pay the University a royalty on all products produced. These revenues help fund the debt service on UK's William T. Young Library. This affects all marks or logos used by the University, including logos generally associated with the University's athletics programs.

- Producers of commercial products bearing any UK mark, including the UK athletics logos, must have a license before offering these goods for sale. No product will be licensed without the approval of UK's Licensing Director, (859) 257-8022.
- UK Logos or Signatures may not appear on communications materials, products or websites of other institutions or entities without approval by UK Public Relations & Marketing. Conversely, marks or logos of non-university entities are not permitted on UK letterhead or websites, but are appropriate only for promotional material with written permission from those organizations.

In 2004, the University established a list of approved vendors of promotional items. A list of current firms licensed to manufacture goods bearing the University's marks is available as a PDF document online at http://www.uky.edu/Purchasing/promo_clclist.pdf. For more information, visit <http://www.uky.edu/PR/license.html>.

Editorial Guidelines

For editorial guidelines, UK Public Relations & Marketing recommends the use of the current edition of the Associated Press Stylebook (available in local bookstores) in conjunction with the University's Style Guide. The UK Style Guide is available online at <http://www.uky.edu/Regs/Style/> or by contacting UK Public Relations & Marketing. These approved style guides take precedence over other style manuals for newspaper and manuscript writing.

Official Seal

The University of Kentucky uses an official seal only on formal documents, such as diplomas and commencement materials. Approval from the President's Office and UK Public Relations & Marketing is required to use the seal on other materials. The dates on the seal refer to the founding of the Agricultural and Mechanical College in 1865, the separation of the Agricultural and Mechanical College from Kentucky University in 1878, and the name change to the University of Kentucky in 1916.



Athletic Logos

The University has federally registered several marks including the wordmarks, UK, University of Kentucky, Go Big Blue, Kentucky Wildcats, Kentucky, the Wildcat logos (3), two different interlocking UK designs, the UK logo with the Memorial Hall silhouette, among others. Permission is not needed to use athletic logos on UK publications; however the University has a product licensing agreement for use on commercial products. See "Licensing Agreement" section of this manual for more information.

Call (859) 257-8022 for more information about the use of UK athletics logos and wordmarks. Other questions may be answered by visiting the Collegiate Licensing Company online <http://www.clc.com>.



The University of Kentucky Logo, official Institutional Signature and Unit Signatures are used throughout the University in various ways from business cards to signage on vehicles, and are available through Public Relations & Marketing. Questions about their applications should be addressed to:

UK Public Relations & Marketing
102A Mathews Building
Lexington, KY 40506-0047
(859) 257-1754
seeblue@uky.edu

These graphic standards are available online at www.uky.edu/Graphics/.

As a registered trademark for the University of Kentucky, the name, marks and image of the University of Kentucky cannot be used to imply or suggest endorsement of any product or service not provided by UK. For additional information on the use of the Logo, Institutional Signature and Unit Signatures, please contact UK Public Relations & Marketing.

Design Resources

As of January 1, 2002, all printing of University publications is handled by the authorized printing vendors. The list of authorized printing vendors is available online at www.uky.edu/AuxServ/Printing or from Public Relations & Marketing.

Approved UK Printing Vendors

The services of approved UK printing vendors and designers are available for all departments of the University. A fee is charged for these services. They can be contacted through the authorized printing vendors, online at www.uky.edu/AuxServ/Printing.

Approved UK Vendors of Promotional Items

In 2004, the University established a list of approved vendors of promotional items. A list of current firms licensed to manufacture goods bearing the University's marks is available as a PDF document http://www.uky.edu/Purchasing/promo_clclist.pdf. For more information, visit <http://www.uky.edu/PR/license.html>.

SACS Accreditation Notice

According to the Southern Association of Colleges and Schools (SACS), the University of Kentucky must use the official wording prescribed by SACS in all catalogues, brochures and advertisements when referring to reporting its accreditation status in its relationship with the Commission on Colleges.

This regulation refers to any communication – either printed, broadcast or electronic -- that refers to the University’s accreditation by SACS. According to the 1998 Criteria for accreditation, the exact language to be used is:

“The University of Kentucky is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097: Telephone number 404-679-4501) to award undergraduate, graduate, and professional degrees.”

The SACS statement should be printed in one of the University’s recommended typefaces. See “University Typography” section. Contact Public Relations & Marketing, if you have a question about this requirement.

Equal Opportunity Statement

For more information about Equal Opportunity Statements on University publications and advertising, visit <http://www.uky.edu/Home/Web/eo/statements.html>.