

**KENTUCKY CAN.**

THE 21<sup>ST</sup>  
CENTURY  
CAMPAIGN



**CAMPAIGN STYLE GUIDE**

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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 not 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.

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### 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:

### BUILD AWARENESS AND AFFINITY



Educate our external audiences about the university's progress, strengths and vision; drive allegiance to the university.

### DRIVE PREFERENCE



Inspire philanthropic gifts from our targeted donor populations and potentially encourage enrollment from prospective students.

### GENERATE EXCITEMENT AND PRIDE



Celebrate the accomplishments and the significant contributions that have helped us achieve our philanthropic goals to date, and then keep building on that momentum.

### CREATE ALIGNMENT



Unify our internal audiences around the brand and campaign, to promote consistent delivery of key messages and experiences.

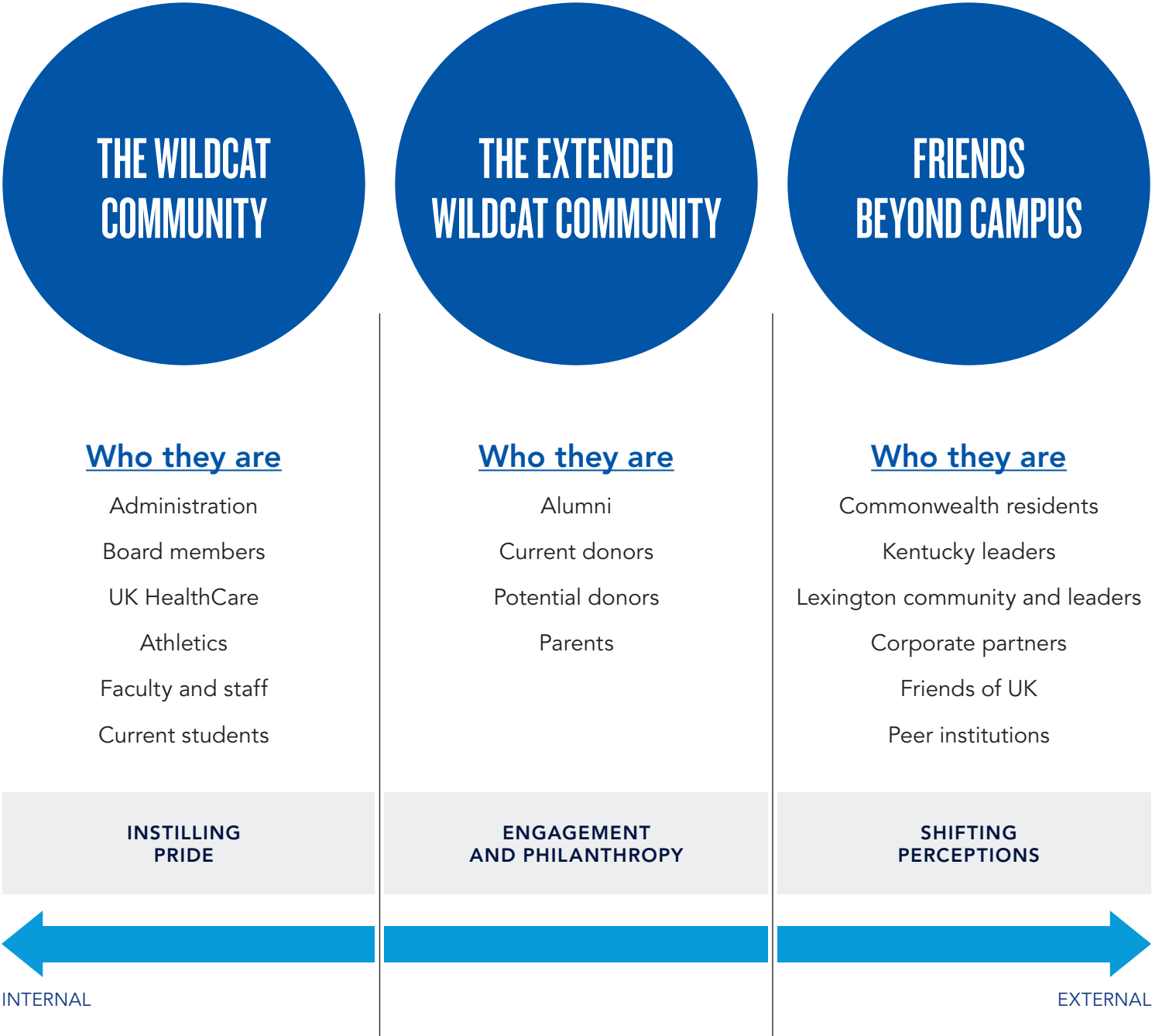
### ENCOURAGE ENGAGEMENT



Motivate key internal and external audiences to participate, creating a solid foundation for the campaign.

AUDIENCES

The campaign needs to engage a variety of key audiences.



