

GATTON

widly possible

BRAND GUIDE

MAIN GATTON LOCKUP

The UK main lockup consists of the logo plus the wordmark, as shown here. It is perhaps the most important visual representation of the university's identity.

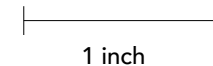
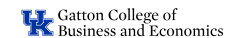


To ensure that the main lockup is highly visible, always separate it from its surroundings. An area of isolation, or clear space, must always surround the lockup. For the main lockup, the clear space should be half the height of the interlocking UK logo. Do not allow other graphic elements to penetrate this area.

2



For promotional materials, the ® mark should always appear with the lockup. Please note the placement and size of the ® symbol; this is the only acceptable location for placement and size.

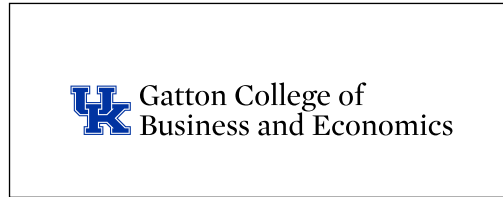


The main lockup should never appear at sizes smaller than 1 inch wide.

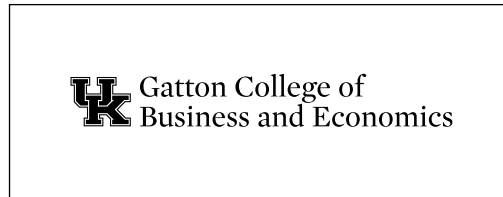
LOGO COLORS

These are the approved colors that the logo may appear in. When placing over top of a photo, always try and place the logo in clear space, and make sure there is enough contrast for legibility. Use the all-white version of the logo on any busy or colored backgrounds, unless there is insufficient contrast; in such cases, use the default, all-black, or all-Wildcat-Blue logos. Avoid placing the logo on floods of the colors from the palette, with the exception of Bluegrass.

Default logo colors



Black logo on White background



Wildcat Blue logo on White background



White logo on Bluegrass background



White logo on photo background



Black logo on -50% black background



White logo on Black background



White logo on Wildcat Blue background



White logo on +50% black



White logo on textural photo background



ALTERNATE LOCKUPS

The main lockup is our primary graphic tool for expressing the UK identity. However, some situations may call for an alternate lockup. The versions shown here may be used on very rare occasions, and only with permission from UK Marketing.

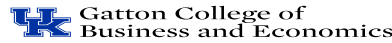
Vertical Lockup *(Very Limited Use)*



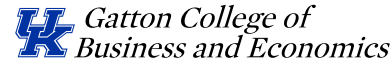
Minimum size is 1
inch wide.

LOCKUP DON'TS

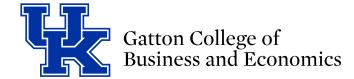
In order to maintain consistency, the following practices are not permitted. These rules apply to the entire set of UK marks, including the main lockup, the logo, and the wordmark, as well as college and department lockups. Our marks should never be altered in any way. This includes effects like drop shadows, glows, strokes, and so on.



⊗ Don't horizontally stretch the



⊗ Don't skew or shear the mark.



⊗ Don't change the scale of the mark's elements.



⊗ Don't vertically stretch the mark.



⊗ Don't rotate or tilt the mark.



⊗ Don't change the composition of the mark.



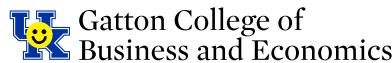
⊗ Don't apply drop shadows or other effects to the mark.



⊗ Don't attempt to typeset or otherwise recreate the mark.



⊗ Don't reverse the colors of the mark.



⊗ Don't add graphic elements to the mark.



⊗ Don't use the blue on backgrounds or dark colors. Only use the black or white one-color version in these cases.



⊗ Don't set the mark in unapproved colors.

FONT FAMILIES

Typography is a vehicle for our brand voice, contributing to how our messages are read and communicated. **Usual** is the primary workhorse for our communications. **Alternate Gothic Condensed**, a condensed typeface, performs well as an accent to pair with Usual or on its own in headlines.

Used together, these two typefaces create a clear hierarchy and keep our content legible and engaging.

We use **Blackbike Rough** and **Bodoni PT** in smaller and more specialized capacities, which will be explained in the following pages.

Usual

Light
Book
Medium

Heavy
Black

ALTERNATE GOTHIC CONDENSED

ALTERNATE GOTHIC CONDENSED BOOK

ALTERNATE GOTHIC CONDENSED DEMI

Blackbike Rough

BODONI PT VF

Regular
Medium

Demi
Bold

Extra Bold

ALTERNATE SYSTEM FONTS

Our brand typefaces may not always be available to everyone for use in Word documents, PowerPoint presentations and other digital applications.

In these situations, use the alternate fonts listed here, which are freely available on all computers.

Due to the unique properties of Trade Gothic and Blackbike Rough, there are no PC substitutes for those typefaces. Restrict your usage to Arial and Georgia as needed.

Arial is the acceptable PC substitute for Usual.

Brand Fonts

Usual Regular
Usual Medium
Usual Bold
Usual ExtraBold

Substitute Fonts

Arial Regular
ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

Arial Bold
ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

Georgia is the acceptable PC substitute for Bodoni.

