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**Questions?**

If you have questions or need any campaign assets like typefaces, the campaign mark or email signatures, please reach out to:

Kelley Bozeman  
brand@uky.edu  
859-257-3303
**Kentucky Can** is a historic $2.1 billion campaign for the future of our Commonwealth and our university. Together, we can invent new solutions to the issues we face, build our endowment, and create new opportunities for generations of UK students.

As communicators, each of us plays a vital part in articulating our role, our mission and our impact, and in connecting with the hearts and minds of prospective donors.

Use these guidelines to craft effective communications on behalf of the university and this campaign. You’ll find direction regarding our messaging, our voice and our visual identity. These guidelines apply to all campaign communications: printed materials, emails, videos and any other media. They work in conjunction with the existing UK graphic standards and do no replace them.

These guidelines should be used only for communications and materials that pertain directly to the campaign, not to be used for admissions or other UK communications. For example, use it when speaking about a research breakthrough, but not to announce that flu shots are being offered on campus.

Through careful adherence to these guidelines, we will ensure that every communication we create is:

**CLEAR**
so that our audiences understand exactly what we’re communicating and what we’re asking of them.

**COMPELLING**
so that they feel inspired to take action, whether that’s simply engaging with the campaign or making a contribution.

**CONSISTENT**
so that every communication, no matter who crafts it, speaks with one unified campaign voice.
SECTION 1

STRATEGY AND MESSAGING
**PURPOSE**

The campaign platform is designed to achieve the following:

<table>
<thead>
<tr>
<th>Strategy and Messaging</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BUILD AWARENESS AND AFFINITY</strong></td>
<td>Educate our external audiences about the university’s progress, strengths and vision; drive allegiance to the university.</td>
</tr>
<tr>
<td><strong>DRIVE PREFERENCE</strong></td>
<td>Inspire philanthropic gifts from our targeted donor populations and potentially encourage enrollment from prospective students.</td>
</tr>
<tr>
<td><strong>GENERATE EXCITEMENT AND PRIDE</strong></td>
<td>Celebrate the accomplishments and the significant contributions that have helped us achieve our philanthropic goals to date, and then keep building on that momentum.</td>
</tr>
<tr>
<td><strong>CREATE ALIGNMENT</strong></td>
<td>Unify our internal audiences around the brand and campaign, to promote consistent delivery of key messages and experiences.</td>
</tr>
<tr>
<td><strong>ENCOURAGE ENGAGEMENT</strong></td>
<td>Motivate key internal and external audiences to participate, creating a solid foundation for the campaign.</td>
</tr>
</tbody>
</table>
AUDIENCES

The campaign needs to engage a variety of key audiences.

THE WILDCAT COMMUNITY

**Who they are**
- Administration
- Board members
- UK HealthCare
- Athletics
- Faculty and staff
- Current students

**Primary Goals**
- Instilling Pride

THE EXTENDED WILDCAT COMMUNITY

**Who they are**
- Alumni
- Current donors
- Potential donors
- Parents

**Goals**
- Engagement and Philanthropy

FRIENDS BEYOND CAMPUS

**Who they are**
- Commonwealth residents
- Kentucky leaders
- Lexington community and leaders
- Corporate partners
- Friends of UK
- Peer institutions

**Goals**
- Shifting Perceptions

INTERNAL

EXTERNAL
MESSAGING

Messaging is what we say. It’s our content: information, facts, figures, testimonials, profiles and the like. Over the campaign’s duration, we’ll engage with a variety of audiences, each requiring that we tell many different stories, across multiple mediums. So how we tell our story—our messaging—is of the utmost importance. In short, we must all be on the same page.

Achieve more through grace and grit

To be a catalyst for people to thrive

Collectively improve the quality of life in Kentucky and beyond

through:

SCHOLARSHIPS

Cultivating the best and brightest minds in the state

ENDOWMENT

Attracting and retaining top faculty and creating innovative programs and facilities

RESEARCH

Making discoveries at the intersections of disciplines

Key attributes

Equipping students to be productive contributors to the Commonwealth

Key benefits

Enhanced stability and prestige for the university

A destination for world-class outcomes and solutions

Brand Promise

Core Value Proposition

Core attribute (the give)

Your gift enables UK:

Core benefit (the get)

So that we:
Building on the brand’s personality traits, these distinctive characteristics reflect the voice and tone of the campaign messaging.

