

UK's Official Graphic Standards for the Web

UK's Graphic Standards for the Web now apply to all electronic publications including web sites, e-mail graphics and electronic newsletters. If you have any questions, please contact UK Site Lab at sitelab@lsv.uky.edu or UK Public Relations and Marketing (UKPR&M).

On the right, are examples of the current official university institutional signature, UK wordmark and "seeblue." element.

Either the institutional signature or the wordmark can be used to identify the university on web sites or electronic publications. These are available in blue, white and black. Downloads are available at <http://www.uky.edu/Graphics/download.htm>

USAGE GUIDELINES:

1. All web pages should include the UK institutional signature or wordmark. It is acceptable practice to place the UK institutional signature or wordmark on every UK web page.
2. When using the institutional signature or wordmark, a rule line below Kentucky must be used when copy appears directly below it. See an example to the right.

NOTE: the height of "KENTUCKY" should be readable and larger than other type or text in the region. On the average users with 17" to 24" monitors with a dpi of around 72 to 100 should try to use the 50px height described below and to the right. As high-dpi monitors become available, web developers will have to adjust according.

3. When using the wordmark only, try to keep the height of "KENTUCKY" no less than 50 pixels at 72 to 100 dpi, making the clear zone 50 pixels, (see illustration to the right). See page 6 of the *University of Kentucky Official Graphics Standards Manual* for additional discussion of the "Clear Zone."
4. UK's blue color is PMS286 for Print. PMS 286
5. UK's blue color is hex #005DAA for web. #005DAA

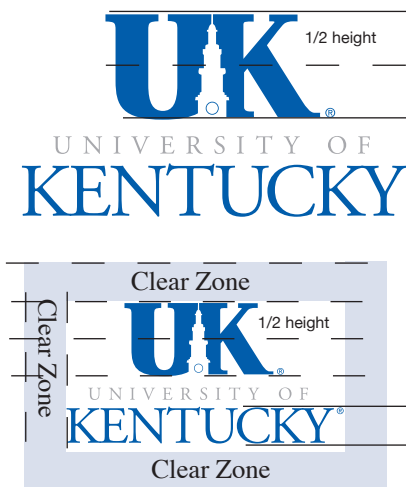
Please follow these guides in the creation of all electronic communication materials. Please replace UK's previous institutional signatures and wordmarks as soon as possible on web pages.

Please do not make your own graphics for these branding elements. Download the elements you need at <http://www.uky.edu/Graphics/download.htm>

The wordmark and institutional signature are registered trademarks of the university. Do not provide the institutional signature or wordmark to an outside entity without the express permission of UKPR&M.

Academic and support units may use UK Athletic marks or logos on their sites but not as a substitute for the UK institutional signature.

THE INSTITUTIONAL SIGNATURE



The Clear Zone on the web
The clear zone is approximately one half of the height of UK.

All words and images used near the UK brandmark or wordmark should be outside of the clear zone. Try to keep the height of "KENTUCKY" no smaller than 50 pixels at 72 to 100 dpi when using the wordmark alone. As high-dpi monitors become available, web developers will have to adjust according.

The wordmark



Try to keep the height of "KENTUCKY" no smaller than one half of the height of UK when using the wordmark alone.

The wordmark with copy directly below the rule.



seeblue. Element

see blue.

see blue.

The "see blue." campaign began in fall 2007 features the "seeblue." branding element. You are encouraged to use it on university web pages. It is available for download in several versions. Downloads are available at <http://www.sitelab.uky.edu/Graphics/download.htm>.

Wordmark Components

Shown below are several approved versions of the UK wordmark. Please replace UK's old institutional signatures and workmarks as soon as possible. Please do not make your own graphics for these branding elements. Downloads are available at <http://www.sitelab.uky.edu/Graphics/download.htm>.

Remember to only use the line under Kentucky if there is information directly below Kentucky.



UNIVERSITY OF
KENTUCKY®



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Institutional Signature Components

Replace UK's previous institutional signatures as soon as possible. Do not make your own graphics for these branding elements. Download the elements you need at <http://www.uky.edu/Graphics/downloadcfq.v0>
Remember and observe the clear zone rules when using the institutional signature.



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 of 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." (See example to the right.) For an exception to this rule, contact UKPR&M.



Branding Element

The “seeblue.” campaign uses the graphic elements seen below and on the next page.. Downloads are available at http://www.uky.edu/Graphleul_fownload.htm.

USAGE GUIDELINES

We suggest the height of “seeblue.” should be no shorter or taller than the height of “KENTUCKY.” See example below.

