

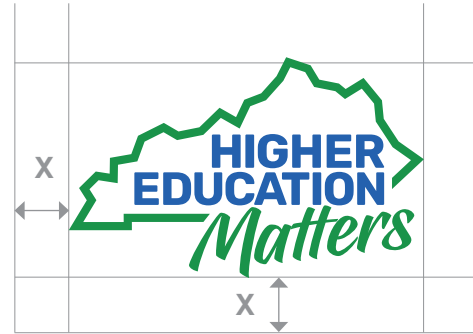
# Kentucky Higher Education Brand Logo Guidelines

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## Portrait Logo (Main)



## Clear Space



## Portrait Logo Color Options



1-color version



1-color black version



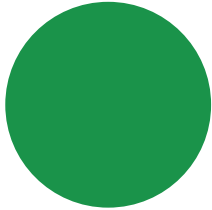
Reversed out white

# Kentucky Higher Education Brand Logo Guidelines

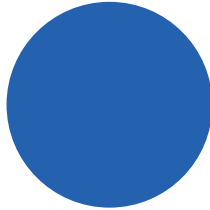
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## Brand Colors

### Primary Brand Colors

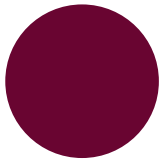


**CMYK:** C79 M0 Y89 K22  
**RGB:** R8 G147 B74  
**HEX:** #08934a



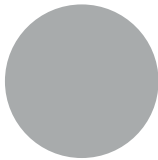
**CMYK:** C90 M66 Y0 K0  
**RGB:** R35 G97 B174  
**HEX:** #2361ae

### Secondary "School" Colors

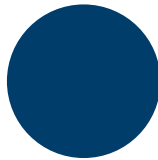


#### EKU

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

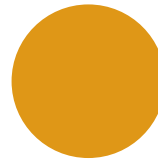


**CMYK:** C13 M9 Y10 K27  
**RGB:** R88 G88 B100  
**HEX:** #33FY23

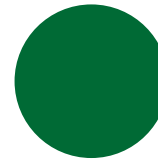


#### KCTC

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

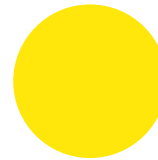


**CMYK:** C2 M39 Y100 K10  
**RGB:** R221 G151 B26  
**HEX:** #dd971a

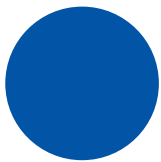


#### KSU

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

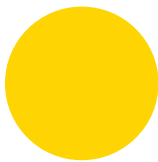


**CMYK:** C0 M5 Y98 K0  
**RGB:** R88 G88 B100  
**HEX:** #ffe600

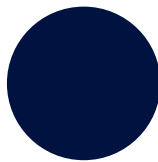


#### MOREHEAD

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

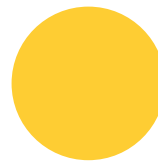


**CMYK:** C0 M14 Y100 K0  
**RGB:** R255 G214 B0  
**HEX:** #ffd600

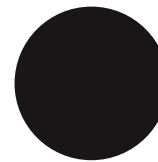


#### MURRAY

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

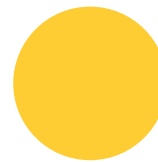


**CMYK:** C0 M19 Y89 K0  
**RGB:** R255 G206 B52  
**HEX:** #ffce34

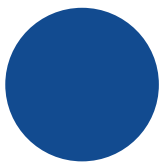


#### NORTHERN

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

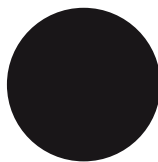


**CMYK:** C0 M19 Y89 K0  
**RGB:** R255 G206 B52  
**HEX:** #ffce34



#### UK

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



#### UofL

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

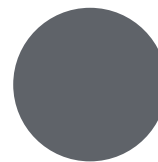


**CMYK:** C2 M97 Y85 K7  
**RGB:** R217 G39 B50  
**HEX:** #d92732



#### 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

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## 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

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## School-Specific Logos & Color(s)

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EKU



KCTC



WKU



KSU



Morehead



Murray



Northern



UK



UofL