**BRAND PERSONALITY**

- Persistent
- Big-hearted
- Life-changing

**CAMPAIGN EXPRESSION**

- Resilient, driven, dogged
- Optimistic, confident, kind, inclusive
- Transformative, significant, unifying
SECTION 2

VOICE AND TONE
We take quite seriously how important this university is to our state. We are the heartbeat of Kentucky’s industry, the pulse of its economy, and the force that guides us and pushes us further.

It’s why this university was created. It’s why we’re here.

And now, it’s time to get to work. To pull on our gloves, lace up our boots and do even more for our Commonwealth. Redouble the investment we’ve made in this institution.

We have the power to improve lives, right here in Kentucky. We have the responsibility to ease suffering, create smarter communities and address the problems that face us. Because we are Kentucky.

And together, we will let the world see what Kentucky can do.

**KENTUCKY CAN**

*The 21st Century Campaign*
KENTUCKY CAN IS A STORY OF...

OUR PURPOSE

Use language that connects this effort to our land-grant mission and our responsibility to the Commonwealth. Why do we do what we do? Because we’re Kentucky. And Kentucky can.

OUR POTENTIAL

Use language that speaks to what we can accomplish when we have the support of our donors. At UK, we have the ability to do more for the people of our university, our state and our world. And with your support, Kentucky can.

OUR PEOPLE

Use language that highlights the individuals who make this place great. And when we come together, there’s no limit to what we can do. Who can create a better world? Kentucky can.

Kentucky Can in 30 seconds

This language provides a simple overview of this campaign. Think of it as an elevator speech to use when you need to describe the campaign and its goals.

Kentucky Can: The 21st Century Campaign is a historic, $2.1 billion initiative that will enable us to bring new hope to those in need and those who suffer, to equip the new leaders who will show us the way and to find answers to the biggest questions we face. With your support, Kentucky can.
WRITING HEADLINES

Use the following tactics to begin to craft campaign headlines.

**BOLD DECLARATION**

Simply start with “Kentucky Can,” then spell out what Kentucky can do.

Kentucky Can Improve Lives
Kentucky Can Bring Hope
Kentucky Can Inspire the World

**SEE WHAT KENTUCKY CAN DO**

By switching out the verbs here, we can address different initiatives.

Imagine What Kentucky Can Do
Envision What Kentucky Can Do
Witness What Kentucky Can Do
See What Kentucky Can Accomplish
See What Kentucky Can Heal
See What Kentucky Can Build

**ANSWER THE QUESTION**

Ask a powerful question, and answer it with “Kentucky Can.”

Who can empower a new generation of leaders? Kentucky Can.
Who can end the health threats that affect us all? Kentucky Can.

**CAPTURE THE SPIRIT**

Whenever you write, try to use language that supports the big themes of this campaign. Of the purpose behind our work and our land grant mission. Of the potential we have to transform lives in Kentucky and beyond. And of the people who are working every day to help us build a better future.

We have the power to eradicate disease.
Together, we can build healthier communities.
It’s time to get to work for a better Commonwealth.
Inventing a smarter heart monitor. Delivering better outcomes. See what Ryan Crane can do.
CAMPAIGN NOMENCLATURE

When mentioning the campaign name in running text (rather than by using the campaign mark), it’s important that we treat its name consistently.

Use these guidelines for campaign and other university communications. For press releases and other non-campaign communications, follow standard AP style.

CAMPAIGN NAME

The first mention of Kentucky Can should be set in italics and include the full phrase “Kentucky Can: The 21st Century Campaign.” This is intended to make it clear that we are referring to the name of the campaign and to ensure that it stands out.

All following mentions should be italicized, but do not need to refer to the 21st Century Campaign.

The period that appears in the logo should not be used in running text. See examples below.

FIRST MENTION:

We are excited to announce the launch of Kentucky Can: The 21st Century Campaign to our donors, friends, ...

SUBSEQUENT MENTIONS:

In the upcoming years, Kentucky Can will enable this institution to...

SOCIAL MEDIA HASHTAGS

When referring to the campaign on social media, consistency is key. Always be sure to use the hashtag #KYCan.