For detailed “seeblue.” information, please read the “seeblue.” section of the *Visual Identity Guidelines* in the *Official Graphics Standards Manual*.

For dark backgrounds

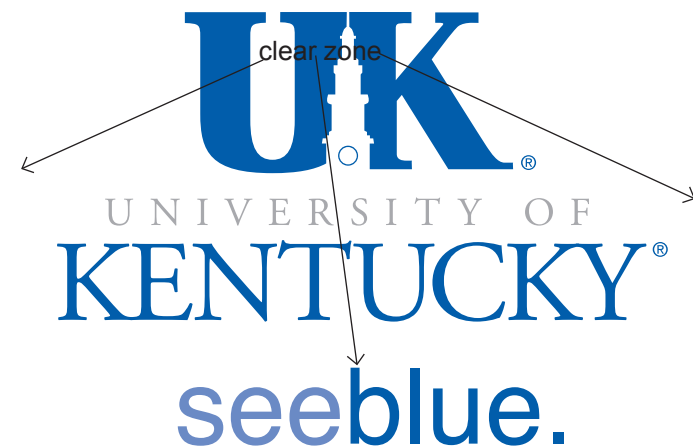


For white and light backgrounds



CLEAR ZONE

All words and images used near the Logo, Institutional and Unit Signatures should be placed no closer than the distance equal to approximately one-half of 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.” For an exception to this rule, contact UKPR&M.



Branding Element *continued*

Several versions of the “seeblue.” graphics are available in blue and in black and gray. Downloads are available at <http://www.uky.edu/Graphics/download.htm>.

USAGE GUIDELINES

The the “seeblue element.” may be used on UK web pages. The “seeblue.” icon should be used as a complete unit. The two approved versions are one-line or stacked. These are graphic elements, so do not attempt to replace them with text. For detailed “seeblue.” information, download the Official Graphics Standards Manual at <http://www.uky.edu/Graphics/>.

see blue. see blue.

see blue. see blue.
in everything we do. *in everything we do.*

see blue.
in everything we do.

see blue.

see blue.
in everything we do.

see blue.

Typography

The recommended University of Kentucky type families are Adobe Garamond and Helvetica or Helvetica Neue. UK's official institutional signature and wordmark are rendered in Adobe Garamond.

ABCD abcd UK 123

Helvetica family

ABCD abcd UK 123

Helvetica Neue

ABCD abcd UK 123

AGaramond family

Web pages are built on the fly each time they are loaded into a Web browser. Each line of text, each headline, each unique font and type style is re-created by a complex interaction of the Web browser, the Web server, and the operating system of the end-users's computer.

The process is complicated by the possibilities of a missing font, an out-of-date browser, or a peculiar set of font preferences designated by the end-user.

Think of your Web page typography as suggestions of how your pages should be rendered because you can never know exactly how they will look on the end-users's screen.

USAGE GUIDELINES

On the Web, typefaces are not always available on a user's machine, an alternate font and a generic font should be specified. So to use Helvetica in html or in style sheets, use the font-family specification for Helvetica. Then alternate fonts should be listed in order, separated by a comma. e.g. {font-family: helvetica, arial, sans-serif;}.

For Garamond use the font-family specification for Garamond, and the alternate fonts listed could be Times Roman, Serif.

See the alternative font samples below.

