These are Visual Identity Guidelines for the University of Kentucky’s “seeblue” 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!
Using the *seeblue.* icon

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. icon printed to match PMS 286 Blue

For white and light backgrounds

60% PMS 286 Blue

100% PMS 286 Blue

For dark backgrounds

20% PMS 286 Blue

40% PMS 286 Blue
seeblue. printed with black

For white and light backgrounds

60% Black
100% Black

For solid black backgrounds

20% Black
40% Black
seeblue. icon printed to match PMS 286 Blue

For white and light backgrounds

- 60% PMS 286 Blue
- 100% PMS 286 Blue

For dark backgrounds

- 20% PMS 286 Blue
- 40% PMS 286 Blue
see blue. printed with black

For white and light backgrounds

60% Black

100% Black

For dark backgrounds

20% Black

40% Black
Sometimes just saying or showing “seeblue.” is not enough. So we created an extended version for those special occasions. Shown on this page are the two approved usages of the “seeblue.” icon with the extended tag.

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

For white and light backgrounds

- 60% PMS 286 Blue
- 100% PMS 286 Blue
- 100% PMS 286 Blue

For dark backgrounds

- 20% PMS 286 Blue
- 40% PMS 286 Blue
- White

University of Kentucky Visual Identity Guidelines
seeblue. (with extended tag) printed with black

For white and light backgrounds

60% Black
100% Black

For dark backgrounds

20% Black
40% Black

White
seeblue. (with extended tag)

For white and light backgrounds

60% PMS 286 Blue
100% PMS 286 Blue
100% PMS 286 Blue

For dark backgrounds

20% PMS 286 Blue
100% PMS 286 Blue
40% PMS 286 Blue
100% White

in everything we do.
see blue. (with extended tag) printed with black

For white and light backgrounds

60% Black

100% Black

100% Black

For dark backgrounds

20% Black

40% Black

100% White

University of Kentucky Visual Identity Guidelines
The “seeblue.” icon is not subject to AP guidelines. When using the “seeblue.” 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 “seeblue.” icon. Simply place it in quotations. You do NOT need to capitalize, it is a graphic element.

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

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

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

EXAMPLE 3: Using the “seeblue.” 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 “seeblue.”

EXAMPLE 4: Using the “seeblue.” 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 “seeblue.”?

The University of Kentucky is excited to “seeblue.”!
Using the “seeblue.” icon with extended tag in text

The “seeblue.” icon is not subject to AP guidelines. When using the “seeblue. in everything we do.” icon is not subject to AP guidelines. When using the “seeblue. 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 “seeblue. in everything we do.” icon. Simply place it in quotations. You do NOT need to capitalize, it is a graphic element.

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

EXAMPLE 2: Using the “seeblue. 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 “seeblue. in everything we do.” has been selected as our extended tagline.

EXAMPLE 3: Using the “seeblue. 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 “seeblue. in everything we do.”

EXAMPLE 4: Using the “seeblue. 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 “seeblue. in everything we do.”?
At the University of Kentucky you can “seeblue. in everything we do.”!
The “see blue.” icons should never be stretched out of proportion in any direction. For example, if you wish to enlarge either “see blue.” 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 “see blue.” 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.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdef UK 1

Helvetica family

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdef UK 1

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdef UK 1

AGaramond family