Only use the #KYCan hashtag in materials, posts and stories that pertain to the campaign itself, or news that supports the campaign. For example, use it when speaking about a research breakthrough, but not to announce that flu shots are being offered.

USING “KENTUCKY CAN” LANGUAGE

When communicating on behalf of the campaign, you might use “Kentucky can” as part of a headline or in other text. When using “Kentucky can” like this, as an allusion to the campaign’s theme (rather than as the proper name of the campaign), there is no reason to italicize or capitalize it.

EXAMPLES

We’ll make this place do more than ever before for you and the students who will follow you. Because we believe Kentucky can.

As an alumnus, you know the power of a UK education. You know that the Big Blue Nation is always prepared to work harder, reach higher and dream bigger. You do so every day, in ways known and unknown, in communities across Kentucky and around the globe. You believe, as we do, that Kentucky can.

Because of you, we have the power to improve lives, right here in Kentucky and beyond our state’s borders. Your work and your commitment are essential to addressing the most important and challenging questions of our day. You are the reason that Kentucky can.
KNOW YOUR AUDIENCE

We’re reaching out to many different types of people. Before putting pen to paper (or fingers to keyboard), identify your audience.

Ask yourself:
What do they care about?
What do they know about UK?
What do they expect from UK?
What do they want to know, what do we want them to know, and most importantly, what do we want them to do?

MAKE IT ABOUT THEM

Use the second person “you” and “your” to engage and motivate the reader. Kentucky Can is about us, but the piece you create is about the reader.

Rather than “For the university to reach its goal, it will require the support of everyone who believes in UK,” say “To reach our goal, we’re counting on you.”

SAY ONE THING WELL

People are busy and attention spans are short. Determine your one essential message, and stick to it. Mixed messages are rarely effective.

If your headline is “We have the power to eradicate disease,” make sure that all your points support this one big idea of the possibilities of healthcare research. If you say, “We have the ability to do more for our students,” ensure that you’re only talking about how the campaign will benefit the student experience.

KEEP IT SHORT

Overly long copy gets difficult to read and is seldom read in its entirety, so try to avoid large blocks of type in any layout.

AVOID CLICHÉS AND JARGON

There’s nothing cliché about us, so let’s not trivialize either our work or the importance of this campaign. And let’s not use jargon or acronyms that might be unfamiliar to audiences outside of the university.

Avoid higher-ed clichés such as: engaging faculty, world-class facilities, cutting-edge research and experiential learning. Rather, write about what makes the faculty engaging, what makes the facilities world-class, and so on.

PROVE IT

Communications should be rich with relevant proof points, statistics, testimonials and emotive stories. But use them to support the messaging, not as a substitute for it.

Rather than leading with “180 Partners and Outreach Clinics Around the State,” use this information to support a bigger idea, such as “Kentucky Can Create a Healthier Commonwealth.”

MOTIVATE THE READER

Tell the reader what’s in it for them (a benefit). And make your audience feel that they can play an important role in the campaign’s success by including a single, clear call to action that invites them to learn more or support the campaign.

Calls to action:
• See how you can help Kentucky fight the opioid crisis.
• Learn more about how your support will equip a new generation of leaders.
• With your support, we can improve the quality of life in Kentucky and beyond.
SECTION 3

CAMPAIGN MARK
CAMPAIGN MARK

VERSIONS

The campaign mark is the simplest distillation of the Kentucky Can campaign. The bold typography and strong outline reflect the tenacity of the Kentucky spirit.

For versatility, horizontal and vertical versions have been created. The appropriate choice is dictated by the application.

Always use the provided art files. Never recreate the campaign mark.

Note:
If you need the campaign mark art files, contact Kelley Bozeman at brand@uky.edu or 859-257-3303

Horizontal

Vertical
ABBREVIATED MARK

Some materials lead with a headline that boldly says “Kentucky Can.” In these cases, including the full campaign version would be redundant. To avoid this, an abbreviated version of the mark exists, without the “Kentucky Can” line.

Use this abbreviated mark only when “Kentucky Can” is featured prominently in a piece.
CAMPAIGN MARK

USAGE
It’s important that we use the campaign mark consistently and prominently, following the parameters shown here.

Clear Space
Ensure that the campaign mark has ample prominence in a design by allowing clear space around the perimeter. The area is measured according to the height of the interlocking UK logo.

Colors
The campaign mark may only appear in Wildcat blue, black, or white.

