



see blue.

These are Visual Identity Guidelines for the University of Kentucky's "see blue." branding. The visual equities are designed to support and strengthen desired perceptions of the University of Kentucky.

The guidance contained in this document should be followed in the creation of all marketing and communication materials.

Please do not hesitate to contact UK Public Relations & Marketing's department if you have any questions or concerns at seeblue@uky.edu or (859) 257-3302. Thank you for doing your part in helping to deliver a successful marketing initiative for the University of Kentucky!

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Public Relations & Marketing
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(859) 257-3302
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see blue.

The “[seeblue.](#)” icon should be used as one complete unit. The examples on this page show the two approved versions for usage: one-line and stacked. The kerning (letter spacing) should not deviate at all from these examples. When using the “[seeblue.](#)” stacked version, the leading should match exactly to how it appears on this page. Although these icons include text, they are graphic elements and should be used as graphics only. Downloadable versions are available for proper usage. Please do not attempt to recreate these icons.

If you have any questions on using the “[seeblue.](#)” icon, please do not hesitate to contact UK Public Relations & Marketing at seeblue@uky.edu or (859) 257-3302.

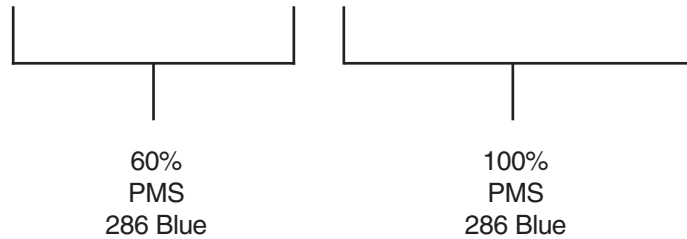
see
blue.

seeblue. icon printed to match PMS 286 Blue

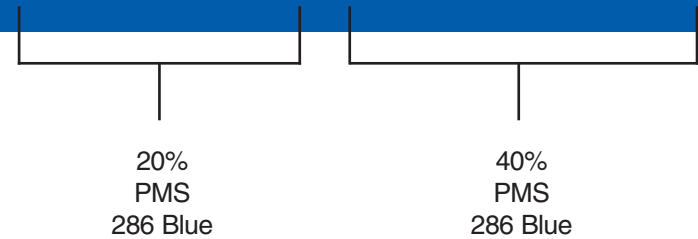
see blue.

For white and light backgrounds

see blue.



For dark backgrounds

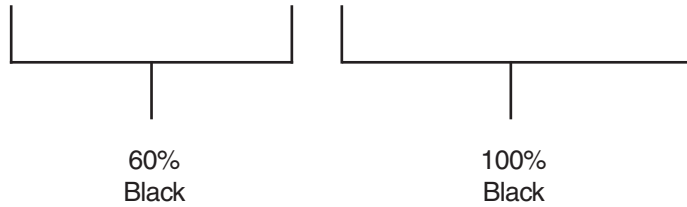


see blue. printed with black

see blue.

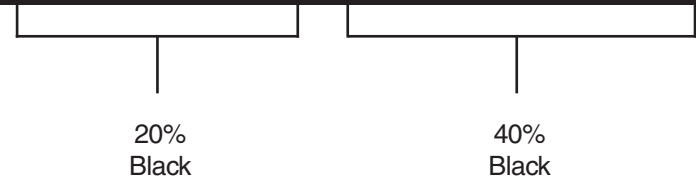
For white and light backgrounds

see blue.