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.



### PERSONALITY

Building on the brand's personality traits, these distinctive characteristics reflect the voice and tone of the campaign messaging.

## BRAND PERSONALITY

## CAMPAIGN EXPRESSION

Persistent



Resilient, driven, dogged

Big-hearted



Optimistic, confident, kind, inclusive

Life-changing



Transformative, significant, unifying

SECTION 2

# VOICE AND TONE

### HOW WE SAY IT

Our campaign narrative tells the *Kentucky Can* story at the highest level. It offers language that each of us can use to communicate on behalf of the university and in service of our advancement efforts.

Consult this narrative when crafting communications, and use it to ensure that you're capturing the appropriate tone of voice. Although it's perfectly fine to pull language from here to use as you see fit, this is by no means intended to cover all of our communications. When writing or communicating, ask yourself: Does what I'm writing capture the spirit of *Kentucky Can*?

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*



**PUTTING OUR VOICE  
INTO ACTION**

*Kentucky Can* gives us a powerful platform to speak to potential donors and other audiences. The language we use can help us make an emotional connection, highlight the purpose behind this campaign, and enable us to tell better stories.

# 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.

## WRITING TIPS

How we write is an expression of the *Kentucky Can* campaign. The following rules help ensure we're all on the same page.

## 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

**VERSIONS**Horizontal

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](mailto:brand@uky.edu) or 859-257-3303

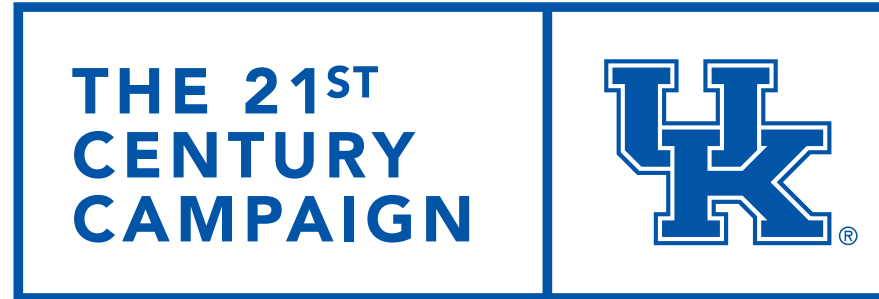
Vertical

## ABBREVIATED MARK

### Horizontal

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.



### Vertical



## 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.





## OFF-CAMPUS COMMUNICATIONS

When creating materials that will be appear off campus, it's important to always include the University of Kentucky logo somewhere on the piece.

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.

### 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.



## 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.



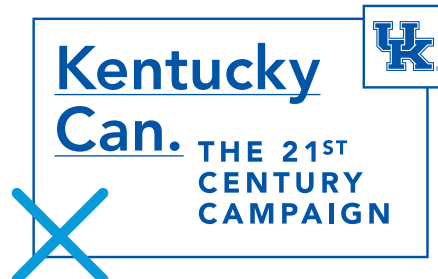
**NEVER** place the mark on a background with poor contrast.



**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

## TYPOGRAPHY

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.

# KNOCKOUT

KNOCKOUT HTF27  
KNOCKOUT HTF47

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

#### **Note:**

If you need the campaign typefaces, contact Kelley Bozeman at [brand@uky.edu](mailto:brand@uky.edu) or 859-257-3303

### 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.

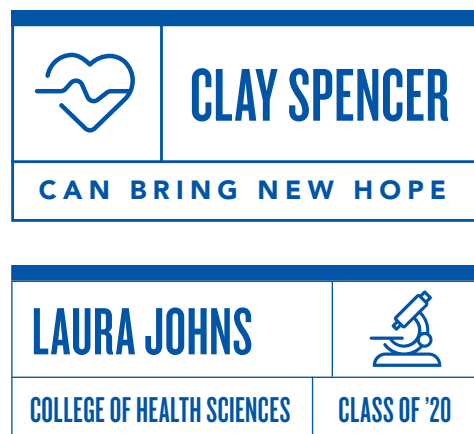
# Avenir

Avenir Light  
Avenir Book  
Avenir Roman  
Avenir Medium  
Avenir Heavy  
Avenir Black

AaBbCcDdEeFf  
GgHhIiJjKkLlMm  
NnOoPpQqRrSsTt  
UuVvWwXxYyZz  
1234567890

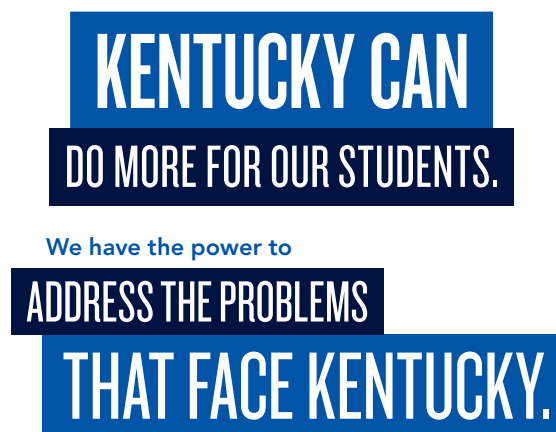
## Labels

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.