Minimum Size
Ensure the legibility of the campaign mark by following these minimum size requirements.
When creating materials that will be appear off campus, it’s important to always include the University of Kentucky logo somewhere on the piece.

**Side by Side**

The logo and campaign mark can appear beside one another, separated by a thin, vertical rule.

**Vertically Aligned**

The logo and campaign mark can appear aligned vertically, either left-justified on the left side of the page, or right-justified on the right side.

**Front and Back**

Sometimes a more simple look is appropriate and there is room on a piece to allow the campaign mark to appear on the front and the logo on the back.

While we need to be sure that both logos appear on all off-campus materials, the arrangement of the logos will be dictated by the design of the piece. The three examples on this page should work well for most applications, but different arrangements can be used, as long as the usage rules are followed for both the UK logo and the Kentucky Can mark.
CONSIDERATIONS

Maintain the integrity of the campaign mark by keeping the following in mind. Although only the vertical version of the mark is shown in these examples, these rules apply to all versions.

**NEVER** stretch the campaign mark out of proportion.

**NEVER** replace the UK lockup with a college or unit’s lockup.

**NEVER** change the style of the outline box.

**NEVER** place the mark on a background with poor contrast.

**NEVER** change the proportions of the elements.

**NEVER** change the typeface or recreate the mark.

**NEVER** use a color other than those approved in this guide.
SECTION 4

VISUAL EXPRESSION
COLOR PALETTE

The campaign color palette is built from the UK master brand palette, using shades of blue and a light gray neutral.

While the variety of blues helps break up content and add visual interest to a piece, it’s important that they lead with the primary Wildcat Blue.

Primary

The primary color of the campaign is Wildcat Blue. This ensures that all materials have a strong visual tie to the university.

Wildcat Blue
PMS 286
CMYK:
• Coated: 100-75-0-0
• Uncoated: 87-59-0-0
RGB: 0-51-160
HEX: #0033A0

Secondary

The secondary palette is comprised of the master brand’s light blue and light gray, white and a dark blue that’s unique to this campaign.

Light Blue
PMS 2925
CMYK:
• Coated: 84-21-0-0
• Uncoated: 67-12-0-0
RGB: 24-151-212
HEX: #1897D4

Dark Blue
PMS 289
CMYK:
• Coated: 100-76-12-70
• Uncoated: 97-63-13-41
RGB: 12-35-64
HEX: #0C2340

Light Gray
PMS Cool Gray 3
CMYK:
• Coated: 8-5-7-16
• Uncoated: 7-4-6-14
RGB: 202-200-200
HEX: #C8C8C7

White
CMYK: 0-0-0-0
RGB: 255-255-255
HEX: #FFFFFF

Light Gray
PMS Cool Gray 3
CMYK:
• Coated: 8-5-7-16
• Uncoated: 7-4-6-14
RGB: 202-200-200
HEX: #C8C8C7

White
CMYK: 0-0-0-0
RGB: 255-255-255
HEX: #FFFFFF
The campaign typography is bold, active and recognizable. It consists of two typefaces: Knockout and Avenir.

**Knockout**

This display typeface should be used for headlines and specific callouts only. It should always be set in all caps, using only the weights HTF27 and HTF47.

Never use Knockout to recreate the campaign mark.

**Avenir**

This sans-serif typeface is used more prevalently, for subheads, body copy, captions and callouts. It’s available in a variety of weights, and it’s an excellent font for a variety of uses.

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**Note:**
If you need the campaign typefaces, contact Kelley Bozeman at brand@uky.edu or 859-257-3303.
Labels

You can organize content in a unique way with these label designs, inspired by the visual language of the campaign mark. These can house information about a person or program, a bit of messaging, and an icon that helps tell a story.

Icons

Simple mono-weight icons can draw attention to information and break up content. Use these to support copy or to illustrate infographics and stats. Keep in mind: these should only support the content, so avoid overusing them.

Be sure to maintain a consistent style, with one- or two-color icons and rounded, open outlines. Thenounproject.com is a good resource to use as a starting point for creating icons.

Note:

There’s not a hard and fast rule that dictates how much space is required around a headline, but use discretion to ensure that there is not too much or too little space. The text bars should feel snug, but not tight, and not too airy.
**Borders**

One simple way to integrate the campaign visuals into a layout is with a stroked border. Interlock the campaign mark or messaging with the border for an even stronger connection.

