

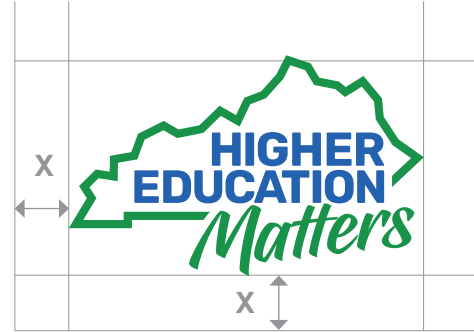
Kentucky Higher Education Brand Logo Guidelines

v1 / 2022

Portrait Logo (Main)



Clear Space



Portrait Logo Color Options



1-color version



1-color black version



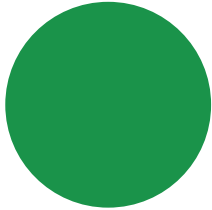
Reversed out white

Kentucky Higher Education Brand Logo Guidelines

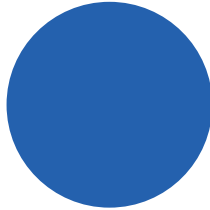
v1 / 2022

Brand Colors

Primary Brand Colors

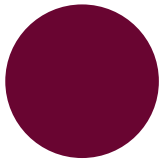


CMYK: C79 M0 Y89 K22
RGB: R8 G147 B74
HEX: #08934a



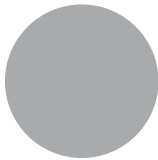
CMYK: C90 M66 Y0 K0
RGB: R35 G97 B174
HEX: #2361ae

Secondary "School" Colors

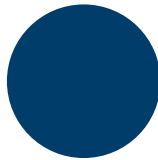


EKU

CMYK: C20 M97 Y40 K58
RGB: R88 G88 B100
HEX: #33FY23

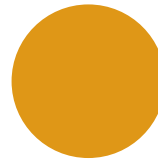


CMYK: C13 M9 Y10 K27
RGB: R88 G88 B100
HEX: #33FY23

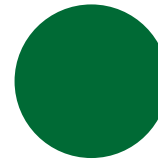


KCTC

CMYK: C100 M58 Y9 K46
RGB: R0 G62 B107
HEX: #003e6b

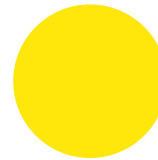


CMYK: C2 M39 Y100 K10
RGB: R221 G151 B26
HEX: #dd971a

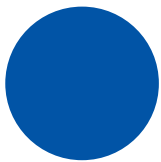


KSU

CMYK: C90 M12 Y95 K40
RGB: R88 G88 B100
HEX: #006b35

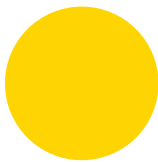


CMYK: C0 M5 Y98 K0
RGB: R88 G88 B100
HEX: #ffe600

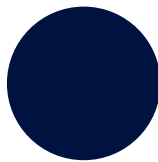


MOREHEAD

CMYK: C100 M75 Y0 K0
RGB: R0 G84 B166
HEX: #0054a6

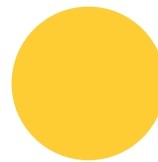


CMYK: C0 M14 Y100 K0
RGB: R255 G214 B0
HEX: #ffd600

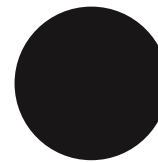


MURRAY

CMYK: C100 M76 Y12 K70
RGB: R0 G22 B65
HEX: #001641



CMYK: C0 M19 Y89 K0
RGB: R255 G206 B52
HEX: #ffce34

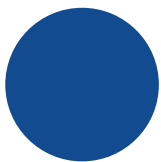


NORTHERN

CMYK: C73 M70 Y64 K77
RGB: R28 G25 B27
HEX: #1c191b

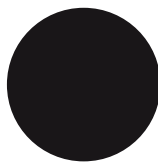


CMYK: C0 M19 Y89 K0
RGB: R255 G206 B52
HEX: #ffce34



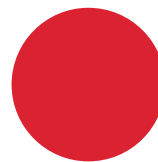
UK

CMYK: C100 M81 Y13 K1
RGB: R20 G75 B144
HEX: #144b90



UofL

CMYK: C73 M88 Y64 K77
RGB: R28 G25 B27
HEX: #1c191b

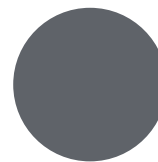


CMYK: C2 M97 Y85 K7
RGB: R217 G39 B50
HEX: #d92732



WKU

CMYK: C2 M100 Y85 K6
RGB: R218 G26 B50
HEX: #da1a32



CMYK: C30 M22 Y17 K57
RGB: R95 G99 B106
HEX: #5f636a

Kentucky Higher Education Brand Logo Guidelines

v1 / 2022

Fonts/Typeface

Rubik Bold

A1

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@\$%^&*()_+#=

Hughes

A1

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@\$%&*()_+#=

Usage Guidelines



NO: Do not alter the colors unless using a school-specific logo option



NO: Do not apply gradients to any logo or type elements



NO: Do not tilt the logo



NO: Do not screen back the primary colors



NO: Do not distort or warp the logo in any way



NO: Do not remove the Kentucky state outline from the wordmark



NO: Do not change the typeface nor recreate or manipulate the wordmark and the icon



NO: Do not outline or create a keyline around the logo



NO: Do not apply a dropshadow of any kind to the logo

Kentucky Higher Education Brand Logo Guidelines

v1 / 2022

School-Specific Logos & Color(s)



EKU



KCTC



WKU



KSU



Morehead



Murray



Northern



UK



UofL