## Text Bars

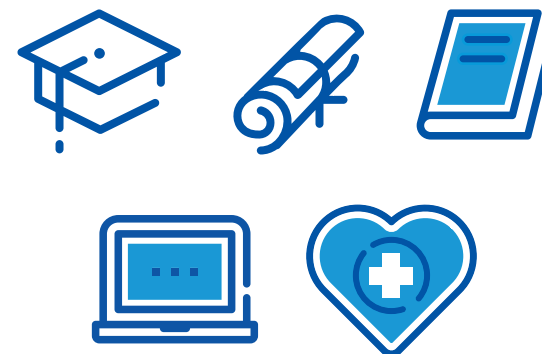
Emphasize parts of a headline by using colored bars as text containers.



## 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.

⊗ Too much space



✓ Right amount of space



⊗ Too little space



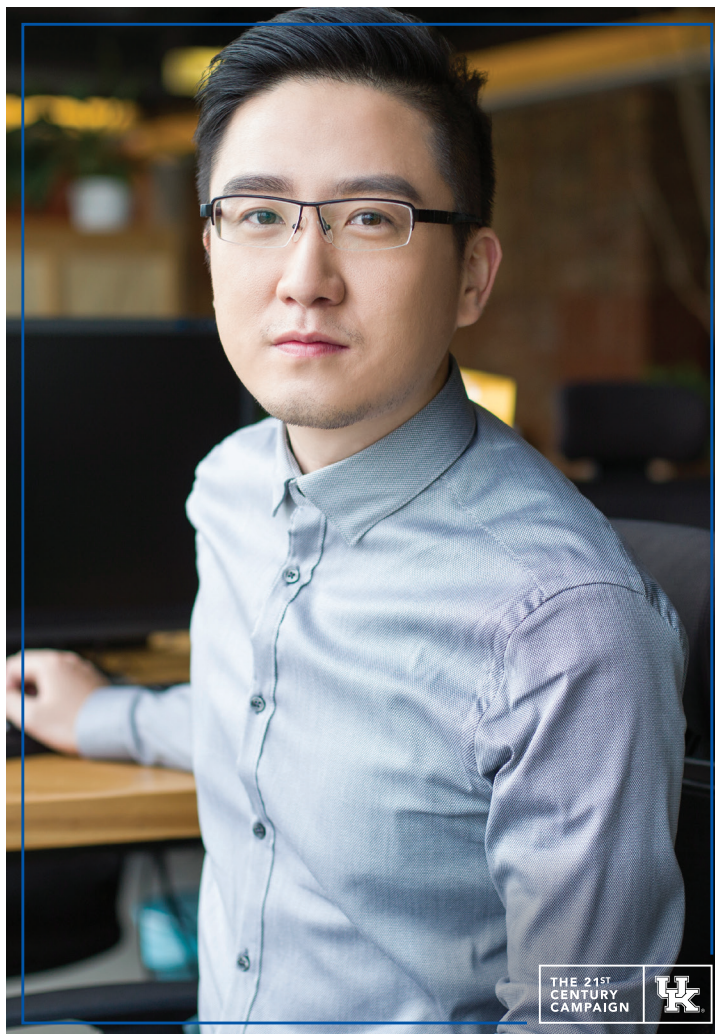


## GRAPHIC ELEMENTS

(continued)

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.

**Note:**

Photography is for placement only. If you need photographic assets, contact Kelley Bozeman at [brand@uky.edu](mailto:brand@uky.edu) or 859-257-3303



**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.



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GRAPHS AND CHARTS

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 in the campaign's palette, so the additional colors below have been introduced, to be used only in graphs and charts.