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**Note:**
Photography is for placement only. If you need photographic assets, contact Kelley Bozeman at brand@uky.edu or 859-257-3303.

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**Note:** The border can be as simple as a solid line, or you can integrate the campaign more by interlocking the logo or Kentucky Can overlay (see page 26) into a corner or the center of the border. This can align to either the outside edge or the center of the graphic element.
PHOTO INTEGRATION

Our people and location are interwoven into our story. Highlight this idea by using these techniques to integrate type and image.

Kentucky Can Overlay

You can illustrate what Kentucky can do with this overlay graphic, which allows the image to show through the text, integrating it with the statement. This works best when it’s placed on a photograph instead of a solid color. You may need to darken or lighten the image behind the knockout letters to improve legibility.

Headline Overlap

By tucking a small piece of the text box behind a person or object in the image, we can make the headline feel like it’s really a part of the story, and create an ownable visual element.

Note:
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When creating graphs and charts, use the same elements outlined in the rest of this section. This ensures that the entire campaign has a consistent look.

Use these examples as idea-starters for creating charts. Notice how they pull from the brand color palette, typefaces and icons to show the content in compelling ways.

Sometimes these diagrams will require more colors than are offered int the campaign’s palette, so the additional colors below have been introduced, to be used only in graphs and charts.

**DIAGRAM-SPECIFIC COLORS**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Coated</th>
<th>CMYK Uncoated</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PMS 123C</strong></td>
<td>0-19-89-0</td>
<td>0-12-98-0</td>
<td>255-199-44</td>
<td>#FFC72C</td>
</tr>
<tr>
<td><strong>PMS 7548U</strong></td>
<td>0-82-94-2</td>
<td>0-71-94-4</td>
<td>207-69-32</td>
<td>#CF4520</td>
</tr>
<tr>
<td><strong>PMS 123</strong></td>
<td>59-0-30-0</td>
<td>55-0-32-0</td>
<td>73-197-177</td>
<td>#49C5B1</td>
</tr>
</tbody>
</table>
PHOTOGRAPHY

Overview

Our photographic style is born of the campaign’s spirit: persistent and confident, driven to continually produce transformational work.

These photos should be active and engaging. Try to capture dynamic images that tell a story. Whether they’re tightly cropped, or wide and vast, they should be taken deliberately and with a point of view.

These photos should also feel authentic. Use natural lighting and avoid overly art-directed or posed scenes. Images should feel genuine and in the moment. Always shoot from normal angles and avoid wide-angle lenses that will distort the image and create an overly stylized look.

Note:
Photography is for placement only. If you need photographic assets, contact Kelley Bozeman at brand@uky.edu or 859-257-3303.
PHOTOGRAPHY
In the Moment

Show what’s happening around campus and beyond, with engaging candid photography. It’s important to capture a variety of shots to tell the whole UK story, keeping in mind diversity of all types and full range of UK’s disciplines.

Try to find interesting ways to frame the photos, shooting through objects and using a shallow depth of field.

Note:
Photography is for placement only. If you need photographic assets, contact Kelley Bozeman at brand@uky.edu or 859-257-3303
PHOTOGRAPHY
Sense of Place

UK is doing great things for the state of Kentucky and beyond, so it’s important to incorporate wider shots with a sense of place. Whether indoors or outdoors, a broader view can give context to an image and a fuller idea of where our breakthroughs are taking place.

Capturing shots in or around recognizable UK landmarks can establish a sense of place and help stoke the nostalgia of potential donors.

While it’s not always necessary, having people visible in these environmental shots can help ground the location in the progress being made and give the images a sense of scale.

Note:
Photography is for placement only. If you need photographic assets, contact Kelley Bozeman at brand@uky.edu or 859-257-3303
PHOTOGRAPHY

Details

Close shots of objects can give a stronger sense of the type of work being done by UK. Try to tell a story with these details — of the objects and of the people interacting with them. Be sure to capture them in an authentic way that feels like they’re actively being used, and not just serving as props. If detail shots appear without people in them, make sure they are paired with other photos to tell a more holistic story.

