



updated May 2016

We are the University for Kentucky – an institution that for more than 150 years has provided education, research, care and service for the Commonwealth.

We exist for Kentucky, but increasingly our work has global impact and reach.

As we have grown and transformed our campus, awareness of our brand has increased as well. So too, has the need to present that brand in a more consistent, focused and unified fashion.

To that end, throughout 2015, stakeholders from across the campus engaged in dialogue about unifying the institution's brand image – through one logo and consistent word mark. The product of those efforts – and accompanying guidelines – is contained in this document.

The goal is for all colleges, departments, units and centers to utilize the university's brand through its logo and signatures in a consistent basis across all communications platforms. These guidelines provide a centralized set of standards for usage and display of the logo along with the appropriate unit signatures.

We also are using the introduction of a unified logo as a transition point. As colleges, departments, units and centers print new letterhead and business cards, or move to refresh or re-design websites, we are asking that you display the UK logo according to these standards.

Moreover, secondary logos – for colleges, departments, units and centers – should be eliminated during this transition as well.

Implementation of this new brand architecture is mandatory across the campus. However, our goal has been to also provide opportunity for unit flexibility to be decided on at the vice presidential and dean level.

Utilizing the same refreshed logo, UK Athletics and UK HealthCare have developed complementary graphics standards that address specific issues each of those institutional areas confront.

The new standards will be phased in between now and Aug. 1, 2016, as current printed materials are depleted and new ones ordered through approved university vendors.

A consistent brand image is a critical element in our strategic goal for this institution to be recognized as one of the leading residential, public research campuses in the country.

Every time someone from the University of Kentucky communicates with the public, it contributes to our reputation. 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.

By utilizing these guidelines and standards, you help project that clear, unifying image for your University. The UK Office of Public Relations and Marketing is a partner with you in this important effort. Through this office, our pledge is to listen; to continue to receive input and feedback; and to work collaboratively with you to implement and maintain these guidelines in a way that best highlights and protects the UK brand.

The following pages not only outline standards and expectations, but also ways to encourage greater partnership and flexibility.

The University's graphic standards are a work in progress. It will be updated on a regular basis with new design examples, resources and information. We also want you to know that your input and insight will help make this guide better. Please contact the PR and Marketing Department with your thoughts and ideas. Contact them at seeblue@uky.edu or 859-257-3303.

UK is a special and distinctive community. Our brand has power. Our story is one of momentum. We look forward to working with you as we further a brand that means so much to our Commonwealth and, increasingly, our world.

Sincerely,

Eli Capilouto	Tim Tracy	Mike Karpf	Eric N. Monday	Lisa Cassis
President	Provost	Executive Vice President for Health Affairs	Executive Vice President for Finance and Administration	Vice President for Research



As the University of Kentucky competes for students, funding and philanthropic gifts, it is important that the entire university communicate with a clear, consistent public identity. A memorable and effective identity takes years to build and can quickly erode if steps aren't taken to protect the elements that define the brand.

Every time someone from UK communicates with the public, it contributes to our reputation. Public appearances, print materials, publications, videos, promotional products, advertisement, and other forms of communication, all represent not just the individual or program, but the entire university.

In this document you will find the basic guidelines for using the University of Kentucky name and logos. Time has been spent refining the multiple elements that you can use to represent UK to the public. These visual tools will ensure that UK's image will retain its power and consistency for years to come.

UK Public Relations and Marketing is charged with developing UK's graphic standards, but its role goes beyond this document. The PR and Marketing staff is available to offer guidance and the technical support you need to consistently reinforce UK's image to the world.

Please note that there has been a separate style guide created specifically to govern the UK Athletics identity. Contact UK Athletics for access to those guidelines.

UK's web standards can be accessed here.

UK Public Relations and Marketing 208 Mathews Building Lexington, KY 40506-0047 Phone: 859-257-1754

Email: seeblue@uky.edu

Chapter 1: Basic Identity Elements

Chapter 2: Identity Templates

Chapter 3: Application Examples

Chapter 4: "see blue."

Chapter 5: Stationery

Chapter 6: Social Media

Chapter 7: Web

Chapter 8: Licensing

Chapter 9: FAQ's



1. Basic Identity Elements

- 1.1. Primary Color Palette
- 1.2. Secondary Color Palette
- 1.3. Typography/Serif Typeface
- 1.4. Typography/Sans Serif Typeface
- 1.5. Logo
- 1.6. Word Mark
- 1.7. Main Lockup
- 1.8. Alternate Lockup
- 1.9. Lockup "Don't s"

These are the primary tools for expressing the UK identity. They can be effective forms of visual communication, used separately or combined, but it is important that you follow basic guidelines. This section details each of the elements and how they work.



1.1. Primary Color Palette

Due to the various differences across applications and paper, there will always be slight discrepancies when using Pantone Matching System (PMS), CMYK or RGB colors. These specific colors will help enforce consistency. Additionally, black and white are also available to use.

The PMS palette is the university's preferred printing palette and should be used for printing where the circumstances allow you to use a PMS color.

The CMYK palette should be used for printing when the circumstances do not allow for PMS colors. When using the CMYK palette, you should work with your preferred, approved printer to ensure you are happy with the CMYK color before your project goes to print.

The RGB palette should be used for all screen-based applications.