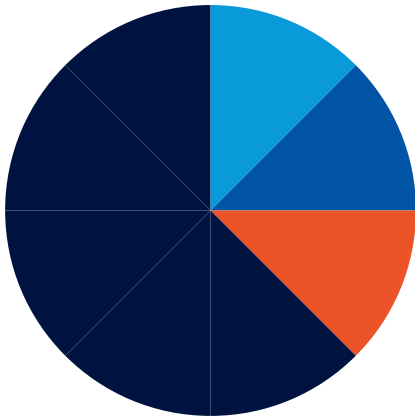
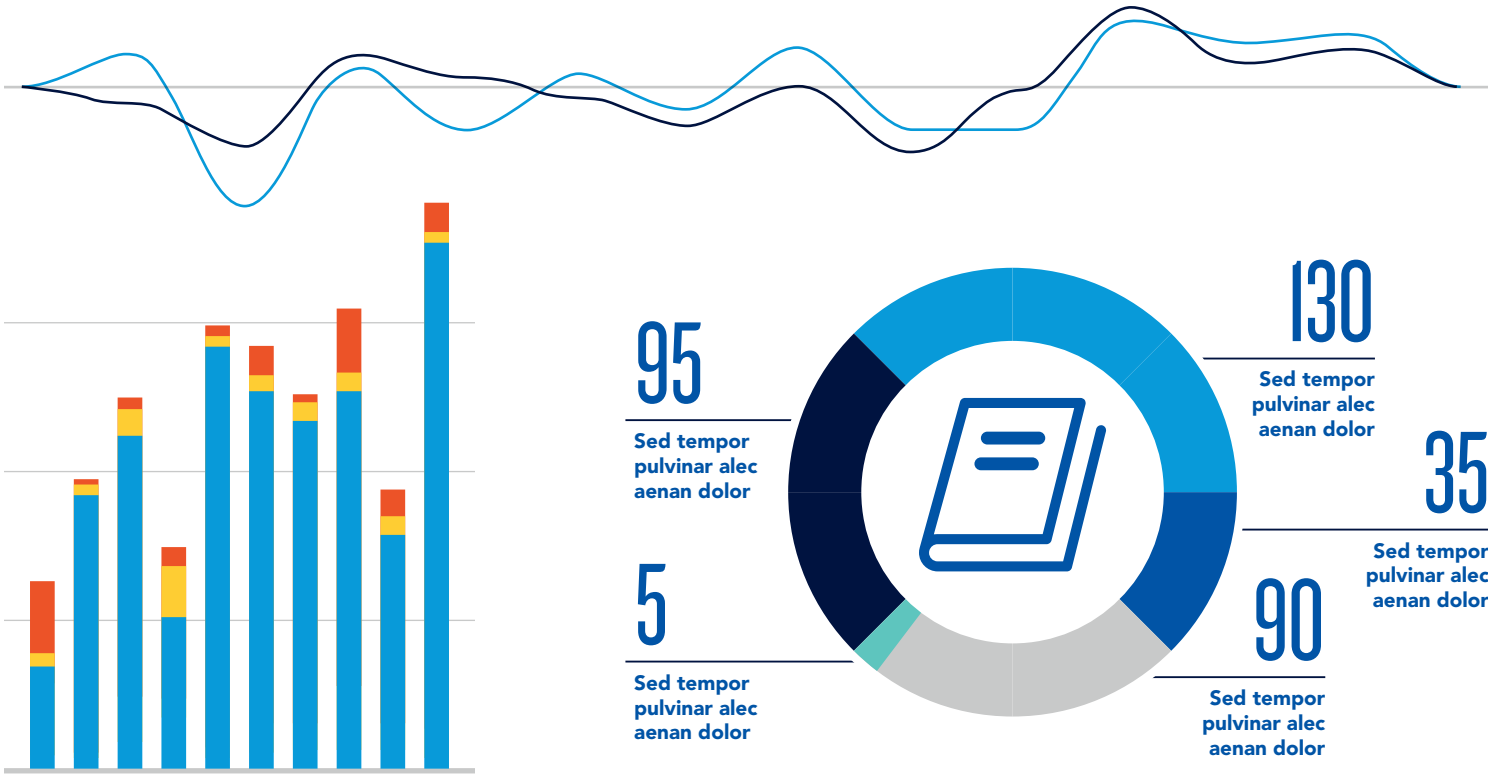


DIAGRAM-SPECIFIC COLORS



## 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:

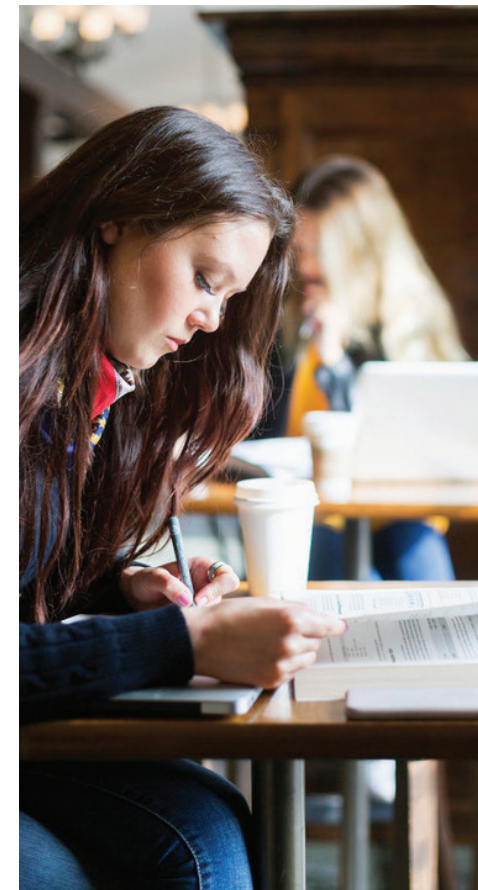
Photography is for placement only. If you need photographic assets, contact Kelley Bozeman at [brand@uky.edu](mailto:brand@uky.edu) or 859-257-3303