Note:
Photography is for placement only. If you need photographic assets, contact Kelley Bozeman at brand@uky.edu or 859-257-3303.
PHOTOGRAPHY

Portraits

Highlight the confident spirit of the UK community with portraits that show people in their environments. They should look confident, but still kind and approachable. Try to avoid the extremes of exuberance or stoicism.

Although they are posed, these images should still feel natural, as if the person were in the middle of working and just stopped for a moment to take the pictures. It’s okay for the scene to be slightly imperfect; the imperfections lend to the authenticity of the photo.

Note:
Photography is for placement only. If you need photographic assets, contact Kelley Bozeman at brand@uky.edu or 859-257-3303
PHOTOGRAPHY
Breakthroughs

In certain key moments, look for opportunities to show the progress we’re making by implementing this “breakthrough” photo treatment. By allowing certain elements of the photo to extend beyond the rest of the frame, we can convey the idea of limitless advances and outside-the-box thinking. This adds energy to materials in an ownable way, but the technique should be used sparingly, reserved for high-impact moments.

Note:
Photography is for placement only. If you need photographic assets, contact Kelley Bozeman at brand@uky.edu or 859-257-3303.
Cropping
How an image is cropped can have a tremendous impact on the story you're telling. Select wide shots to emphasize the impact of our work, and use closer shots to capture emotion and detail in student life.

Rule of Thirds
By dividing your composition into thirds and positioning your subject along these lines or their intersections, you can add balance and interest to a composition.

Copy Space
When selecting an image, be mindful of how it will be used, and where copy will be placed atop the photograph.

Depth of Field
Depth of field refers to how much of a photo is in focus. A shallow depth of field means that the subject is in focus, while many other elements in the composition are out of focus. This helps guide the viewer’s eye to the subject.

Note: Photography is for placement only. If you need photographic assets, contact Kelley Bozeman at brand@uky.edu or 859-257-3303.
VISUAL EXPRESSION

PHOTOGRAPHY Considerations

Sometimes the difference between a compelling photo and a weak photo is nuanced. To establish a strong library of images and avoid common pitfalls, keep the factors listed here in mind as you select and take photographs.

**Authenticity**

Always be sure that the scenarios you photograph look genuine. Overly staged photos will feel inauthentic and bring the credibility of the campaign brand into question.

**Lighting**

Always strive to achieve soft, natural lighting in the photos. They should feel evenly lit and warm. Avoid harsh flash, colored lighting or stylized techniques that make the images feel overly produced or edited.

**Focal Lengths and Angles**

Avoid shooting with ultra-wide lenses that distort the images. These extreme techniques make photos look less natural.

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**Note:**

Photography is for placement only. If you need photographic assets, contact Kelley Bozeman at brand@uky.edu or 859-257-3303
PHOTOGRAPHY
Considerations
(continued)

Use of Blue
While it's important to show UK pride, be mindful of overusing blue. If every person in every photo is wearing UK gear or blue clothing, the effect isn't authentic.

Buildings
Establish a sense of place by including recognizable UK landmarks and buildings in some photos. Be sure, however, that the building is photographed using the same style established by the campaign.

Posing
Avoid photographing subjects who look overly posed.
SECTION 5

BRINGING IT TO LIFE
We have the power to address the problems that face Kentucky.

Together, we can create new solutions.

Ibus pe dus, nis apidus. Nam et ad quatem etus. Ovit, consersped qui reperfer quits parum sundae nonse periam, sam et fugia nonserferias alit odisto neculla quae nes alicianditas utam velest, nus aut ea quos si dolupid et rererfere vendant.

Nam ex et, omnis dolest ut om nis sectust, abores doluptate sento voles ea dollaut enduci beaquam is que sint quiaem. Giae omnis acius sin consein atatus. Nonserferias alit odisto neculla quae nes alicianditas utam velest.

Nonserferias alit odisto neculla quae nes alicianditas utam velest, nus
NEW OPPORTUNITIES FOR OUR STUDENTS.

We can do more to ensure their success.

Ibus pe due, nis apidus. Nam et ad quatem etus. Ovit, consersped qui reperferspit parum sundae nonsere periam, sam et fugia nonserferias ait odistio neculla quae nes alicianditas utam velest, nus aut ea quos si dolupid et rererfere vendant.