Brand

Bodoni PT VF Regular
Bodoni PT VF Medium
Bodoni PT VF Demi
Bodoni PT VF Bold

Substitute Fonts

Georgia Bold Regular
ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

Georgia Bold Italic
ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

LEADING

Using type thoughtfully is crucial to making our designs look professional. Follow these tips to make sure our typography is consistent.

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight. With our typefaces, text generally looks best with the leading set slightly looser than the default.

Leading that's too loose leaves too much pause between lines.

⊗ 21 pt. type / 36 pt. leading

This leading is too loose.

Alibus in et moditatque et quae
venda volut lis nonse comniscit
ullis estis solent odissitis audicipis.

⊗ 8 pt. type / 15 pt. leading

Leading that's too tight leaves too little pause between lines.

⊗ 21 pt. type / 18 pt. leading

This leading is too tight.

Volestis asinto to vendaectore
esem cuptrate nientibus ducil
maiorum

⊗ 8 pt. type / 9 pt. leading

When leading is correct, the reader won't even notice.

✓ 21 pt. type / 23 pt. leading

This leading is correct.

lbusdam, sunt quatqui quo
velecum rest, que etum haritatem
vendebis nem de optata vel int

✓ 8 pt. type / 11 pt. leading

TIP:

Start with leading that's two points higher than the point size of the text. This won't always be right, but leading can be adjusted most easily from there. Smaller text may need settings that are slightly more open.

TRACKING

Correct letter spacing, called tracking, also makes the type easier to read. Outside of headlines, text is usually okay with the default setting, and optical kerning should be used when it's available.

When working with type, always take the time to make these adjustments. These details make us look professional and greatly improve the readability of our type.

Tracking that is too loose leaves too much space between letters.

⊗ 21 pt. type / 130 tracking

This tracking is too loose.
lbusdam, sunt quatqui quo
velecum rest, que etum haritoptata
vel int lore psum.

⊗ 8 pt. type / 125 tracking

Tracking that's too tight leaves too little space between letters.

⊗ 21 pt. type / -75 tracking

This tracking is too tight.
lbusdam, sunt quatqui quo velecum
rest, que etum haritoptata vel int lore

⊗ 8 pt. type / -30 tracking

When tracking is correct, the reader won't even notice.

☑ 21 pt. type / 0 tracking

This tracking is correct.
lbusdam, sunt quatqui quo velecum
rest, que etum haritoptata vel int lore

☑ 8 pt. type / 10 tracking

TIP:

Trust your eye. The tracking that works for one typeface may not work for another. The size and weight of the text can also influence how much tracking is necessary. Smaller sizes and heavier weights may need higher settings.

UNIQUE HEADLINE STYLES

In addition to standard layouts, we have a few distinct ways of setting type for headlines that are unique to the UK brand. Use these samples as a baseline and modify as needed.

SEE WHAT'S

*Wildly
Possible.*

Emphasizing "Wildly Possible"

Trade Gothic
Bold Condensed No. 20
All Caps
Size: 23 pt
Tracking: 50 pt

Blackbike Rough
Size 82 pt
Leading: 72 pt
Angle: 4.5°

EXPLORE YOUR

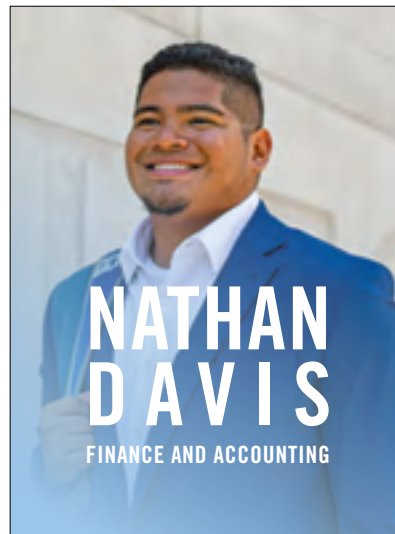
wildest
AMBITIONS.

"Wild" in the Middle of a Headline

Trade Gothic
Bold Condensed No. 20
All Caps
Size: 15 pt
Tracking: 75 pt

Blackbike Rough
Size 112 pt
Angle: 4.5°

HEADLINE EXAMPLES



PRIMARY COLORS

Our primary palette consists of Wildcat Blue and White. Our layouts lean heavily on these colors, mixing in the other palettes to build color schemes that are complementary and balanced.

Coated Paper

When printing on most coated stocks, on specially treated uncoated paper, or on UV presses, use the Pantone spot color or the CMYK formulas specified below.

Wildcat Blue

CMYK 100 75 0 0
RGB 0 51 160
HEX 0033A0

PMS 286 C

Uncoated Paper

When printing on most uncoated stocks, we adjust the CMYK formula of the color palette to achieve the best results. Use the specified formula below.

Wildcat Blue Uncoated

CMYK 87 59 0 0

PMS 286 U

White is an indispensable color. Rather than viewing white space as a blank area, see it as a break. Don't rush to fill it: it can focus attention on what is there, rather than drawing attention to what isn't. Always balance color, typography and graphic elements

White

CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFFFF

SECONDARY COLORS

Wildcat Blue and White should drive most marketing, campus and alumni materials, but sometimes other colors need to be used. For those circumstances, we have developed this secondary palette.

These colors are best suited for use in internal communications, but may certainly be used in long-form communications where more colors are needed for variety, infographics and icons. Large fields of these colors should be avoided, with the exception of Bluegrass. Be sure Wildcat Blue is always the most prominent color.

Under no circumstances should any of these colors become the predominant color for a school, center, institute or department.