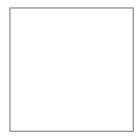
Wildcat Blue



PMS 286C-286U CMYK 100-75-0-0 RGB 0-51-160 HEX #0033a0

EMBROIDERY Madeira 1134 Robinson-Anton 1842

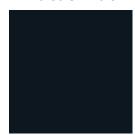
Wildcat White



PMS Opaque White CMYK 0-0-0-0 RGB 225-225-225 HEX #ffffff

EMBROIDERY Madeira 1002 Robinson-Anton 2297

Wildcat Black



PMS Process Black
CMYK 0-0-0-100
RGB 44-42-41
HEX #2c2a29

EMBROIDERY Madeira 1000 Robinson-Anton 2296

Helpful Tip:

Circumstances may arise that a UK mark would need to be printed in a color other than the three primary colors listed above. For example, a special invite or announcement may use a metallic PMS or foil for added effect. In instances such as these, please contact UK PR & Marketing for assistance and approval.



1.2. Secondary Color Palette

The secondary colors are not meant to be the main color representation of UK and NEVER to replace the primary colors. Instead, they are meant to supplement the Primary Color Palette. They can be used for accents or to help create hierarchy in a variety of materials. They should be used about 30 percent as much as the Primary Color Palette and should never be used without at least one color from the Primary Palette present. The colors below are to help reinforce a campus wide brand and to help build the brand identity. These are only recommendations.



Light Gray

PMS Cool Gray 3 CMYK 8-5-7-16 RGB 202-200-200 HEX #c8c8c7

EMBROIDERY Madeira 1011 Robinson-Anton 2692



Light Blue

PMS 2925 CMYK 84-21-0-0 RGB 24-151-212 HEX #1897d4

EMBROIDERY Madeira 1176 Robinson-Anton 5801



Dark Gray

PMS Cool Gray 10 CMYK 62-52-48-19 RGB 100-101-105 HEX #63656a

EMBROIDERY Madeira 1134 Robinson-Anton 1842



Dark Blue

PMS 281 CMYK 100-85-5-20 RGB 32-44-95 HEX #202c5f

EMBROIDERY Madeira 1555 Robinson-Anton 5739



Metallic Silver

Limited Use

 PMS
 Metallic 877

 CMYK
 0-0-0-40

 RGB
 214-214-209

 HEX
 #a5acaf

EMBROIDERY Madeira 1087 Robinson-Anton Alum. J



1.3. Serif Typeface

The designated serif face for the University of Kentucky is Mercury Text G1 by Hoefler & Co. It is the primary font family and should be used in roughly 75 percent of instances.

This face can also be used in all of its available weights and styles. It is also available as a web font. When a heavier weight is desired for various communications, it is important to switch to a heavier version of Mercury, rather than simply pushing the "Bold" button in a program. Similarly, if italics are desired, the italic Mercury typeface should be used rather than pushing the "Italic" button in a program. This alters the font and is not preferred.

DOWNLOAD HERE

MERCURY DISPLAY ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890 1234567890

MERCURY DISPLAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890 1234567890



1.4. San Serif Typeface

The designated sans serif face for UK is Avenir Next LT Pro by Linotype. It is the secondary font family and should be used in roughly 25 percent of instances.

This face can also be used in all of its available weights and styles. It is also available as a web font. When a heavier weight is desired for various communications, it is important to switch to a heavier version of Avenir, rather than simply pushing the "Bold" button in a program. Similarly, if italics are desired, the italic Avenir typeface should be used rather than pushing the "Italic" button in a program. This alters the font and is not preferred.

DOWNLOAD HERE

AVENIR NEXT LT PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890 1234567890

AVENIR NEXT LT PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

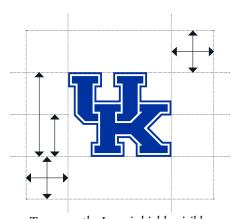
1234567890 1234567890



1.5. Logo

This Logo is a primary graphic tool for expressing the UK identity. Always use this or other approved reproducible artwork. It should be used in situations where the Main Lockup is not necessary. Do not, under any circumstances, attempt to match this letter form with other typefaces, no matter how similar they may appear. The logo is a graphic element not a typeface. This will ensure the consistent use of the Logo in all applications.





To ensure the Logo is highly visible, always separate it from its surroundings. The area of isolation, or minimum required clear space, surrounding all University-level logo files should be half its height on all sides as shown above. Some allowances are given for copy around the mark.



Helpful Tip:

The Logo should NEVER be used alone on promotional materials intended for external audiences.



Logo should not be sized smaller than .25 inches in width



1.6. Word mark

This Word mark is a primary graphic tool for expressing the UK identity. Always use this or other approved reproducible artwork. It should be used in situations where the Main Lockup is not necessary. Do not under any circumstances attempt to match this letter form with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the Word mark in all applications.

University of Kentucky



To ensure the Word mark is highly visible, always separate it from its surroundings. The area of isolation, or minimum required clear space, surrounding all University-level logo files should be half its height on all sides as shown. Some allowances are given for copy around the mark.

University of Kentucky.



When ordering promotional materials the Registered * should always appear with our marks.