ABCD abcd UK 123

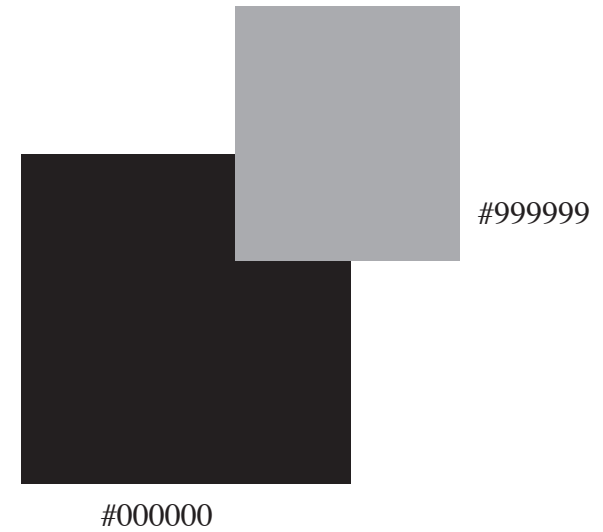
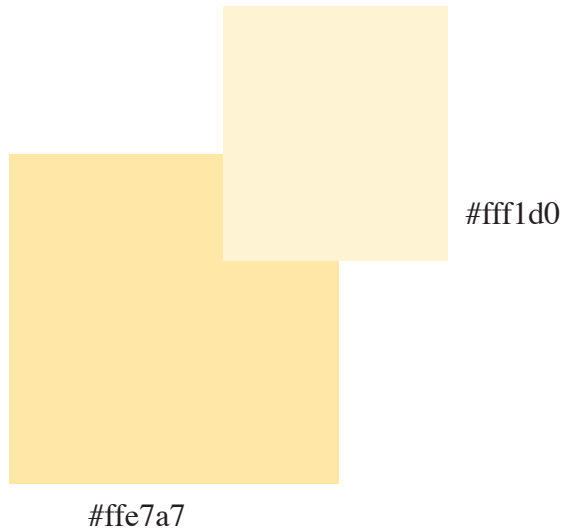
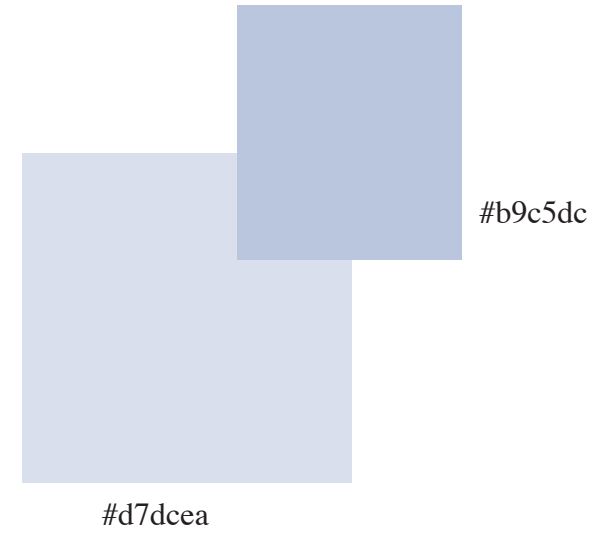
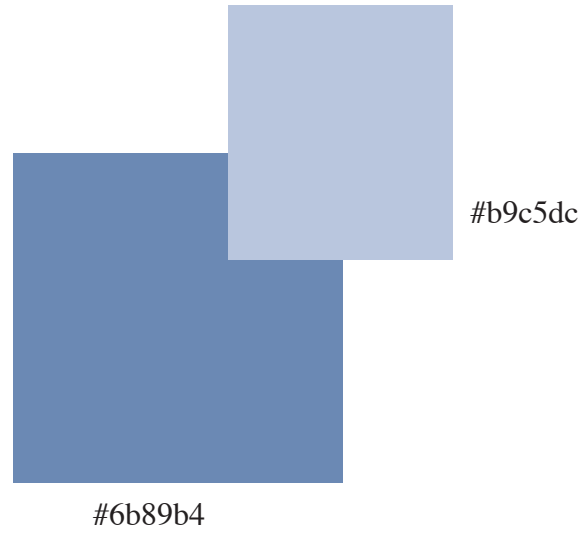
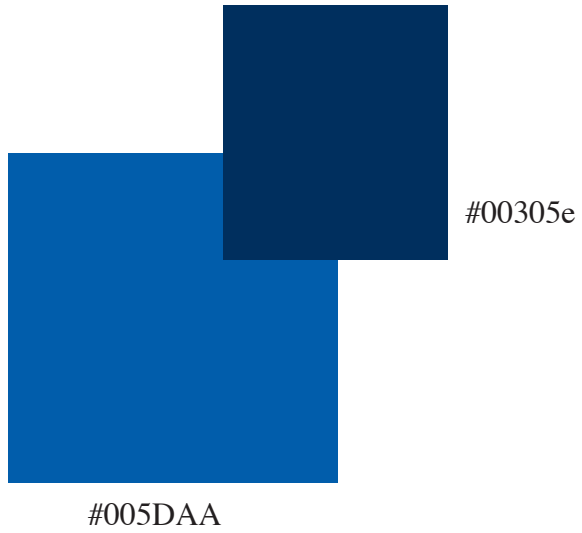
Arial family

ABCD abcd UK 123

Times Roman family

Web Color Guide

Please note that when using the UK blue color on the web, the PMS 286 for print is best translated to a web-safe color hex #005daa.



The selected palette is comprised of a range of tones that are drawn from the campus atmosphere and university brand. This palette allows for colorful treatments while reinforcing the brand concept of “see blue.”