Bluegrass

CMYK 78 30 0 0
RGB 30 138 255
 HEX 1E8AFF
 PMS 2382

Bluegrass has a custom RGB formula for maximum vibrancy in digital applications.

Use the RGB and hex values listed above, instead of the default values associated with the Pantone color.

Sky

CMYK 37 11 0 0
 RGB 177 201 232
 HEX B1C9E8
 PMS 658

Midnight

CMYK 95 74 7 44
 RGB 27 54 93
 HEX 1B365D
 PMS 534

Goldenrod

CMYK 0 11 80 0
 RGB 255 220 0
 HEX FFDC00
 PMS 122

Sunset

CMYK 0 51 55 0
 RGB 255 163 96
 HEX FFA360
 PMS 1635

River Green

CMYK 58 0 36 0
 RGB 76 188 192
 HEX 4CBCC0
 PMS 7465

NEUTRAL COLORS

Neutral tones can be used to add depth, warmth, sophistication and richness to our communications.

Note, however, that White should be used more frequently and prominently than these neutrals.

While Black is a part of our palette, it should be used as infrequently as possible. We use it only for long passages of body copy. Never use it as a primary color element.

Cool Neutral

CMYK 0 0 0 15
 RGB 220 221 222
 HEX DCDDDE

This color is Black at 15% tint.

20% Tint of Warm Neutral

60% Tint of Warm Neutral

Warm Neutral

CMYK 3 4 14 8
 RGB 214 210 196
 HEX D6D2C4
 PMS 7527

Black

CMYK 0 0 0
 100
 RGB 0 0 0

COLOR GRADIENTS

Three color gradients are available for use. They are pairings of Wildcat Blue, Bluegrass, and Midnight.

WILDCAT BLUE



BLUEGRASS

WILDCAT BLUE



MIDNIGHT

MIDNIGHT



BLUEGRASS

DIGITAL COLORS

Most people form their first impression of us as a university in the digital space. So it's vital that our colors be consistent and properly used in all digital executions.

All digital color codes are included on the palette pages.

CONTRAST IS KEY

Use caution when selecting colors for text and general information. Contrast is critical for maximum legibility — especially for meeting the needs of disabled users. Check your contrast levels with the WAVE color contrast tool:

webaim.org/resources/contrastchecker

RECOMMENDED TEXT COLORS

When choosing your text styles, use one of the colors below, or a combination. These colors will provide the best contrast on your white or light neutral background. Black text on a white background is always acceptable for body copy. Do not use Bluegrass for body copy or other small text on the web.