Wordmark should not be sized smaller than .75 inches in width



Eli Capilouto



1.7. Main Lockup

The UK Main Lockup (the logo plus the word mark) was the result of refining many of concepts and graphic ideas. The Main Lockup is one of the primary graphic tools for expressing the UK identity. This Main Lockup should be used from this point forward. The version shown here and on the following pages has been specifically created for UK. Do not under any circumstances attempt to match these letter forms with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the Main Lockup in all applications.





To ensure the Main Lockup is highly visible, always separate it from its surroundings. The area of isolation, or minimum required clear space, surrounding all University-level logo files should be half its height on all sides as shown below. For the Main Lockup, the clear space should be half the height of the interlocking UK logo. Do not allow other graphic elements to penetrate this area. Some allowances are given for copy around the mark.



Helpful Tip:

When ordering promotional materials the Registered * should always appear with our marks.



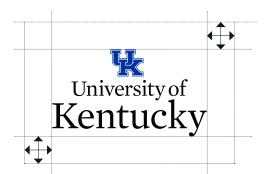
Wordmark should not be sized smaller than 1 inch in width



1.8. Alternative Lockups

The UK Main Lockup was the result of refining many of concepts and graphic ideas. The Main Lockup is one of the primary graphic tools for expressing the UK identity and should be used from this point forward. However, some situations may call for an alternative lockup. The versions shown here may be used, on very rare occasions and with permission from PR and Marketing, as an alternative in those situations. **NOTE:** There are no college/department lockups available with these versions.

Vertical Lockup Limited Use



To ensure the Vertical Lockup is highly visible, always separate it from its surroundings.



Helpful Tip:

When ordering promotional materials the Registered * should always appear with our marks.



1 inch

Vertical Lockup should not be sized smaller than 1 inch in width

Single Line Lockup

Limited Use



To ensure the Single Line Lockup is highly visible, always separate it from its surroundings.



University of Kentucky®

Lockup should never .25 inch in height

Wordmark should T.125" never be sized smaller than .125 inch in height

Helpful Tip:

When ordering promotional materials the Registered ® should always appear with our marks.

If for any reason none of these lockups work for your application, please contact seeblue@uky.edu.



1.9. Lockup DONT'S

In order to maintain consistency, the following uses are *not permitted*. These rules apply to the entire set of UK marks.

The entire set of UK marks should not be altered, stretched or have any effects applied. These effects include drop shadows, glows, strokes, etc. In addition, the brand should not be rotated, titled or skewed.



On't horizontally scale the Main Lockup.





Don't change the scale of elements.



On't vertically scale the Main Lockup.



On't rotate or tilt.



On't change the composition of the Main Lockup.



O *Don't* apply drop shadows.



On't attempt to typeset the Wordmark.



Don't reverse the colors.



Don't add graphic elements.



 Don't use the blue on backgrounds or dark colors. Only use the black or white one-color version in these cases.



Opon't reproduce the Main Lockup in unapproved colors.

Helpful Tip:

In most instances when using a white University mark, the one-color Logo, Wordmark or Main Lockup should be used. The two-color white UK Logo and Main Lockup are intended for limited use only - only on black or dark backgrounds - and those requesting usage should request assistance from UK PR and Marketing.



2.1. College/Departmental Identities

A large part of the UK identity system is the extensive group of entities like colleges, departments, offices, centers, etc. We have created marks for these entities in order to maintain consistency across all channels. Do not attempt to create your own lockups. Contact UK PR and Marketing if your lockup is not available for download.

These images are registered trademarks of the University of Kentucky and may not be recreated or manipulated in any way. Downloads are available in jpg and png formats for print applications from www.uky.edu/graphics utilizing your link blue ID and password. UK PR and Marketing will work with approved vendors needing vector files. Please email seeblue@uky.edu and allow five working days.

College lockup





Lockup with college



College lockup with department





Department with division subhead



Limited Use

University of Kentucky® College of Medicine

.25"

These application should never be sized smaller than .25 inch in height



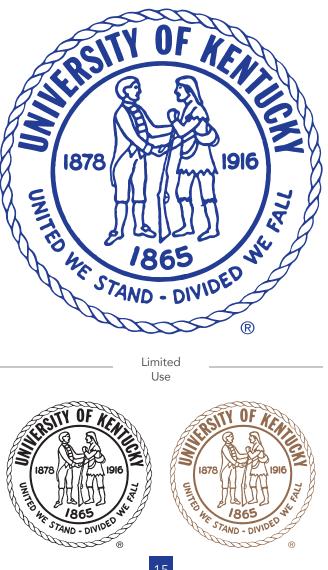
To maintain consistency, the rules applying to the logo, word mark and main lockup apply here as well.



2.2. University Seal

The University of Kentucky uses an official seal only on formal documents such as diplomas and commencement 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.

Approved usage of the seal is required. All requests for the seal should be directed to UK Public Relations and Marketing, seeblue@uky.edu.





2.3. Internal Usage

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

2.4. External Usage

Communication pieces distributed off campus must include the main, Unit or Department lockup displayed prominently. If a Unit or Department lockup is used, the piece should also clearly identify that it is from the University of Kentucky.

SECONDARY LOGOS THAT CLEARLY ARE DESIGNED TO REPLACE UK MARKS OR IDENTIFY A DEPARTMENT OR COLLEGE ARE NO LONGER PERMITTED

Any item with the UK logo or University of Kentucky name must be purchased through an approved UK vendor.