Nam ex et, omnis dolest ut om nis sectust, abores doluptate sento voles ea dollaut enduci baitquam is que sint quatem. Giae omnis acia sin conserm atetus. Nonserferias ait odistio neculla quae nes alicianditas utam velest.

Nonserferias ait odistio neculla quae nes alicianditas utam velest, nus aut ea quos si dolupid et rererfere vendant.

We can create programs that help them thrive.

Nam ex et, omnis dolest ut omnis sectust, abores doluptate cum sento voles ea dollaut enduci beauquam is que sint quatem. Giae omnis acius sin conserm atetus. Paretodis, quos, ocm ina, ut duc obus moret; nortuit. Elus et consulv ivera L. Num supios labut igit, quit.

Hocta, C. Dum opteronfiri cut publis, sulica, hicam di postalbemus C. Morum senatusdictus Ad consimm.

We can show them the way.

Nam et ad quatem etus. Ovit, consersped qui reperferspit parum sundae nonsere periam, sam et fugia nonserferias ait odistio neculla quae nes alicianditas utam velest, nus aut ea quos si dolupid et rererfere vendant.

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BRINGING IT TO LIFE

SAMPLE CASE STATEMENT

We have the responsibility
TO BUILD HEALTHIER
COMMUNITIES.

It starts right here, in Kentucky. And it starts with the work that we do every day, to ensure that every Kentuckian is safe and healthy.

Together, we can do more.

HEALTHCARE

SAMPLE CASE STATEMENT

We have the responsibility TO BUILD HEALTHIER COMMUNITIES.

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Together, we can do more.
Sed tempor pulvinar alc: aenan dolor Aenan et de L. libero discipiti el nec.
Sed tempor pulvinar alc: aenan dolor Aenan et de L. libero discipiti el nec.

SAMPLE CASE STATEMENT

SEE WHAT KENTUCKY CAN DISCOVER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dignissim, risus ut molestie dictum, turpis nisi hendrerit justo, non pulvinar purus urna nec est.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dignissim, risus ut molestie dictum, turpis nisi hendrerit justo, non pulvinar purus urna nec est.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dignissim, risus ut molestie dictum, turpis nisi hendrerit justo, non pulvinar purus urna nec est.
SAMPLE CASE STATEMENT

WHO CAN REVOLUTIONIZE THE WAY THE WORLD EATS?
KENTUCKY CAN.

WHO CAN CREATE A NEW GENERATION OF LEADERS?
KENTUCKY CAN.
BRINGING IT TO LIFE

Who can find answers to the biggest questions we face?
Together, we can. Nam et ad quatem etus. Ovit, consersped qui reperferspit parum sundae nonsere periam, sam et fPugia nonserferias allit odisto nesulla quae nes alicianditas utam velest, nus aut eaque. estisit portum ut vel magnii et magnum alicia coliqubu deliaturu bclavearchit labonupti seque vel et vidunt vella dolum veliqia quate non eostio consensis dolupta cupiat.

DREAM BIGGER
Together, we can take greater strides toward our vision of a healthier, safer, more vibrant Kentucky.
Nam et ad quatem etus. Ovit, consersped qui reperferspit parum sundae nonsere periam, sam et fPugia nonserferias allit odisto nesulla quae nes alicianditas utam velest, nus aut eaque. estisit portum ut vel magnii et magnum alicia coliqubu deliaturu bclavearchit labonupti seque vel et vidunt vella dolum veliqia quate non eostio consensis dolupta cupiat.
Kentucky Can: The 21st Century Campaign is a historic, $2.1 billion initiative that will enable us to bring new hope to those in need and those who suffer, to equip the new leaders who will show us the way, and to find answers to the biggest questions we face. With your support, Kentucky can.

IT'S TIME TO SHOW THE WORLD WHAT KENTUCKY CAN ACCOMPLISH.

KENTUCKYCAN.UKY.EDU
BRINGING IT TO LIFE

SAMPLE DONOR PHOTO BOOK

BECAUSE OF YOU
BRINGING IT TO LIFE

BUILDING BANNERS

KENTUCKY CAN
THE 21ST CENTURY CAMPAIGN

KENTUCKY CAN
BRING NEW HOPE.

KENTUCKY CAN
INSPIRE A NEW GENERATION OF THOUGHTFUL LEADERS.
BRINGING IT TO LIFE

CREATE MORE OPPORTUNITIES FOR OUR STUDENTS.