Wildcat Blue

RGB 0 51 160
HEX 0033A0

Midnight

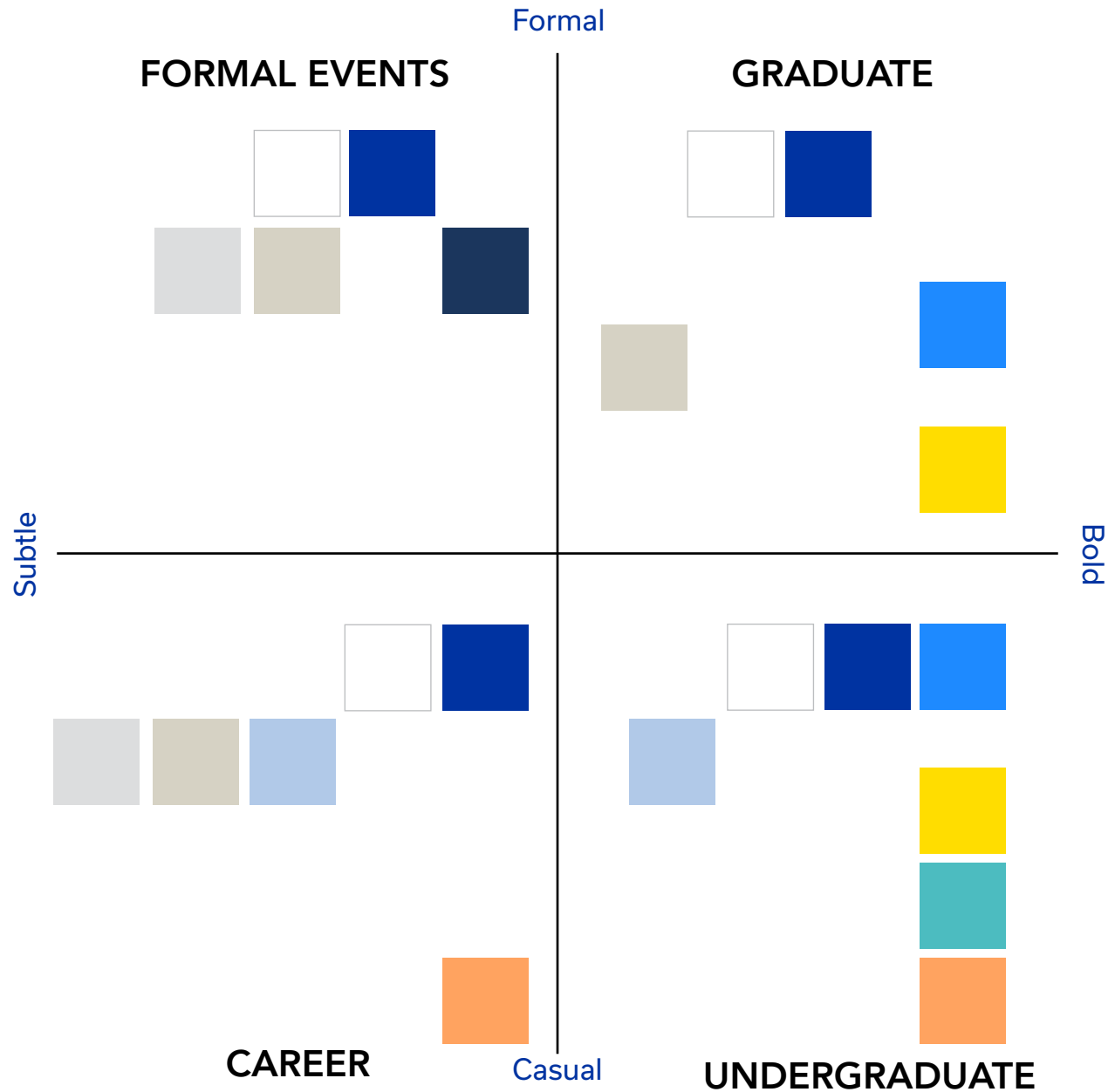
RGB 27 54 93
HEX 1B365D

Bluegrass

RGB 30 138 255
HEX 1E8AFF

USING OUR COLORS

This chart is a guide for the mood our brand colors can convey in our communications and promotional materials. Colors can range from bold to subtle, or from informal to formal.



GRAPHIC ELEMENTS OVERVIEW

Our graphic elements give our brand unique ways to visually stand apart from other universities. When they're used consistently, these elements add depth to our visual language.

Think of this set of graphic elements as a toolbox that will help you create compelling compositions. Always consider which particular tools will best communicate your message and speak to your specific audience.

Classic Checkerboard

We've deconstructed our traditional checkerboard pattern to be used as a design element within layouts.

Linear Checkerboard

When a more elegant application is required, the linear version can be used to anchor text or frame imagery.

Abstract Checkerboard

For a more energetic effect, the abstract checkerboard pattern makes more liberal use of the brand colors.

Patterns and Textures

We have two official patterns and two official textures that can add visual depth and interest to layouts.

Linear Shadow Fills

The linear shadow fill is a dynamic way to emphasize an image shadow or short phrase.

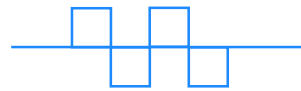
Icons

Our official icons are a set of illustrated graphics that create visual interest and context for key pieces of information.