Visit

<u>UK Purchasing</u>
for a list of current vendors.

Helpful Tip:

The main, unit or department lockup that contains the "Registered ®" must be used on any promotional and specialty items that are given away to external audiences.

The interlocking "UK" may not be used alone on any promotional product without prior approval from UK PR and Marketing.

Some promotional materials and their allowed print areas are too small for the UK logo or wordmark. Please email seeblue@uky.edu for assistance or if vector files are needed.



2.5. Minimum design standards for publications

The University of Kentucky logo/lockup or an official UK departmental/unit lockup should appear clearly and prominently on the front or back of publications to advance the image of UK and to identify the publication as official, University of Kentucky information. As a rule, the logo – "Interlocking UK" should never be smaller than .25 inches in width.

To protect trademark licensing agreements and promote a consistent visual identity, UK logos/lockups/marks may vary in size, but they cannot be altered, tampered with or modified in any way.

The back of publications should contain a UK logo/lockup and an Equal Opportunity Statement. Visit the <u>EOE Statement website</u> for more information and guidance on our EOE statement.

In textual content, the University of Kentucky name must be used in full on first reference and can be shortened to UK on a second reference.

Editorial consistency is very important in creating a positive university impression. Preferred editorial style for news releases and newsletters is Associated Press (AP) Style. The <u>University of Kentucky Style Guide</u> notes specific rules and usages to be followed by authors and editors of University of Kentucky publications, especially those targeting media or the general public.



2.6 Tips for Logo and Lockup Usage.

The main, unit or departmental lockup and institutional logo should:



Be large enough that the type is clear and legible



Be printed on colors that provide enough contrast to them to be legible



Be printed in the colors identified on page 5 of this manual



On promotional items such as T-shirts or tote bags, the logo should 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 busy pattern or distracting background



Never be on a piece of apparel to be distributed externally without the University of Kentucky word mark that includes the ® mark



Anything mailed (postcards, brochures, magazines, etc.) must have University of Kentucky in the return address



Comply with signage policy found <u>here</u>



Always be printed using PMS or spot colors when available



Always use RGB or Hex # when displayed on the web or video



In house printer colors vary widely and should only be used in limited circumstances and for internal use only



Take into consideration the paper finish when choosing a coated or uncoated PMS color for your design



3.1. Application Examples









3.1. Application Examples













4.1. "see blue."

These are the visual identity guidelines for UK's "see blue." branding. The visual identities are designed to support and strengthen desired perceptions of UK. "see blue." speaks to the spirit and aspirations of our University, students, faculty, staff and alumni. "see blue." sets the tone for everything we do. Review the Brand Vision Book for more information on "see blue."

BRAND VISION BOOK





VISION BOOK



4.2. "see blue." Typography

The complementary typeface for the "see blue." graphic is Helvetica Neue. Helvetica Neue is a versatile font family and comes in several weights and styles. While the "see blue." graphic should never be altered, instances may arise where you may need to add text to your work and we recommend Helvetica Neue.

DOWNLOAD HERE

HELVETICA NEUE 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890 1234567890

HELVETICA NEUE 85 HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890 1234567890



4.3. "see blue." Horizontal Graphic

The "see blue." icon should be used as one complete unit. The examples that follow are the approved versions for usage: one-line and stacked. The kerning (letter spacing) should not deviate from these examples. When using the "see blue." stacked version, the leading should match exactly as it appears here. Although these icons include text, they are graphic design elements and should be used as graphics only. Downloadable versions are available for proper usage at www.uky.edu/graphics, using your linkblue ID.

see blue. see blue.













To ensure the "see blue." graphic is highly visible, always separate it from its surroundings. Shown is the area of isolation, or minimum required clear space, surrounding all University-level logo files.



"see blue." graphic should not be sized smaller than 1 inch in width



The UK "see blue." lockup is available on the downloads page.



4.4. "see blue." Vertical Graphic















To ensure the "see blue." graphic is highly visible, always separate it from its surroundings. Shown is the area of isolation, or minimum required clear space, surrounding all University-level logo files.



"see blue." graphic should not be sized smaller than 3/4 inch in width



The "see blue." icons should never be stretched out of proportion in any direction. For example, if you wish to enlarge "see blue." you must increase the width and height proportionally. This should be done graphically, not to the text directly.



4.5. "see blue." Text

The "see blue." icon is not subject to AP guidelines. When using the "see blue." icon in a text document, always place it in quotation marks. Examples are provided below for guidance.

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 also is a mark of Kentucky's flagship institution.

Example 2

Using the "see blue." icon in the middle of a sentance, simply place it in quotations.

When you think of the University of Kentucky, it's obvious why "see blue." has been selected as our extended tagline.

Helpful Tip:

"see blue." is never capitalized.

Example 3

Using the "see blue." icon at the end of the sentence? Simply place it in quotations. You do need to place an additional period after the extended tag icon.

The University of Kentucky is the University for Kentucky. We "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.

Do you "see blue."? At the University of Kentucky, we "see blue."!



5.1 Official Letterhead, Envelopes and Business Cards

Three options for official university stationery suites are shown on the following pages.

Suite Version 1 University Logo Centered.