For solid black backgrounds

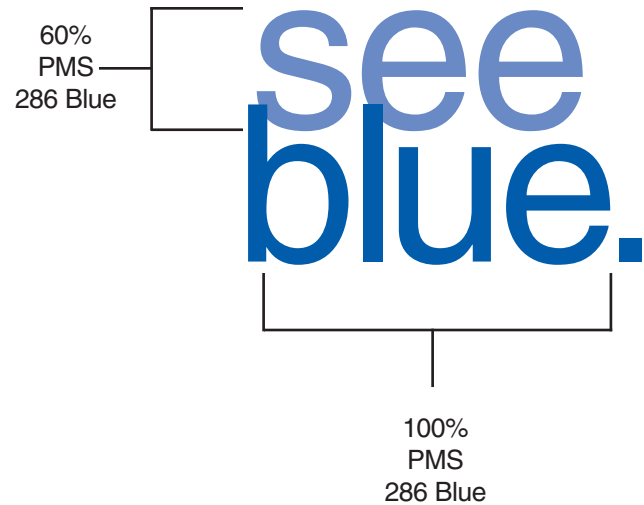
see blue.



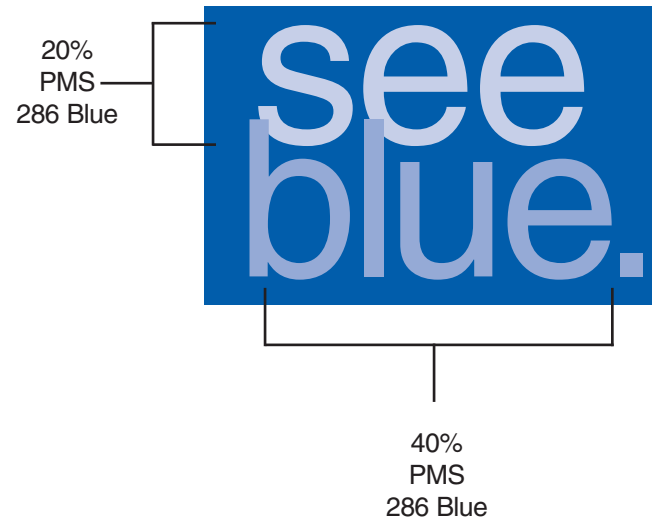
seeblue. icon printed to match PMS 286 Blue

see
blue.

For white and light backgrounds



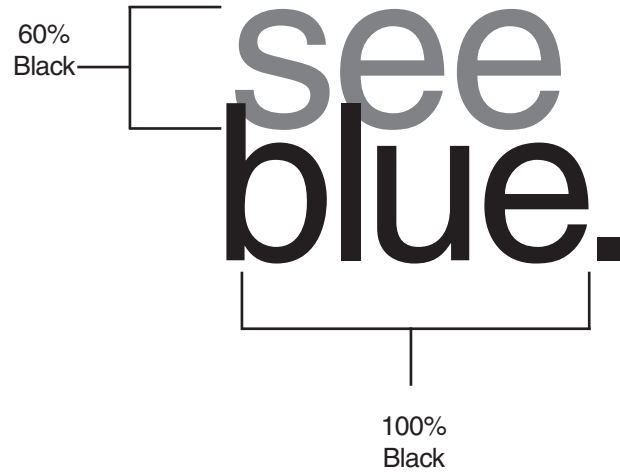
For dark backgrounds



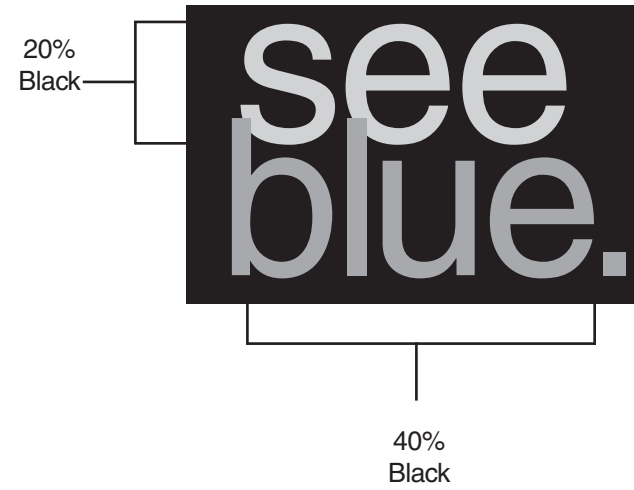
see blue. printed with black

see
blue.