GRAPHIC ELEMENTS OVERVIEW



Checkerboard
Pattern



Linear
Checkerboard
Pattern



Abstract
Checkerboard
Pattern



Patterns
and Textures



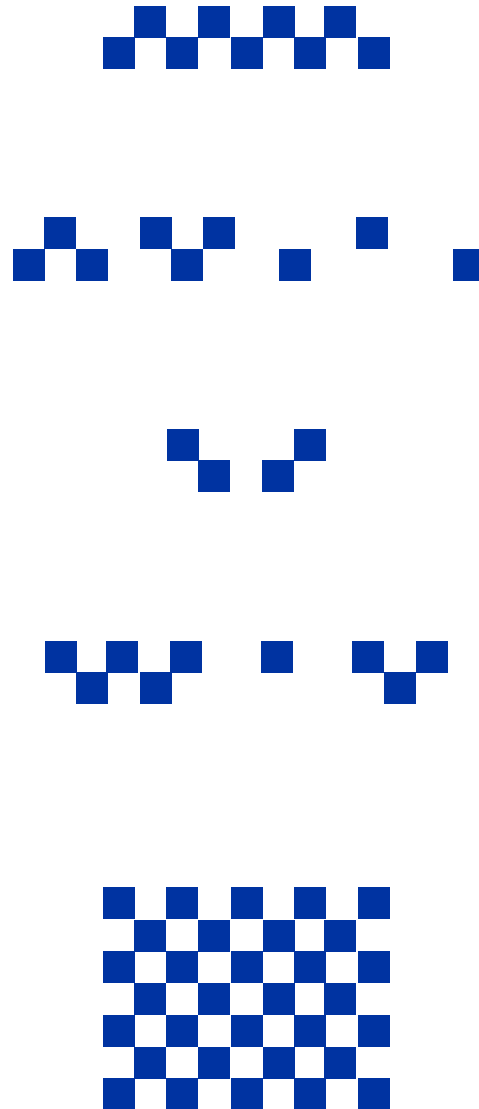
Linear
Shadow Fills



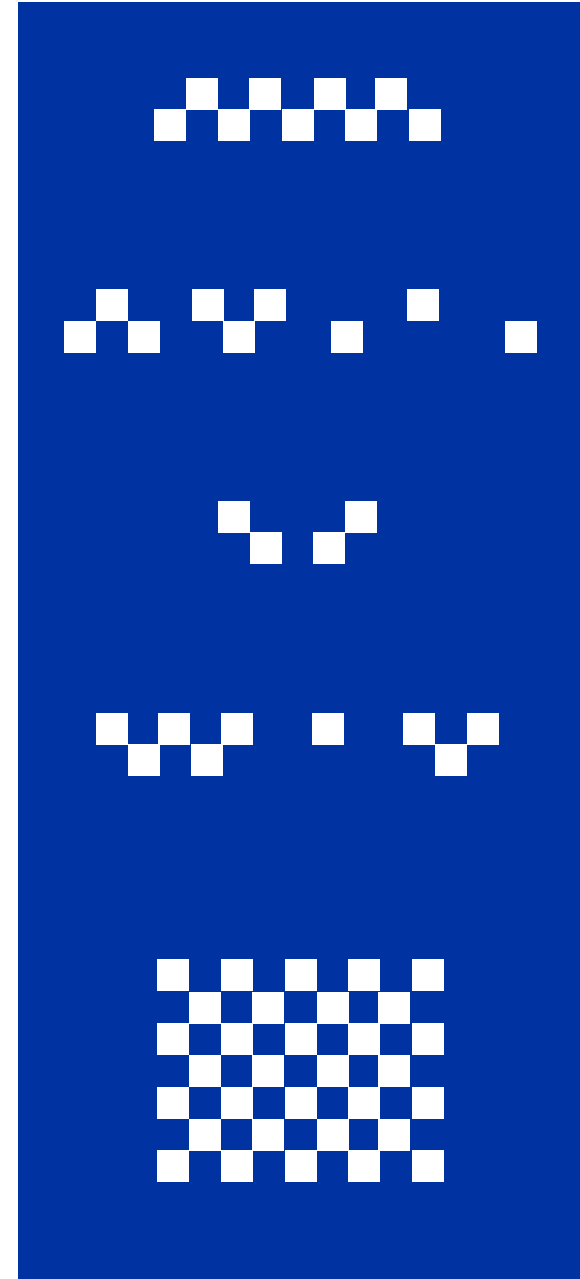
Icons

CLASSIC CHECKERBOARD

Inspired by Secretariat and adopted by UK Athletics, the checkerboard pattern has become a recognizable visual asset for the university. Today, this pattern represents several things for UK: The collective strength we lend each other as we grow during our time here. The lifetime bonds that form between us. And the impact we have in our communities, all across the world. For our brand's visual language, we have deconstructed the full pattern, creating a design element that can anchor elements within a layout.



Blue on light

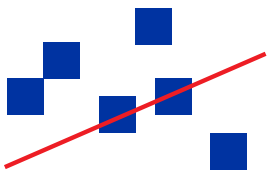


White on dark

USING THE CHECKERBOARD PATTERN

- The pattern should typically be one of the smaller graphic elements, as opposed to large squares.
- This pattern should only be used in Wildcat Blue (PMS 286) or White.
- It can be used as trim, dividers or anchors.
- It can be paired with a single line of all-caps text, scaled to the same height.
- It can be used with tracked-out type as a metaphor for expanding, growth or progress.
- It should never be used as a full-flood background pattern.
- It can be used in segments to create a framing device or a focal point.

• It can be used in segments to create a framing device or a focal point.



Squares should always remain contiguous and aligned



STEM
Certified

11
Month Program

\$57,823
Starting Salary
According to
Burning Glass

CAREERS
— General and Operations Manager
— Industrial Project Manager
— Purchasing Manager
— Logistician
— Business Operations Specialist
— Operations Research Analyst

MASTER OF SCIENCE IN
Supply Chain Management

The University of Kentucky's Master of Science in Supply Chain Management is an 11-month, 30 credit-hour program that blends end-to-end supply chain concepts like strategic sourcing and channel management with big data analytics, cross-functional business knowledge, and hands-on, industry experience.

- STEM Certified Program
- Eligible for 3 years OPT
- Industry project to gain real industry experience
- Solve real world supply chain challenges
- Small class sizes with individual faculty attention

JOIN YOUR
Fellow Wildcats
on the Official Gatton College App

The Official Gatton College App connects alumni and friends of the college and brings the power of networking to your fingertips! Connect with fellow alumni, receive the latest news from the college, search career opportunities, and add upcoming events to your calendar. Download the Official Gatton College App and feel connected to the Gatton family.

Available for download on iOS and Android devices. Simply search the App Store or Google Play for "Gatton College" to find and download the app today.

Gatton College of Business and Economics

2021
Alumna

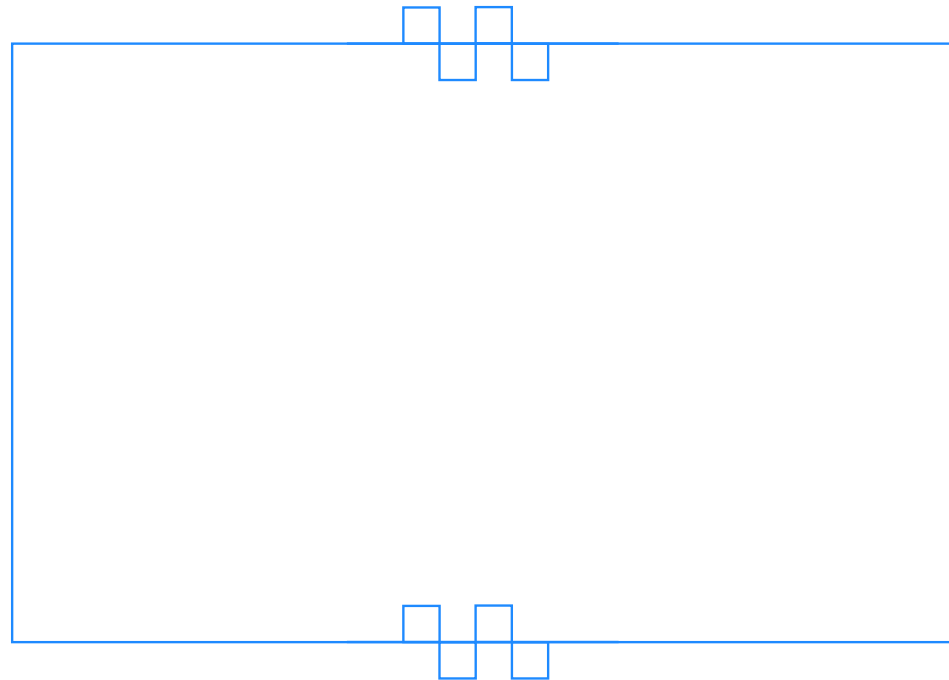
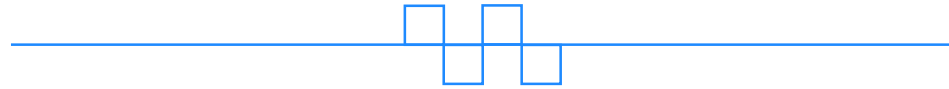
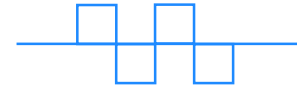
Courtney Wheeler
Lexington, KY