This version centers the UK logo on the letterhead and mirrors the classic, traditional stationery style the University has had in the past. This suite of stationery allows for social media representation on the front of the accompanying business card. It may be printed with or without "see blue." and an optional back may be used.

Suite Version 2: University Main Lockup.

This version uses the main University of Kentucky lockup. This suite of stationery gives more emphasis on the college/department name, moving the address to the footer for a more modern look. It may be printed with or without "see blue.". The accompanying business card is not a good choice for those with lenghty titles. Social media may be added to the back of the card using the provided options.

Suite Version 3: University Logo Flush Left.

This version moves everything to the left and gives more emphasis on the college/department name as the University of Kentucky is displayed in text rather than graphically in a lockup. The address in the same area as the logo. This business card would be a good choice for someone with a longer or multiple titles. It may be printed with or without "see blue." and an optional back may be used.

Each piece of the stationary suite may be printed with or without the "see blue." graphic element.

5.2 Stationary paper options

There are two paper options to choose from when printing letterhead:

- 1) Atlas 24# Ultra bright 96, white, 30 percent recycled, with the Imaging finish.
- 2) Fox River, watermark with the University seal, white (recommended for legal or international correspondence that may require proof of authenticity).

The complimenting #10 envelope is Atlas Ragbond, white.

The complimenting stock for business cards is Via Bright White Smooth Cover, 100#, white.



5.3 Helpful Tips

- 1. Stationery may not contain any additional graphics.
- 2. Official letterhead may not be personalized.
- 3. Computerized templates should not be used for external or official university communication. Download internal/electronic letterhead here.
- 4. Business cards must contain an official UK phone number and email address.
- 5. Only UK-approved social media accounts may be used on business cards.
- 6. Educational titles after a persons name will be on the same line and style and any certifications will be moved to the next line and in a regular weight for the font style.

Example: **Martin Anibaba, MBA**CISA, CCNA, MCSE, TCNA

It is strongly recommended that you request heat-resistant ink when placing your order, especially when used with high-volume laser printers or copiers. Heat -resistant ink is available from any of the UK printing vendors, but you must request this prior to printing.

Stationery must be purchased through an approved university stationery vendor set up through UK Purchasing.

A list of those vendors can be found here.



Version one



University of Kentucky College of Agriculture, Food and Environment Agricultural Economics

400 Charles E. Barnhart Bldg. Lexington, KY 40506



Dr. Wildcat Kentucky Senior Associat Registrar

College of Agriculture, Food and Environment Agricultural Economics

see blue.

University of Kentucky 400 Charles E. Barnhart Bldg. Lexington, KY 40506

- P: 859-257-xxxx
- C: 859-257-xxxx
- F: 859-257-xxxx
- seeblu
 @uky
- @seeblue

seeblue@uky.edu

see blue.



University of Kentucky

College of Agriculture, Food and Environment Agricultural Economics 400 Charles E. Barnhart Bldg. Lexington, KY 40546-0276 P: 859-257-5762 F: 859-257-1212 agecon.uky.edu

Helpful Tip:

This version allows for social media or multiple phone numbers on the front of the business card. January 14, 2016

John Doe 123 Elm Street Los Angeles, CA 90066-1735

Dear John,

Lam as explam con resti voluptatus mod eos coreribus eum faci di dolorep erspellabo. Nempos eturios quisqui dernam in cus sunt facit pererovid ut am aperit que nat enditatis et as endi niat magnam consed mo iunt offictaqui beatur?

Xerum harum si consequas aut dem dipid quoditi orerit, que sin rerae nem lacea explaciet, voluptas dellace pratus perum quas doluptas quat.

Em sitium endi reptatur, cum ratio. Uci re, nim am comnimus nisci dolo officat ectium laborio rroviti ommolupta consequi acitius dolluta corrovit, officae cepero et eicate cus esequib uscient labor am, istibea enduntur, incime prepere omnimpo rpostiundis inum eos dolorep eliquist quo eaqui blaboribust et ipsum faciaspel inus derro ma perum que ommodit aliqui consect iberum cum fuga. Et moloria ilitionsequi autatur re corersperia as quiscilibus, cum qui soluptat et audis dolo endanienim ent que nonsendae idenis ra volutemporum quaturi vellaceribus esequidus qui aut explanihic tem illes ist, sedit repudaeperio evenimin et aspere denem ne et alia nonsequodis qui que nus arum voluptae sum nia pro blaut alit magnatur minist quas aceruntio blaborem fugit, sum volupta que delent essimped et optamus, ari tem untibus minvelibusda sit hit rem et liquosse nus dolenduntus, voluptaquiae rationestis arum volupta quibus iniam que volorecepere seditatem. Ceptis reces abo. Ita nusdam ereseceria conest accusam suntius.

Aces aces aliquodit molectem fuga. Everio odictur?

Ratqui recusda quis quo mos ma dis il inis est quatio volorep tassin parcienis inctur mossi aut etur alibusae eaquidel in consequ iaturent ipides et ma netureh entionectet vitis erspersped ut faccabo. Torempe reribus dolest, tem quam rest, office.

Sincerely,

Dr. Wildcat Kentucky Senior Associate Registrar

see blue.