For white and light backgrounds



For dark backgrounds



see blue. (with extended tag)

see blue.
in everything we do.

Sometimes just saying or showing “see blue.” is not enough. So we created an extended version for those special occasions. Shown on this page are the two approved usages of the “see blue.” icon with the extended tag.

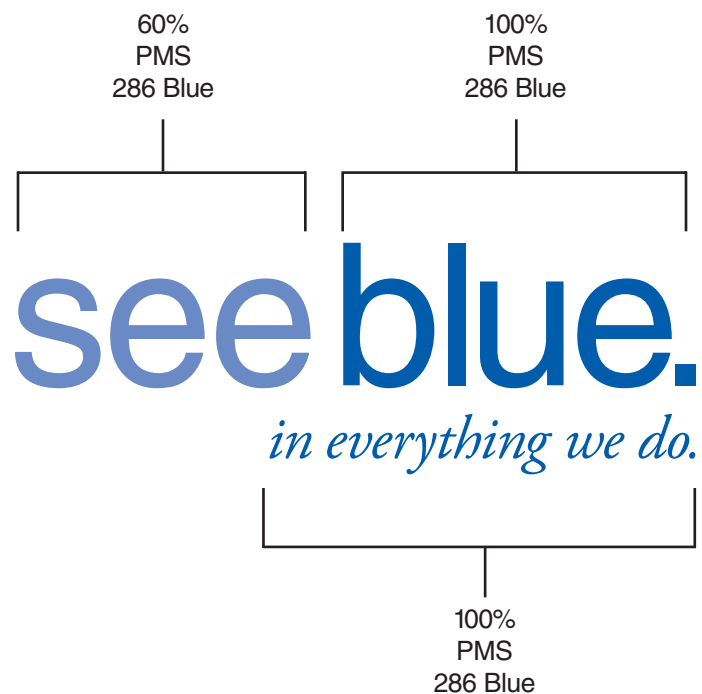
If you have any questions on using the “see blue.” icon with the extended tag, please do not hesitate to contact UK Public Relations & Marketing at seeblue@uky.edu or (859) 257-3302.

see
blue.
in everything we do.

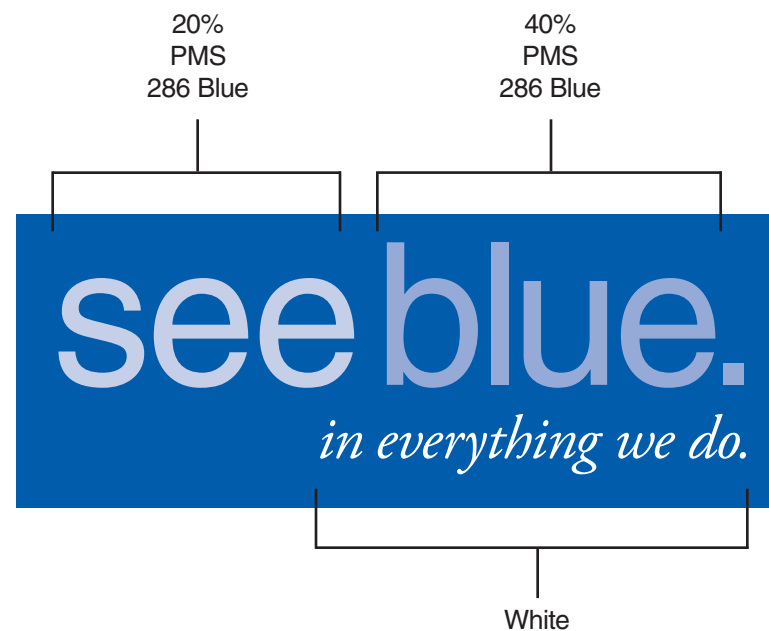
seeblue. (with extended tag)

seeblue.
in everything we do.