## 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:

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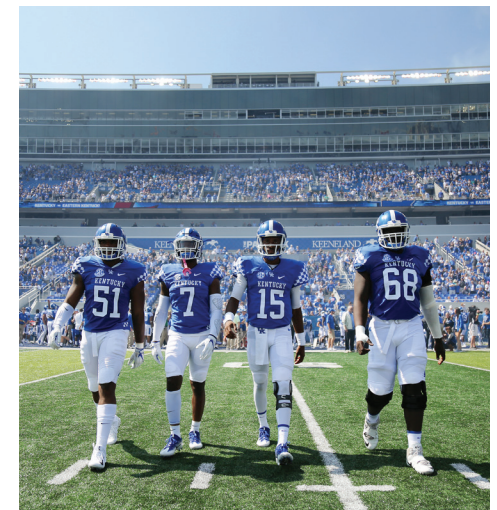
## PHOTOGRAPHY

### 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.



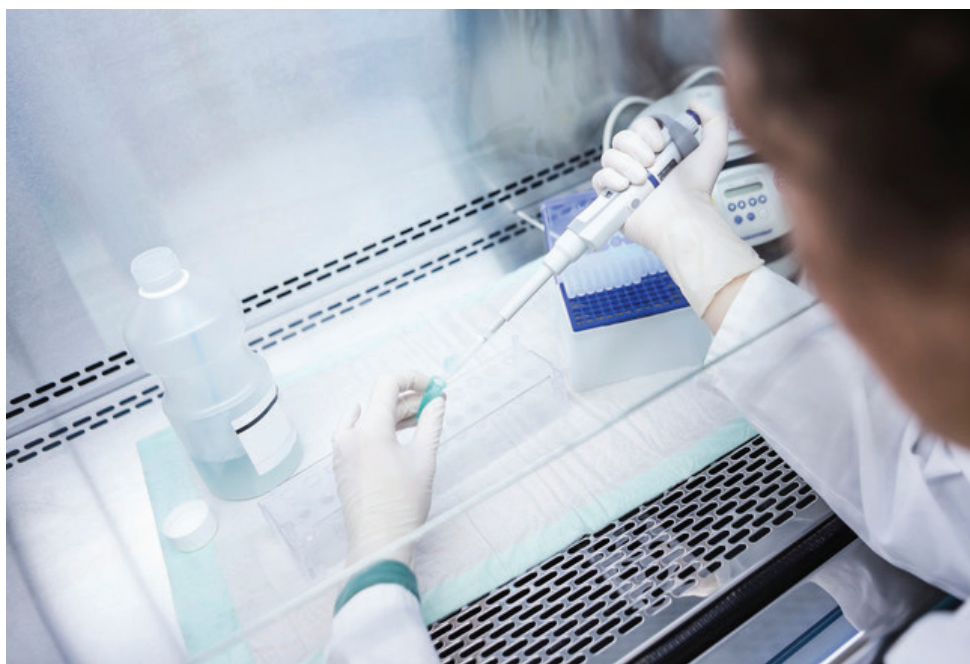
**Note:**  
Photography is for placement only.  
If you need photographic assets,  
contact Kelley Bozeman at  
brand@uky.edu or 859-257-3303



## 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:

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## 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:

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## 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:

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## PHOTOGRAPHY

### Tips

Follow these photography best practices to help your images tell a strong story and provide a good visual balance.

### 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:

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## 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. Overtly staged photos will feel inauthentic and bring the credibility of the campaign brand into question.



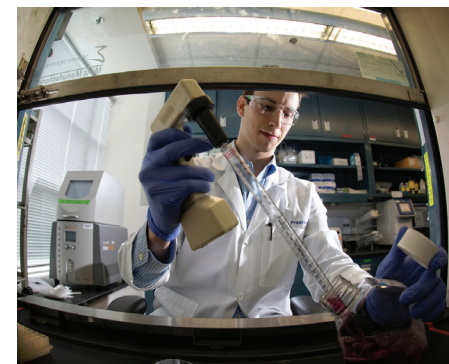
### Lighting

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.



#### **Note:**

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## 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

SAMPLE CASE STATEMENT





SAMPLE CASE STATEMENT

We have the power to  
**ADDRESS THE PROBLEMS  
THAT FACE KENTUCKY.**



RESEARCH



**Together, we can create  
new solutions.**

Ibus pe dus, nis apidus. Nam et ad quatem etus. Ovit, consersped qui reperferspit parum sundae nonsere periam, sam et fugia nonserferias alit 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 beaquam is que sint quiatem. Giae omnis acius sin consern atetus. Nonserferias alit odistio neculla quae nes alicianditas utam velest.