BUILD STRONGER COMMUNITIES ACROSS OUR STATE.

INVENT SMARTER SOLUTIONS TO THE PROBLEMS WE FACE.
BRINGING IT TO LIFE

LIGHTPOLE BANNERS

KENTUCKY CAN.

BRING NEW HOPE.

BUILD A BETTER STATE.
BRINGING IT TO LIFE

LIGHTPOLE BANNERS

KENTUCKY CAN
DO MORE FOR OUR STUDENTS.

KENTUCKY CAN
INSPIRE THE WORLD.

KENTUCKY CAN
INSPIRE A NEW GENERATION OF THOUGHTFUL LEADERS.

THE 21ST CENTURY CAMPAIGN

UNIVERSITY OF KENTUCKY
BRINGING IT TO LIFE

SEE WHAT

UNITE.

KENTUCKY CAN

UNITE.

KENTUCKY CAN

KENTUCKY CAN

KENTUCKY CAN

IMPROVE ALUMNI GIVING PARTICIPATION

AWARD 210 MORE SCHOLARSHIPS

RECRUIT 2,100 NEW LIFE MEMBERS

GROW PLANNED GIVING, and encourage 210 more alumni to include UK in their estate plans and join the Society of 1865.

INCREASE SUPPORT to Kentucky's only National Cancer Institute-designated cancer center

ACHIEVE MORE NATIONAL RANKINGS for research and clinical care in our key clinical areas

ADDRESS HEALTH DISPARITIES through the development of new statewide programs

TRAIN MORE PHYSICIANS through College of Medicine regional campuses

IMPROVE ALUMNI GIVING PARTICIPATION from 11 percent to 21 percent.

AWARD 210 MORE SCHOLARSHIPS from the UK Alumni Association.

RECRUIT 2,100 NEW LIFE MEMBERS to increase our endowment.

GROW PLANNED GIVING, and encourage 210 more alumni to include UK in their estate plans and join the Society of 1865.

SEE WHAT INSPIRE.

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BRINGING IT TO LIFE

TRADESHOW DISPLAYS

KENTUCKY CAN.

SEE WHAT

KENTUCKY CAN

ACHIEVE.

PROVIDE 350 SCHOLARSHIPS for our student-athletes.

COMMIT TO EACH STUDENT-ATHLETE and their academic and athletic success.

ENSURE STATE-OF-THE-ART FACILITIES for 22 teams. Fully modernize MEMORIAL COLISEUM.

CREATE ENHANCED ACADEMIC FACILITIES and general scholarships.

GROW OUR ENDOWMENT TO $2.1 BILLION, currently at $1.45 billion.

INCREASE SCHOLARSHIPS, offering an affordable education to more UK students.

CREATE A SUSTAINABLE PATH FOR FUNDING PROGRAMS for the life of the university.

EQUIP THE LATEST TECHNOLOGY in our facilities, better preparing students for their lives and careers.

TRADESHOW DISPLAYS

KENTUCKY CAN.

SEE WHAT

KENTUCKY CAN

BUILD.

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BRINGING IT TO LIFE

CREATE.

PROVIDE 2,100 LEADS
SCHOLARSHIPS
GROW THE SCHOLARSHIP ENDOWMENT by $300 million
MAKE COLLEGE MORE AFFORDABLE for Kentucky residents
INCREASE THE GRADUATION RATE from 66 percent to 70 percent.
CONNECT STUDENTS WITH GREAT TEACHERS, by recognizing and supporting their expertise.

SEE WHAT CREATE.

DISCOVER.

SEE WHAT CREATE SOLUTIONS TO THE ISSUES WE FACE:
cancer, diabetes, obesity, cardiovascular diseases and substance abuse.
ASSEMBLE MORE RESEARCH TEAMS focused on improving Kentuckians' overall health.
ATTRACT AND RETAIN TOP TALENT
RAISE $95 MILLION TO COMPLETE A NEW RESEARCH FACILITY focused on health disparities in Kentucky.

TRADESHOW DISPLAYS
Together, we can create more opportunities for our students; tackle the challenges that face our state; and build healthier, stronger communities everywhere.

LET’S SHOW THE WORLD WHAT KENTUCKY CAN DO.

KENTUCKY CAN

KENTUCKYCAN.ORG