For white and light backgrounds



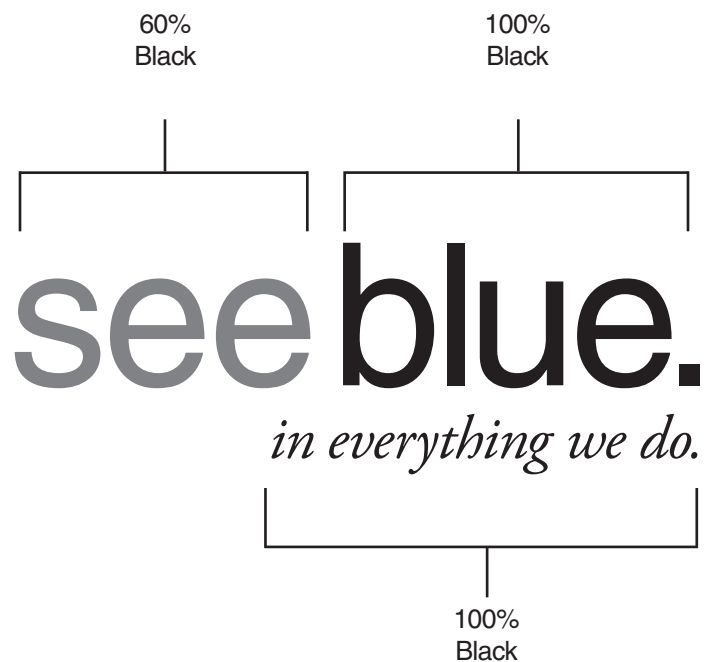
For dark backgrounds



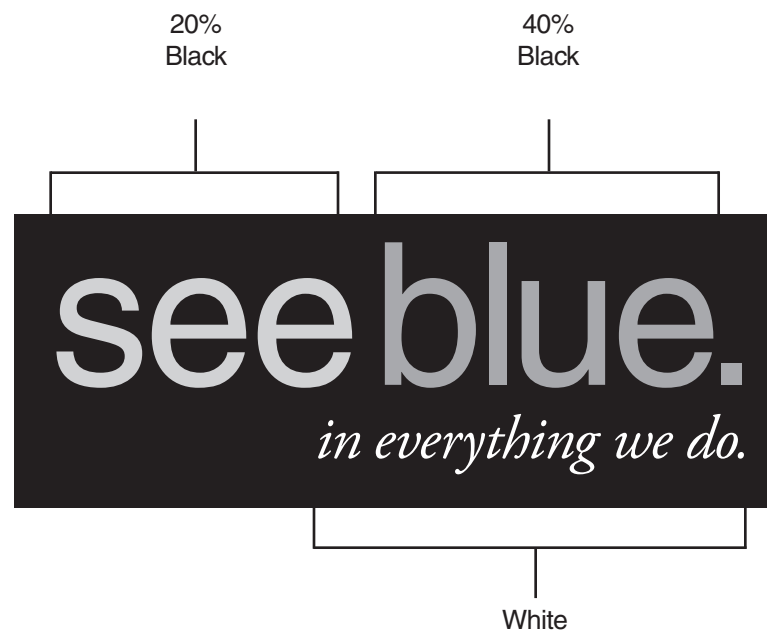
see blue. (with extended tag) printed with black

see blue.
in everything we do.