An Equal Opportunity University



Version two



College of Agriculture, Food and Environment Agricultural Economics



Dr. Wildcat Kentucky
Senior Associat Registrar

College of Agriculture, Food and Environment Agricultural Economics

400 Charles E. Barnhart Bldg. Lexington, KY 40506

P: 859-257-xxxx C: 859-257-xxxx

seeblue@uky.edu www.ukv.edu

see blue.

see blue.

Helpful Tip:

This Suite is

for highlighting

the college and

departments. It is

also a good choice

for people with

longer titles.



College of Agriculture, Food and Environment Agricultural Economics

January 14, 2016

John Doe 123 Elm Street Los Angeles, CA 90066-1735

Dear John,

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Sincerely,

Dr. Wildcat Kentucky Senior Associate Registrar

see blue.

Room # Building Name | (extra line if needed) | Lexington, KY 40506 | P: 859-257-xxxx | F: 859-257-xxxx | www.uky.edu

An Equal Opportunity University

... 1:... :: (.... 4 - 4) ... 1



Version three





400 Charles E. Barnhart Bldg. Lexington, KY 40506

> P: 859-257-xxxx C: 859-257-xxxx F: 859-257-xxxx seeblue@uky.edu

Dr. Wildcat Kentucky Senior Associat Registrar

see blue.

see blue.

Helpful Tip:

This business card is good for longer or multiple titles.



January 14, 2016

John Doe 123 Elm Street Los Angeles, CA 90066-1735

Dear John,

Lam as explam con resti voluptatus mod eos coreribus eum faci di dolorep erspellabo. Nempos eturios quisqui dernam in cus sunt facit pererovid ut am aperit que nat enditatis et as endi niat magnam consed mo iunt offictaqui beatur?

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Sincerely,

Dr. Wildcat Kentucky Senior Associate Registrar

see blue.

Room # Building Name | (extra line if needed) | Lexington, KY 40506 | P: 859-257-xxxx | F: 859-257-xxxx | www.uky.edu

An Equal Opportunity University



5.4. Business Card Backs

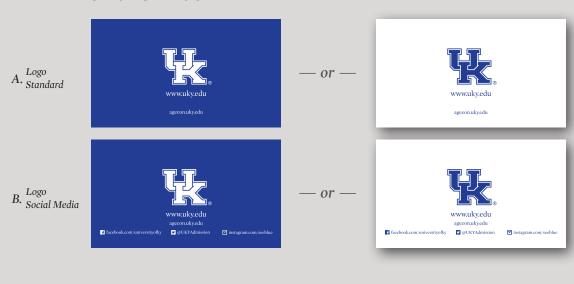
While these backs are optional, they add importance to your card and serve to strengthen our overall brand, while also allowing more information to be included.

Examples:

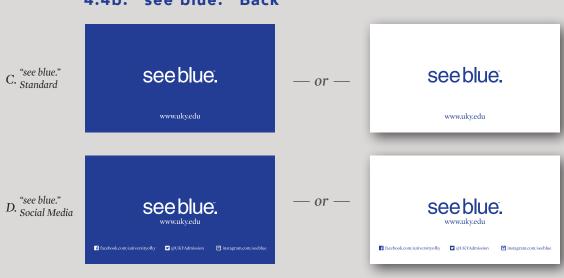
- Additional University web addresses
- Important, UK-approved phone numbers
- UK-approved social media addresses

An exact copy of the information on the front of the card in a foreign language is also allowed.

5.4a. UK Back



4.4b. "see blue." Back



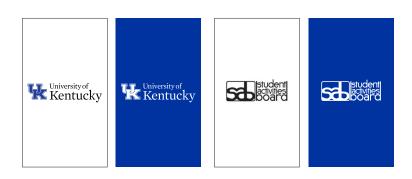


5.5. Student Cards

Student-specific business cards have been designed for use by graduate and professional students/candidates and members/leadership of student organizations. These cards have a vertical orientation, to distinguish them from university faculty and staff cards, but are branded with University standards. These cards may be two-sided with one of the approved backs used.



Only the six student-fees receiving student organizations may place their graphic identifier on the back of this card (Student Activities Board, Student Government Association, Student Sustainability Council, Center for Community Outreach, Center for Student Involvement and WRFL-FM/The Kentucky Kernel).





5.6. Oversized Envelopes



Helpful Tip:

To make your mailing really stand out from the crowd, consider using a colored envelope. Blue, metallic silver or a craft will add extra interest to your project. Ask your printer for advice or samples.

UK approved stationary vendors have already sized each stationary suite for print.



5.7. Notecards/Notepads/Specialized Printing Needs

EXAMPLES











UK approved stationary printers have other options for you to choose from.

*Please contact UK Public Relations and Marketing if additional design assistance is needed, seeblue@uky.edu



5.8. Bulk Mail

If you are mailing a large quantity of items, a bulk mail permit will save both time and money.

Contact <u>UK Post Office Bulk Mail</u> for information on bulk mail standards.

Please note, the name and return address of the authorized non-profit organization must be printed on the outside of the piece being mailed. Pseudonyms or bogus names of persons or organizations may not be used. You must use the University of Kentucky's name.