MANAGEMENT
MSA Program
Shank, Kentucky State Capital
Client Manager, KCS

Gatton College of Business and Economics

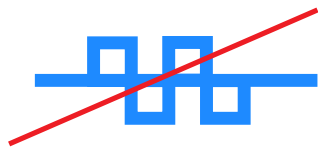
LINEAR CHECKERBOARD

The linear checkerboard pattern is a fresh take on the classic checkerboard. This linear, outlined version is a lighter and more elegant rendition of the traditional filled pattern. As such, it works well in more formal contexts.



USING THE LINEAR CHECKERBOARD PATTERN

- Use the pattern to draw the eye's focus and create hierarchy within a composition.
- Use it as a frame to help organize a layout's elements.
- The horizontal line can be used as a pointer, or to indicate a pathway, or to imply movement and progression.
- The line weight should remain light with respect to the surrounding elements.



Too thick



ABSTRACT CHECKERBOARD

This colorful, abstracted pattern takes the classic checkerboard pattern to a new, more expressive place. This treatment can be a great tool for adding energy to your layouts.



USING THE ABSTRACT CHECKERBOARD PATTERN

- Use the pattern to add energy or color to a layout.
- Use it to anchor images, as shown.
- It should not be overused, but only sprinkled in to add visual interest to layouts. Try to stick to groups of two or three squares; single squares will also help achieve a varied effect.
- Vary the scale of the boxes in a set. If using more than one, shrink the remaining boxes to 75% or smaller.
- Vary the colors used and do not lean too much on any one secondary color. Always include a blue when possible.





Marketing & Supply Chain

Top Careers

- Market Research Analyst
- Advertising, Promotions, and Marketing Manager
- Operations Research Analyst
- Logistics Manager
- Public Relations Specialist

Develop an understanding of customer buying behaviors, marketing research and analysis, product development, supply chain management, pricing, and promotions. Become a leader in the industry through placing yourself in the mind of the consumer. Learn how to maneuver through today's fast-moving, data-driven, and increasingly digital markets.



Faculty Spotlight:
Adam Craig
Associate Professor of Marketing, Ashland Oil Research Fellow

Adam Craig's research looks at how shopping, spending, and financial decisions are influenced by the marketplace. In Gatton's consumer neuroscience lab, undergraduate students have the opportunity to assist with research projects and work with cutting-edge marketing research tools.

"Our work in consumer neuroscience helps us understand more about when and why people make decisions, with the goal of helping them make better decisions in the long run. Our students get exposure to advanced research tools that allow them to understand consumers' needs and motives far into the future."

\$54,764

Average Starting Salary
(Gatton graduates, 2020)

\$64,000

Average Salary in this Field
(Regional data, 2020)

14.29%

Ten-Year Job Growth
(expected - 2020-2030)

Source: Bureau of Labor Statistics, 2020-2021



PATTERNS AND TEXTURES

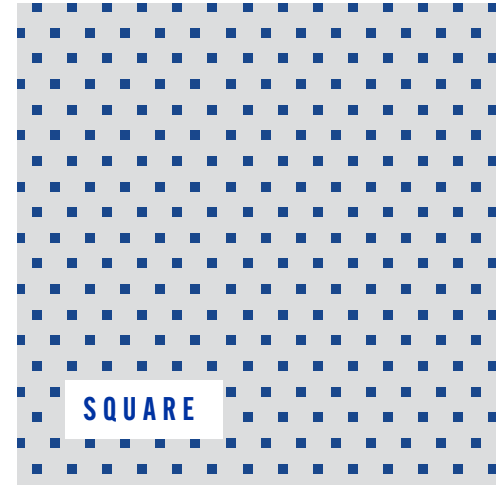
Patterns and textures are an important element of our visual brand. They help tell our story and add depth to how we present ourselves. There are two official patterns and two official textures that we use.

Conceptually, our patterns and textures represent the idea of grace and grit. Radial and Square feel more graceful due to their consistent shapes and elegant, purposeful arrangements. They represent the collective strength of our community. Splash and Speckled feel more gritty due to their randomness, energy and texture. They represent creative expression and the messy nature of discovery. Keep these traits in mind when selecting one of the four to use.