For white and light backgrounds



For dark backgrounds

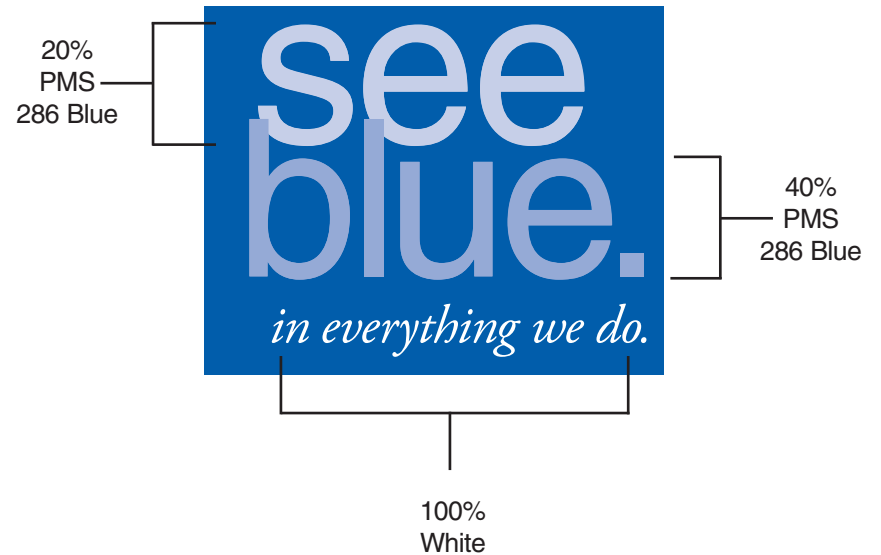


seeblue. (with extended tag)

see
blue.
in everything we do.

For white and light backgrounds

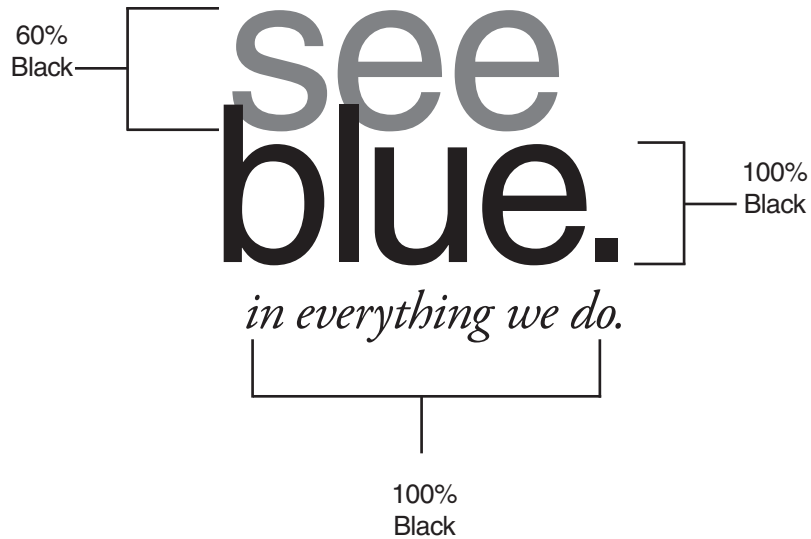
For dark backgrounds



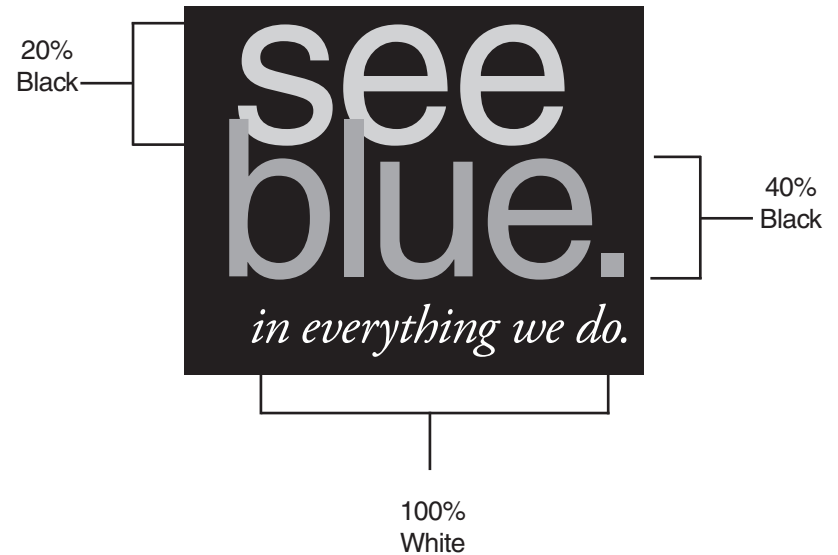
see blue. (with extended tag) printed with black

see
blue.
in everything we do.