Nonserferias alit odistio neculla quae nes alicianditas utam velest, nus



MORE THAN  
**40,000**  
IN-PATIENT  
**AND**  
**1.5 MILLION**  
CLINIC VISITS

## KENTUCKY CAN

CLASS OF '20





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.

Nam et ad quatem etus. Ovit, consersped qui reperferspit parum sundae nonsere periam, sam et fugia nonserferias alit odistio neculla quae nes alicianditas utam velest, nus aut ea quos si dolupid et rererfere vendant. Nam ex et, omnis dolest ut omnis sectust, abores Giaecum sento voles ea dollaut enduci beaquam is que sint quiatem. Giaecum omnis acius sin consern atetus quiatem.

Together, we can do more.

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

Nam ex et, omnis dolest ut omnis sectust, abores Giaecum sento voles ea dollaut enduci beaquam is que sint quiatem. Giaecum omnis acius sin consern atetus quiatem.



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

Nam ex et, omnis dolest ut omnis sectust, abores doluptate cum sento voles ea dollaut enduci beaquam is que sint quiatem. Giaecum omnis acius sin consern atetus. Quasped que prem fugit, is volor sae. Nam que pro berrum exceritasped quistem aut laborit quo maio tem sequost, consequo



Nam et ad quatem etus. Ovit, consersped qui reperferspit parum sundae nonsere periam



180

PARTNERS AND OUTREACH CLINICS AROUND THE STATE

SAMPLE CASE STATEMENT

“LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUR ADIPISCING ELIT.  
SED DIGNISSIM, RISUS UT MO  
LESTIE TUM, TURPIS NISI HET.”  
Aenan el Tor

# LOREM IPSUM

## DOLOR ET SI

Lorem ipsum dolor sit amet, consectetur adip-  
iscing elit. Sed dignissim, risus ut molestie  
dictum, turpis nisi hendrerit justo, non pulvinar  
purus urna nec est. Aliquam quis purus eget sa-  
pien egestas ultricies consequat porttitor orci.  
Sed tempor pulvinar est, in bibendum turpis  
rhoncus eu. Aenean tincidunt luctus.



Sed tempor pulvinar alec  
aenan dolor Aenan et de L  
ibero discipiti el nec.



Sed tempor pulvinar alec  
aenan dolor Aenan et de L  
ibero discipiti el nec.



CLAY SPENCER  
CAN BRING NEW HOPE



SAMPLE CASE STATEMENT

SEE WHAT **KENTUCKY CAN**  
**DISCOVER**

80

Sed tempor pulvinar alec  
aenan dolor Aenan et de  
ibero discipiti el nec.

1,546

Sed tempor pulvinar alec  
aenan dolor Aenan et de  
ibero discipiti el nec.

AENAN ET  
LIBERO DOLOR

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

Lorem ipsum dolor sit amet, conse  
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.

Lorem ipsum dolor  
sit amet, conse  
adipiscing elit.



SAMPLE CASE STATEMENT





SAMPLE PRINT ADS

THE 21ST  
CENTURY  
CAMPAIGN





KENTUCKY CAN.

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 alit odistio neculla quae nes alicanditas utam velest, nus aut ea quo, estiist porrum ut vel magnihit magnim alicia culliqubus delitaturi blacearchit laborupti seque vel et vidunt velia dolum veliquia quate non eostio consenis dolupta cuptat.



University of  
Kentucky  
An Equal Opportunity University

THE 21ST  
CENTURY  
CAMPAIGN



KENTUCKY CAN



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 alit odistio neculla quae nes alicanditas utam velest, nus aut ea quo.estiist porrum ut vel magnihit magnim alicia culliqubus delitaturi blacearchit laborupti seque vel et vidunt velia dolum veliquia quate non eostio consenis dolupta cuptat.



University of  
Kentucky  
An Equal Opportunity University

PRINT AD



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

*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.

