Revision to the UK Graphics Standards Manual
5/2000

STATIONERY

The University of Kentucky has a new official stationery design that is produced by University Publishing Services. Templates are on file for all stationery, with correct typefaces and sizes. The typeface is Palatino, Bold, and Italic. The University will not honor stationery purchases unless University Printing Services is the vendor.

Please use this document as the interim guideline for producing official University stationery. Certain specifications exist for the UK logo with wordmark used on stationery. The UK logo with the wordmark is the signature/brand for the University and both are to be printed together in PMS 541 Blue.

The logo with wordmark is centered at the top of the letterhead. It is to be the primary logo for the university. No other logos are permitted on the stationery without approval. Different symbols detract from a unified image of the University of Kentucky.
OFFICIAL LETTERHEAD

Stock
Renewal, 24#, White

Logo with Wordmark
The logo is centered at the top of the letterhead. The wordmark, “UNIVERSITY OF KENTUCKY” is centered under the logo. The logo and wordmark are printed in PMS 541.

All address copy is on the right side of the design. See example on next page. The statement “An Equal Opportunity University” is in Palatino Italic.

Information on Letterhead
Department Name in bold
College/Institute/Division Name – part of address
Department mailing address. The address should contain the building room number and building name. NOTE: There is no need to put “University of Kentucky” in the address because the wordmark suffices for that purpose.
City, State, Zip code (9 digit), phone, fax, and email (departmental)
Web address can ONLY reference the University’s home page: www.uky.edu.

Note: Individual email address, individual names, World Wide Web site addresses, pager numbers and home phone numbers may not be printed on University letterhead. This restriction is made because individual numbers and addresses would require separate letterhead for each individual in a unit.

Non-Standard Letterhead Design
This letterhead has a non-standard design. This option is only for colleges and institutes with permission to print a secondary logo. An approved secondary logo will be centered at the bottom of letterhead. Publishing Services will obtain approval for the use of the secondary logo from UK Public Relations. Publishing Services will retain the list of approved logos for printing reference. The secondary logo prints PMS 541 Blue or Black. No other logos are permitted on the stationery. Different symbols detract from a unified image of the University of Kentucky. NOTE: If the secondary logo is printed in PMS 541 Blue, the cost of the letterhead will increase.
School of Journalism
and Telecommunications
College of Communications
and Information Studies
102A Matthews Building
Lexington, KY 40506-0047
(859) 257-3302
Fax: (859) 257-2635
www.uky.edu
ENVELOPES

Stock
Renewal, White

Official Envelope
The University has a new official design for envelopes. The typeface is Palatino. The logo with wordmark is printed in PMS 541. All other type is black. The use of other logos without permission, other colors, reversed type, different color paper are not permitted. Envelopes are available in several sizes, but the copy should appear in the same position, regardless of envelope size. U.S. Postal Service regulations restrict us to no more than five lines of copy. No individual names and titles may appear on envelopes. See sample on next page.

Logo with Wordmark
The University logo with wordmark is on the left of the return address. The logo with wordmark is placed in the upper left-hand corner and prints PMS 541. All other type is black.

Information on Envelope
Department Name in bold
College/Institute/Division Name – part of address
Department mailing address: The address should contain the building room number and building name. NOTE: There is no need to put “University of Kentucky” in the address because the wordmark suffices for that purpose.
City, State, Zip code (9 digit)

Non-Standard Envelope Design
This envelope has a non-standard design. This option is only for colleges and institutes with permission to print a secondary logo. An approved secondary logo will be added to the bottom of the envelope. Publishing Services will obtain approval for the use of the secondary logo from UK Public Relations. Publishing Services will retain the list of approved logos for printing reference. The secondary logo prints PMS 541 Blue or Black. No other logos are permitted on the stationery. Different symbols detract from a unified image of the University of Kentucky.

NOTE: Postal regulations must be followed with the placement of any secondary logos. Size and shape are very restricted and approval from Postal Services will be required. Publishing will obtain approval for the placement of the secondary logo from Postal Services at the time of printing. If the secondary logo is printed in PMS 541 Blue, the cost of the envelope will increase.
BUSINESS CARDS

Stock
80# Bright White, Via Cover, Smooth

Official Business Card
The University has a new official design for business cards. The business card can print one side or both sides. The typeface is Palatino. The logo with wordmark is printed in PMS 541. All other type is black. The use of other logos, other colors, reversed type, different color paper are not permitted. See sample on next page.

Information on Cards
Name
Title
Department Name in bold
College/Institute/Division Name – part of address
Department mailing address: The address should contain the building room number and building name. NOTE: There is no need to put “University of Kentucky” in the address because the wordmark suffices for that purpose
City, State, Zip code (9 digit)
Phone, Fax, and email (departmental)
Web address can ONLY reference the University’s home page: www.uky.edu.

Optional information for the back:
Pager or cell-phone number, a home phone number if you use it regularly for university business.
Appointment reminders for a doctor or dentist with clinic hours.
No photos permitted.

Non-Standard Business Card Design
This card is a non-standard card. This option is only for colleges and institutes with permission to print a secondary logo. The design is the same as the standard except the secondary logo will be centered under the UK logo at the bottom of the card. The UK logo with wordmark prints in PMS 541. The remaining address area and secondary logo prints in black. Publishing Services will obtain approval for the use of the secondary logo from UK Public Relations. Publishing Services will retain the list of approved logos for printing reference. No other logos are permitted on the stationery. Different symbols detract from a unified image of the University of Kentucky. See sample on next page.
MICHELLE D. RIPLEY
National Marketing Director
Public Relations
102A Mathews Building
Lexington, KY 40506-0047
(859) 257-3302
Fax: (859) 257-2635
E-mail: mdr@pop.uky.edu
www.uky.edu

Official
Standard
front only
or front/back

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