For white and light backgrounds



For dark backgrounds



Using the “see blue.” icon in text

see blue.

The “seeblue.” icon is not subject to AP guidelines. When using the “see blue.” icon in a text document please place it in quotation marks. Please see examples on this page for the approved usage.

EXAMPLE 1: Beginning a sentence with the “see blue.” icon. Simply place it in quotations. You do NOT need to capitalize, it is a graphic element.

“see blue.” is not only a powerful phrase; it is also a mark of Kentucky’s flagship.

EXAMPLE 2: Using the “see blue.” icon in the middle of a sentence. Simply place it in quotations.

When you think of the University of Kentucky, it is obvious why “see blue.” has been selected as our tagline.

EXAMPLE 3: Using the “see blue.” icon at the end of a sentence. Simply place it in quotations. You do NOT need to place an additional period after the icon.

The University of Kentucky’s Top 20 business plan has reached a new era and we are recruiting the best and brightest students who must “see blue.”

EXAMPLE 4: Using the “see blue.” icon at the end of a question or exclamation. Place the icon in quotations and you WILL need to use punctuation after the icon.

How do you “see blue.”?

The University of Kentucky is excited to “see blue.”!

Using the “see blue.” icon with extended tag in text

see blue.
in everything we do.

The “see blue.” icon is not subject to AP guidelines. When using the “see blue. *in everything we do.*” icon is not subject to AP guidelines. When using the “see blue. *in everything we do.*” icon in a text document please place it in quotation marks. Please see examples on this page for the approved usage.

EXAMPLE 1: Beginning a sentence with the “see blue. *in everything we do.*” icon. Simply place it in quotations. You do NOT need to capitalize, it is a graphic element.

“see blue. *in everything we do.*” is not only a powerful phrase; it is also a mark of Kentucky’s flagship.

EXAMPLE 2: Using the “see blue. *in everything we do.*” icon in the middle of a sentence. Simply place it in quotations.

When you think of the University of Kentucky, it is obvious why “see blue. *in everything we do.*” has been selected as our extended tagline.

EXAMPLE 3: Using the “see blue. *in everything we do.*” icon at the end of a sentence. Simply place it in quotations. You DO need to place an additional period after the extended tag icon.

The University of Kentucky’s Top 20 business plan has reached a new era and we are recruiting the best and brightest students who must “see blue. *in everything we do.*”

EXAMPLE 4: Using the “see blue. *in everything we do.*” icon at the end of a question or exclamation. Place the icon in quotations and you WILL need to use punctuation after the icon.

Can you “see blue. *in everything we do.*”?

At the University of Kentucky you can “see blue. *in everything we do.*”!

“seeblue.” icon and “seeblue. *in everything we do.*”
icon usage guidelines

seeblue.
in everything we do.

The “seeblue.” icons should never be stretched out of proportion in any direction. For example if you wish to enlarge either “seeblue.” icon you must increase the width and height proportionally. If the width is reduced by 50%, the height should be reduced by 50% as well.

If you have any questions regarding re-sizing of the “seeblue.” icons, please contact UK Public Relations & Marketing at seeblue@uky.edu or (859) 257-3302.

Typography

Shown below are the approved fonts to use for all materials created for the University of Kentucky. Try not to think of this as a limiting list for your typographic needs, but more as an opportunity to maintain the proper design dignity of Kentucky's flagship university.

ABCDEF abcdef UK 1

Helvetica family

ABCDEF abcdef UK 1

Helvetica Neue

ABCDEF abcdef UK 1

AGaramond family