Helpful Tip:

Return addresses on envelopes, magazines, brochures, etc., should mimic one of the stationary suite styles. The UK Logo or Main Lockup are elements of the stationary envelopes, not unit or department or college lockups. Unit, department or college lockups should not be used as return address graphic elements. Use the Logo or Main Lockup and typeset the other information like the stationary.



5.9. Design Project Return Addresses

Helpful Tip:

If there is a UK Lockup or Logo represented in the design, simply type out the return address making sure that "University of Kentucky" is on the top line.

Finding a major you enjoy is one of the keys to a successful college career.

UK's Academic Exploration Tool helps unlock your potential - taking your passions, interests and career aspirations and connecting you with majors that suit your goals. AET provides a new way for prospective and current students to search the more than 200 majors offered here at the University of Kentucky. The site uses keyword technology to consider your interests and dreams in suggesting degree programs that may be of interest to you.

And saving those suggestions is easy; simply click the share button to email the page to yourself.

Take some time and explore all that AET has to offer - you won't be disappointed.

Visit www.uky.edu/academics.



University of Kentucky Office of the Registrar 100 Funkhouser Bldg. Lexington, KY 40506-0054

This is a reminder that the University's annual Benefits Open Enrollment period ends Friday, May 13. Please take this opportunity to review your UK benefit options. Visit us online at www.uky.edu/hr/oe.

Note: If you participate in a flexible spending account, you need to re-enroll each year. Otherwise, enrollment is generally not required unless you would like to change your coverage. Questions? Feel free to contact us!

Email: benefits@uky.edu
Phone: (859) 257-9519, option 3



Benefits Office 1080 Export St., Suite 280 Lexington, KY 40504

Helpful Tip:

Use the University of Kentucky Lockup as an anchor for the return address

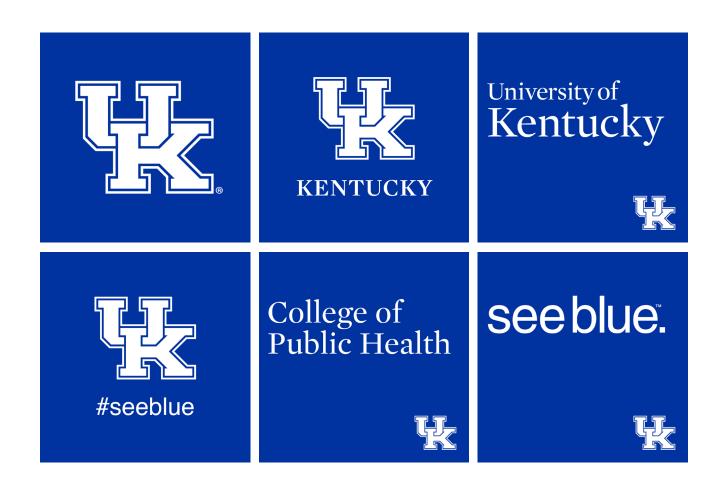


6.1. Social Media

Social media brand standards will be available soon.

Please send designs to seeblue.com for approval.

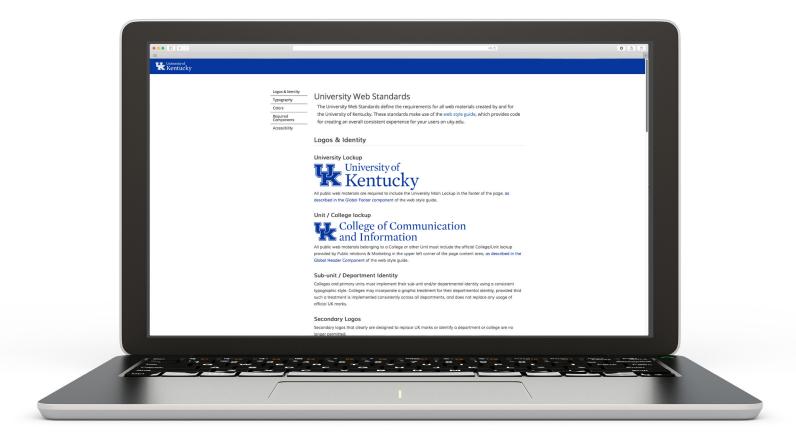
EXAMPLES





7.1. Website

WEB STANDARDS





8.1. Licensing

The University of Kentucky owns its name and all trademarks. Trademarks include any logo, signature, lockup, 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 the Trademark Licensing Program in 1984. Licensed manufacturers pay the University a royalty on all products produced. This affects all marks or logos used by the University.

Producers of commercial products bearing any UK mark must have a license before offering those goods for sale.

No product will be licensed without the approval of <u>UK's Licensing Office</u>, 859-257-8022

UK logos or Lockups may not appear on communications materials, products or websites of other institutions or entities without approval from UK Public Relations and Marketing. Conversely, marks or logos of non-university entities are not permitted on University letterhead or websites, but are appropriate only for promotional material with written permission from those organizations.

UK has a list of approved vendors for promotional items. A list of current firms licensed to manufacture goods bearing the University's marks can be found here.



9.1. Frequently Asked Questions

A. What is a trademark?

A trademark (or mark) is any logo, image, symbol, name, nickname, letter(s), lockup, word, slogan or derivative used by an organization, company or institution to identify its goods/services and distinguish the institution from other entities or competitors. It is "owned" by the organization and cannot be legally used outside of the organization without permission. The name "University of Kentucky," for example, is a trademark, and can be used on promotional materials or merchandise only with permission.