Changing the scale of patterns and textures can produce a wide variety of effects. Larger patterns can add clear space, but too much magnification may make the pattern hard to recognize. Large textures can take over the visual focus of a layout. Smaller scales can cause visual noise. Use caution with color and type.

Color variance is another way to produce many different effects. Colors shouldn't contrast too much, and type should still

be extremely legible.



USING THE PATTERNS AND TEXTURES

TIPS

- When applying color to a pattern or texture, consider legibility, mood and contrast.
- Be considerate of the colors in your overall composition when choosing a color for your pattern or texture.
- A pattern or texture should never be the visual focus of a layout.
- To ensure the legibility of text placed over a pattern or texture, use two colors that are tonally similar for the pattern or texture and the background color.

ENHANCE YOUR *global* PERSPECTIVE

Gatton Education Abroad

Why study abroad?

Education abroad is more than just taking classes in another country. It's an experience that will prepare you to be a global citizen and a world-ready professional.

Skills that employers look for that can be cultivated through an education abroad experience include:

- Communication
- Problem-solving
- Initiative
- Teamwork
- Leadership
- Interpersonal skills
- Flexibility and adaptability
- Organization
- Cultural awareness

What Programs Are Available?

We offer different types of education abroad experiences to best fit your schedule and your comfort level with traveling. Programs are offered throughout the year. If you study abroad, you can go to another country, attend classes, and attend UK professors, you can participate in an exchange program, or you can study abroad through a partner university.

"My experience in Iceland really sparked my interest in sustainable energy, and it became a future career path. All students should have this experience, and Gatton will support them."

University of Kentucky
STOCK PITCH COMPETITION
2022



WATCH YOUR CAREER *take off.* START HERE.

at the Gatton College of Business and Economics.
gatton.uky.edu

University of Kentucky

2021-2022

Gatton WELCOME



EMERGING LEADERS BOARD

The University of Kentucky Gatton College of Business and Economics is continuing to ask the question: **WHAT'S POSSIBLE?**

Not only for students, but also for alumni and the Commonwealth and beyond.

The Gatton College is inspiring the next generation of business professionals and expanding our blueprint for the future of the Commonwealth and beyond. It's here where dreams are realized, and skills are perfected, where our wildly ambitious scholars ask hard questions and press on to discover answers alongside world-renowned faculty and business leaders. To foster this culture of engagement, belonging and support, Gatton created the Emerging Leaders Board in 2019, consisting of 32 members, all age 40 and under. "The Gatton Emerging Leaders Board is, to me, an opportunity not only to reconnect with the school but to connect with other strong business leaders that are growing their careers, and most importantly, a way to give back," said Nick Phelps, '08 finance & economics graduate of the Gatton College who now works for JPMorgan Chase & Co. "There's no question that the university as a whole, and the Gatton College, is a launch pad." This particular "launch pad" - aimed to provide students a strong foundation in 21st Century business fundamentals - connects students with alumni with varied experiences to learn, grow and launch their careers. Members of the board work with senior administration to improve

1 SAN FRANCISCO, CA
1 CHICAGO, IL
1 CINCINNATI, OH
2 NEW YORK, NY
2 WASHINGTON, DC
2 WASHINGTON, DC
6 LOUISVILLE, KY
10 BIRMINGHAM AND CENTRAL ALABAMA
3 NASHVILLE, TN
4 ATLANTA, GA
1 CHARLOTTE, NC
13

inaugural members of our Emerging Leaders Board are based in 13 cities across the United States.

LINEAR SHADOW FILLS

Linear shadow fills are a great way to add focus to specific design elements in your layouts. This effect can be applied to text and image frames.



**PUSH
FURTHER**

How to create the linear shadow fill

1 Duplicate the original type (or object).

Offset the duplicated object to create the initial shadow effect. Outline any

PUSH

3 Place the line field into the duplicated object.

Make sure the line field fills the entire space of the object.

PUSH

2 Create a field of lines.

The thickness of the lines should be in proportion with the size of the object. Use the general rule of making lines and spaces between approximately the same. Make sure that the line field is big enough to fill the entire object



4 Remove the color fill from the duplicated

Ensure that the stroke of the line field is a color that contrasts sufficiently the original object. Modify the thickness of the stroke as needed.

PUSH

USING THE LINEAR SHADOW FILLS

TIPS

- Use it to convey a sense of momentum and energy.
- Use it to draw emphasis to specific aspects of your message or layout.
- Don't overuse this technique. If it's used too much, its effect will be lost.

RESEARCH BRIEFS



HAOYING SUN
Associate Professor
of Supply Chain

From Forest to Factory
How Taylor Guitars Became a
Socially Responsible Company

STUDENT SUCCESS



For most recent graduates, their first real job means putting on a suit and heading to an office. For Alex Francke '19, it means putting on a crown and hopping in her car to travel throughout the state where she may speak at a school assembly or sing the National Anthem at an inauguration in Frankfort. Shortly after graduation, Francke won the title of Miss Kentucky 2019, and now represents the Miss Kentucky Scholarship Organization and the Kentucky Department of Agriculture.

Of her new role, she said, "Every single day as Miss Kentucky is different, as I have a couple of different hats I get to wear. My primary job is being the spokesperson for the Kentucky Department of Agriculture, but I'm also the CEO of my own arts education non-profit, the state ambassador for Children's Miracle Network Hospitals, and the state representative for the Miss America Organization."

