UNIVERSITY OF KENTUCKY REBRAND

December 15, 2015
THE PROBLEM
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Current UK Logos

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(College of Fine Arts)  (College of Communication and Information)
NEW BRANDING
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Other University Examples

The Ohio State University

Texas A&M University

University of Michigan

The University of Tennessee

University of Oregon
NEW BRANDING
Interlocking UK
University of Kentucky
THE TOOL BOX
Colors

PRIMARY

Blue

Gray

Metallic Silver
(limited use)

SECONDARY

Light Blue

Dark Blue

Deep Blue
ABCDEF

GHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

PRIMARY FACE (SERIF)

Mercury

PRIMARY FACE (SANS SERIF)

Avenir
USAGE GUIDELINES
The one-color version in black or white is the only option available to use when placed on a background other than white. Use the white or black based on which provides the highest level of contrast.
Clear Space
LOCKUP DON'Ts

Don't horizontally scale the Lockup.

Don't vertically scale the Lockup.

Don't reproduce the Lockup in unapproved colors.

Don't reverse the colors.

Don't fill the Lockup with gradients or other patterns.

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

Don't change the composition of the Lockup. The Logo should always be to the left and vertically centered on the Wordmark.

Don't attempt to typeset the Wordmark. Only use the approved marks in the logo files.
SUB UNITS
University of Kentucky
Design

University of Kentucky
Gatton College of Business and Economics

University of Kentucky
Stuckert Career Center

University of Kentucky
Office for Institutional Research, Planning and Effectiveness
APPLICATIONS
THANK YOU