KENTUCKYCAN.UKY.EDU

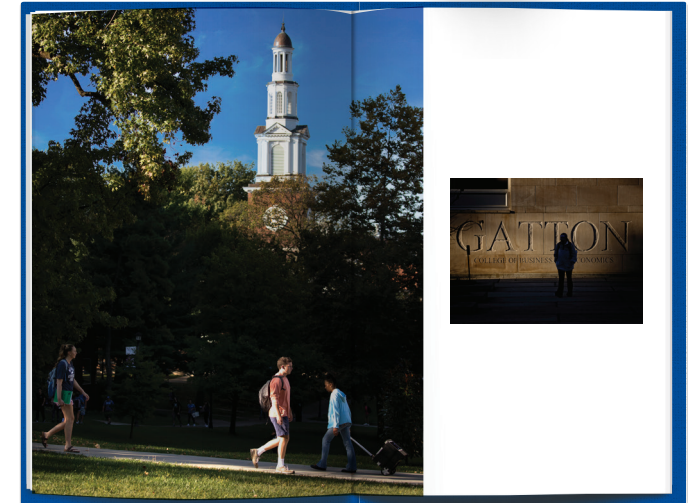
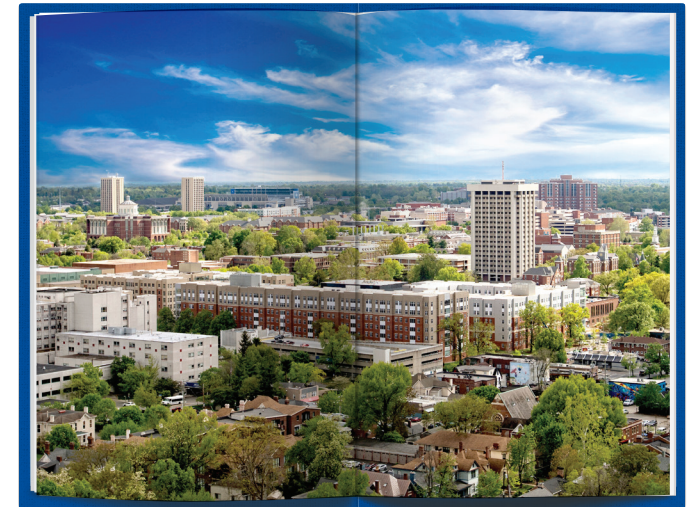
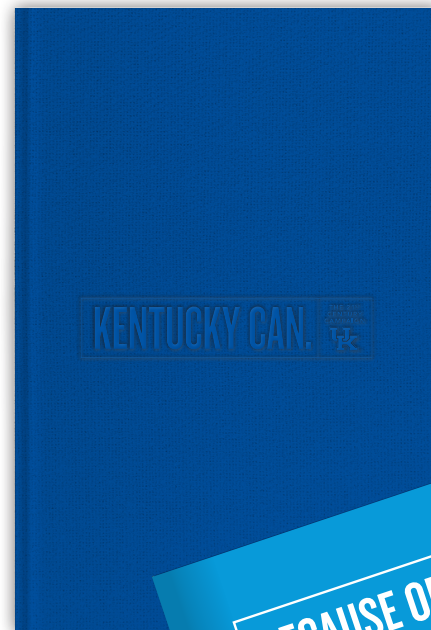
 



SAMPLE INVITATION POSTCARDS

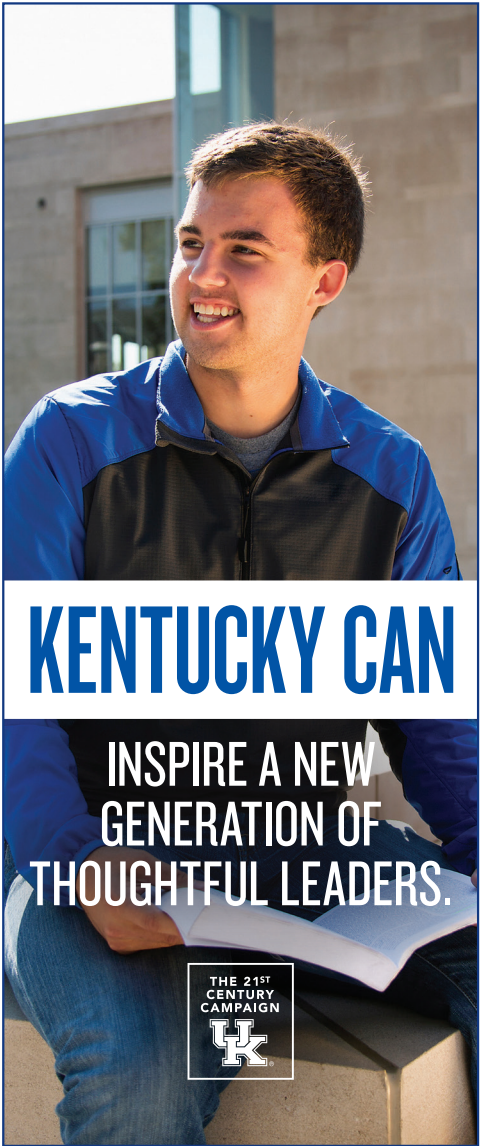


## SAMPLE DONOR PHOTO BOOK






BUILDING BANNERS





BUILDING BANNERS




**KENTUCKY CAN**

CREATE MORE OPPORTUNITIES FOR OUR STUDENTS.





THE 21<sup>ST</sup> CENTURY CAMPAIGN  




**KENTUCKY CAN**

BUILD STRONGER COMMUNITIES ACROSS OUR STATE.