Originally from Lexington, Francke, a Social Enterprise Scholar, graduated with a major in management and minor in international business, but took a wide array of classes. "I'm really thankful that I was challenged to take classes 'outside my wheelhouse.' Taking introductory courses in finance, economics and accounting was especially helpful to me. I want to own my own business one day and will certainly need to utilize more skills than just management and marketing."

But the most valuable thing Francke will take with her from Gattton is the relationships she forged. She said, "Some of the most important people in my life were once just my Gattton classmates. My professors and advisors are now trusted mentors and friends who have been able to give me career and life advice, and some of them even helped me get ready for the pitch I got to give when I applied for the job of Miss America."

As for the future, Francke stated, "Professionally, I am looking to work for a socially responsible company that 'does well by doing good,' as the taken phrase goes. I've worked in marketing for the past two years and enjoyed it, but I hope that in five to 10 years I have a job where I get to be an encourager to people every day, by inspiring and empowering the people I work with."

Alex
FRANCHE

| Miss Kentucky 2019

ICONS

For more casual or lighter pieces, these illustrated icons are a unique way to add a fun element to our visual brand. Each icon can be used to express multiple meanings and a variety of ideas.

The icons are created with outline in Wildcat Blue, with fills and accents that use colors from the secondary palette.

Use them sparingly to help readers visualize content. When we pair them with numbers, they're especially effective in helping illustrate fact-driven graphics.

We also have some more expressive bullet points available. These can be used for short lists or calling attention to important items.



Map



Academics



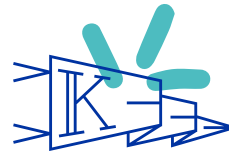
Graduation



Psychology



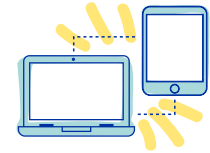
Global



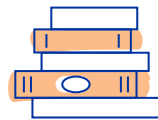
UK Pride



Leadership



Connectivity



Books



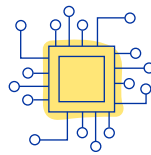
Financial Aid



Learning



Physical



Technology



Bullets

USING THE ICONS

TIPS

- Use them to create quick references and to contextualize content.
- Use them to add a sense of fun or whimsy to layouts.
- Icons are best suited for internal audience or multi-page pieces that target prospective students.



Students can complete the CPA exam while earning their Master's degree	Undergraduate accounting majors can complete the program in 10 months, and non-accounting majors can complete the program in 13 months	Accounting careers rank #1, #6, & #15 in Glassdoor's '25 Jobs with the Best Career Opportunities in the U.S.'

COLLEGE NEWS

Your Degree, Your Schedule

gattton.uky.edu/sbsa

Gattton's new Online Bachelor of Science in Business Administration (BSBA) prepares transfer students for entry-level positions across a variety of industries. Graduates will gain a broad foundation of business concepts. The flexible online schedule enables students to complete coursework when it is convenient for them, and to transfer credit for the courses they have already completed. Gattton has many students who have successfully transferred to GUC in various stages of their academic careers, and this fully online and flexible degree program is designed to meet the needs of new transfer students.

Gattton's new Real-Time, Online MBA option in the Professional MBA and Professional MBA for Leaders in Healthcare programs gives professional candidates the opportunity to learn and engage 100% online. Students can connect and participate with their faculty, classmates and project teams in a virtual classroom environment. The program provides students with the flexibility, support, collaboration and convenience needed for a high-quality online MBA experience.

"This is an exciting opportunity for us and our students," Paul Chibis, associate dean of graduate programs, said. "In 2020 and beyond, we certainly anticipate the future of our UK MBA program to be in the online space and will continue to deliver a quality online experience to our distance learners in real-time providing access to the highest ranked business college in the state."

Advance your Career with the New Real-Time, Online MBA

gattton.uky.edu/online-mba

New Certificate in Personal Financial Planning

gattton.uky.edu/cfp

Offered jointly by the Viterbi School of Accountancy and the Department of Finance and Quantitative Methods, this new online certificate program in personal financial planning is the first offered in the state of Kentucky. This program is open to students of all majors, CPAs or other professionals interested in a career in financial planning. All individuals must have completed 60 undergraduate credit hours to enroll.

Those who successfully complete the accountancy 18 credit hour program are then eligible to sit for the Certified Financial Planner (CFP) Exam.

The mission of the Viterbi Center for Entrepreneurship (VCE) is to strengthen Kentucky's economy through entrepreneurship and business outreach.

Providing education, offering mentorship, coaching, outreach, and early stage financing.

Building entrepreneurial networks, promoting innovation, and creating jobs.

Partnering with University of Kentucky to enhance quality and create value for our students.

"My greatest attachment was learning to myself: I need to trust in my ideas and what I need to offer to the market. Trust of our growth, innovation, was securing our first major contract in our first year of business."

VaShaun Mosby
CEO, VaShaun Mosby Consulting
A winning agency focused on creating profitability with customer loyalty.
Business Participation Fall 2019

"The Entrepreneur Bootcamp helped me learn about entrepreneurship, great meeting for my first company, it taught me how to think and think big."

Destin George Bell
UK Gattton Marketing graduate '18
Business Participant

Entrepreneur's Bootcamp
The signature program of Gattton's VCE. Participants develop and create business plans based through hands-on experience. The program is open to all UK students, staff, and community members, and to students who receive special credit for participating.