B. What do you mean by lockup or logo?

These are graphic design terms that refer to several elements grouped together and used as a whole. A logo – our interlocking UK – grouped with a specific typeface, and arranged in a deliberate manner are "locked together." They form what is called a lockup. A lockup should be used in whole and never separate.

C. What is a secondary logo and can I use one?

Because a secondary logo lacks the repeated viewings necessary to become recognizable as a stand-alone brand, the use of secondary logos and tag lines are not allowed. A secondary logo is an image created to represent a college/department that replaces the official university approved marks. A consistent brand is powerful. When everyone uses the same University logo and brand elements, we strengthen the reputation of the University as a whole.

Graphic design elements may be used in any promotional pieces/advertisements. However, they should never replace the official University logos.

D. Can I use the University logo on a T-shirt or other promotional item?

If you plan to use the University of Kentucky name, logo or lockup on any promotional item, you must first obtain permission from UKPR and Marketing, Fermata or UK Licensing prior to having your items made. Colleges and departments cannot sign off on these items, including their own marks. Approval may take up to five working days. If you plan to use the University of Kentucky name, logo or lockup on items "for sale," you must obtain permission from our trademark and licensing partner, Fermata. Departments, divisions and programs on campus may use University logos and marks on T-shirts and promotional items but must use a licensed vendor. A list of approved vendors can be found here.

All promotional items must have the registered circle ® on the logo or lockup.

E. Why licensing is required and what licensees do...

To protect the University of Kentucky's name and other federally registered trademarks, UK has a licensing program to manage the use of its intellectual property.

UK licensees save UK time, effort and money through their expertise in dealing with licensing matters. Licensees:

- Pay for the right to produce UK merchandise.
- Carry appropriate liability insurance naming UK as an additional insured
- Are familiar with UK polices concerning appropriate use of trademarks
- Can sometimes assist in the design process
- Work closely with UK to address questions/concerns regarding a product and the marks
- Obtain design approval from UK Licensing
- Remit royalties that support the University of Kentucky

F. Can student organizations use University of Kentucky logos and marks?

Only those student organizations <u>registered</u> at UK are allowed to use the University's name. If a student organization is a financed division or department of student Affairs, then those organizations must adhere to the UK Graphic Standards, which does not allow secondary/independent logos. This means you may have a secondary logo, but it may not contain a UK mark.

Separate, prominent and clear use of an approved UK logo can be placed elsewhere on the item in relation to the organizing organization's logo. For example, a T-shirt might have the UK logo on the front pocket or sleeve, while the secondary/independent event/organization design appears on the back.

Only university funded student organizations may use the interlocking UK or UK seal as an official logo. However, stating that an event or organization is "at the University of Kentucky" in text format is acceptable for <u>any</u> registered student organization.

To register your student organization, visit <u>orgsync.com</u>. You must use a licensed UK vendor. A list of approved vendors can be found <u>here</u>.

G. May I include an event sponsor name/logo on a promotional item?

A sponsor name, along with University marks, may be used on products and some advertising. However, it must accurately convey that the relationship is a partnership and not an endorsement by UK. Prior approval will need to be secured through our Licensing partner or through the UK/PR and Marketing team at **seeblue@uky.edu**.

H. I need to create a permanent/temporary sign for my office/building. May I do that?

A campus wide plan has been developed to promote a consistent visual standard for all signage. The signage policy can be found <u>here</u>.

I. How do I know which logo or lockup to use?

As the University's official logo, the Main lockup is always appropriate. With the development of a brand architecture, each college, department and division decides whether to use their custom lockup or maintain the University's identity.



Note: Custom lockups are not available for use on University letterhead, envelopes or business cards.

J. What do all the color terms mean: PMS, CMYK, RGB and Hexadecimal?

It is important to understand color distinction when working with print media and electronic media. *See the Color Palette section on pages 5-6 for more information.

PMS refers to the Pantone Matching System. This is the preferred printing method to achieve wildcat blue. Our PMS color is 286. The "C" and "U" refer to the paper stock being used for printing – coated or uncoated.

CMYK refers to the four-color process (cyan, magenta, yellow and black) used on a commercial printing press. UK's four color process for wildcat Blue is C=100 M=75 Y=0 K=0. CMYK files do not work well with electronic media.

RGB refers to the color on a computer screen or monitor (red, green, blue). These colors are usually listed as a percentage of each value. For example: The RGB value of UK Blue is 0-51-160, which means, 0% red, 51% green and 160% blue. Files in RGB format will not work well with commercial printing.

Hexadecimal is another color term used in website design. The six-digit number is called a "Hex Code." The wildcat Blue Hex Code is 0033a0.

K. Where can I find the University of Kentucky's official fonts?

The designated serif face for UK is Mercury Text G1 by Hoefler & Co. It is the primary font family and should be used in roughly 75 percent of instances.

The designated sans serif face for UK is Avenir Next LT Pro by Linotype. It is the secondary font family and should be used in roughly 25 percent of instances.

For more information, visit the Typography section of the manual on pages 7-8.

You can download them here.



If you have any questions about the graphic standards, please feel free to reach out to us at seeblue@uky.edu

University of Kentucky.