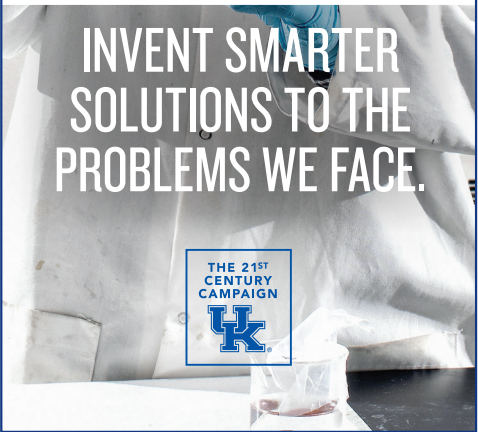


THE 21<sup>ST</sup> CENTURY CAMPAIGN  




**KENTUCKY CAN**

INVENT SMARTER SOLUTIONS TO THE PROBLEMS WE FACE.



THE 21<sup>ST</sup> CENTURY CAMPAIGN  




LIGHTPOLE BANNERS





LIGHTPOLE BANNERS



**KENTUCKY CAN**

DO MORE FOR OUR STUDENTS.

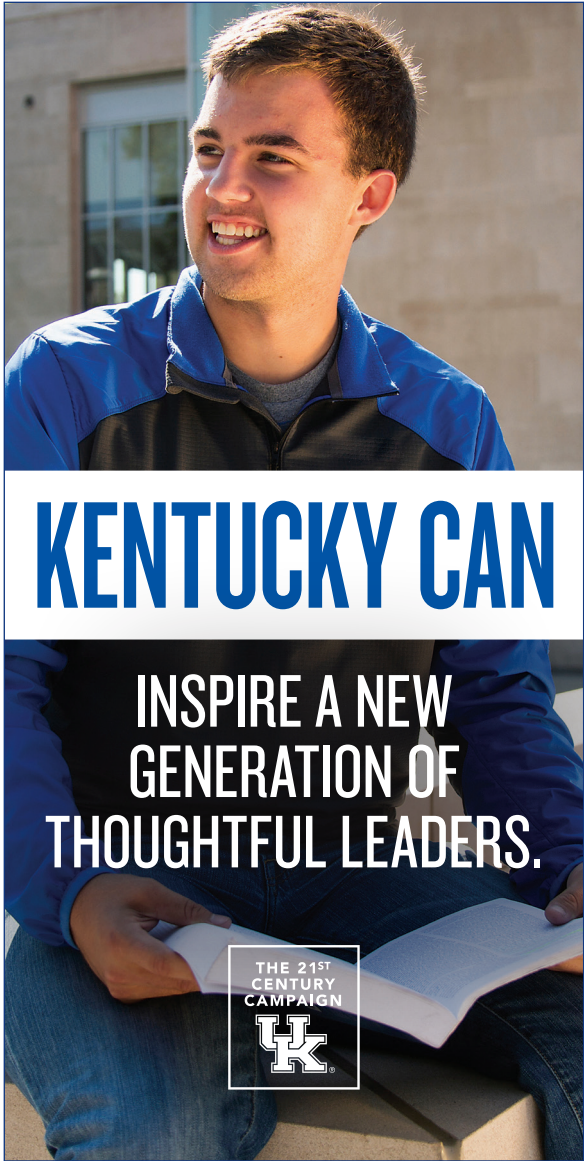
THE 21ST CENTURY CAMPAIGN  
**UK**



**KENTUCKY CAN**

INSPIRE THE WORLD.

THE 21ST CENTURY CAMPAIGN  
**UK**





**KENTUCKY CAN**

INSPIRE A NEW GENERATION OF THOUGHTFUL LEADERS.

THE 21ST CENTURY CAMPAIGN  
**UK**

TRADESHOW DISPLAYS



SEE WHAT

**KENTUCKY CAN**

UNITE.

**KENTUCKY CAN.** THE 21ST CENTURY CAMPAIGN

**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

**KENTUCKY CAN**

INSPIRE.

**KENTUCKY CAN.** THE 21ST CENTURY CAMPAIGN

**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.



TRADESHOW DISPLAYS

KENTUCKY CAN. THE 21ST CENTURY CAMPAIGN

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.

SEE WHAT



SEE WHAT



KENTUCKY CAN. THE 21ST CENTURY CAMPAIGN

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. THE 21ST CENTURY CAMPAIGN

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.



SEE WHAT

KENTUCKY CAN

DISCOVER.



KENTUCKY CAN. THE 21ST CENTURY CAMPAIGN

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

KENTUCKY CAN

CREATE.



LAPEL PIN AND CARD

KENTUCKY CAN

INSPIRE  
THE WORLD.

THE 21<sup>ST</sup>  
CENTURY  
CAMPAIGN

UK

UK

University of  
Kentucky  
An Equal Opportunity University

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.

THE 21<sup>ST</sup>  
CENTURY  
CAMPAIGN

UK

KENTUCKYCAN.ORG