

The logo consists of the letters 'K', 'E', and 'T' in a bold, blue, sans-serif font. The 'K' and 'E' are connected at the top, and the 'E' and 'T' are connected at the top. The 'K' has a unique design with a white negative space cutout in its upper right section. The 'E' has a white negative space cutout in its middle horizontal bar. The 'T' is a simple, solid block letter.

Brand Identity Guidelines



OVERVIEW

The KET Brand Identity Guidelines provide the foundation for consistent application of the KET brand across all media including on-air, online, collateral promotions, and advertising.

Follow these guidelines in all expressions of the KET brand.

VISION

“In character, in manners, in style; in all things the supreme excellence is simplicity.”

— *Henry Wadsworth Longfellow,*
nineteenth century American poet

KET’s brand identity is crisp and clean. The significant negative space is most often white, sometimes with a gradient or glow. Negative space can also be black or gray.

Vivid, high-resolution video and photographs are essential. On television, images are most often full screen. In print and online, images are emphasized by significant negative space.

The KET logotype serves as the primary element in the KET identity. It should be used consistently without modification.

INTEGRITY

At no time may the shape, configuration, or proportions of the KET logo be altered. It may not be stretched, compressed, or skewed. Outlines may not be placed around the logotype. The KET logo may not be recreated as text.

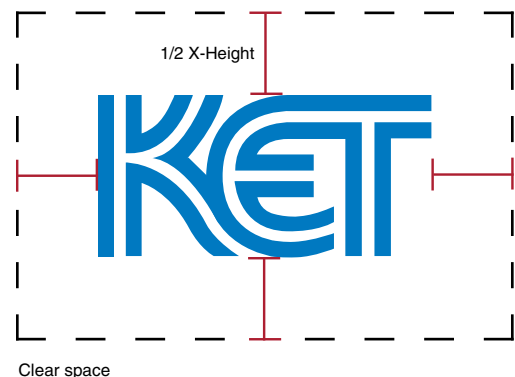
The KET logo will never be used as text in a sentence.

CLEAR SPACE

To preserve the integrity of the logo and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides of the logo. The minimum clear space required is one-half the height of logo. The clear space refers to the distance between the logo and any other graphic element such as text or additional logos.

MINIMUM SIZE

When the logo is reduced, there is a point at which it becomes ineffective. In print, the KET logo should never be reproduced to a size that is smaller than 1/4 of an inch in height. On the Web, the logo may not be smaller than 42 x 22 pixels. On air, the logo may not be smaller than 173 x 85 pixels.



COLOR SPECIFICATIONS

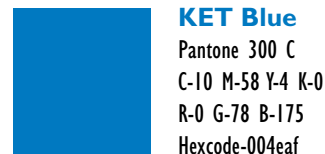
The full-color version of the KET logo is the preferred usage for all applications. The Pantone Matching System color is 300 Blue. When 4-color offset printing is used for printed materials, the logo may be reproduced in the 4-color equivalents of the Pantone colors. RGB values are provided for on-air usage and a hexcode for Web.

Black or white are acceptable in 1-color applications.

The logo will be blue, black, or white—no other colors are allowed.

LOGO APPLICATION ON COLORED BACKGROUNDS

Although the full-color version on a white background is the preferred usage, there may be instances when the logo must appear on a colored background. The logo may appear on a colored background as long as it retains maximum contrast for definition. Colors from the KET color palette are preferred (see page 10).



BACKGROUND CONTROL

To maintain the legibility of the logo and brand integrity, there will always be sufficient contrast between the logo and the background on which it appears. The KET logo may be printed on a color, pattern, or photographic background if there is adequate contrast with the logo. Shown here are examples of acceptable and unacceptable usage of the logo on various backgrounds.



Background color must always provide sufficient contrast with the logo.



The logo must reverse to white on mid-tone or black backgrounds.



The logo must reverse to white on mid-tone or black backgrounds.



Photographic or patterned backgrounds must not be overly complex.



SPECIAL EFFECTS

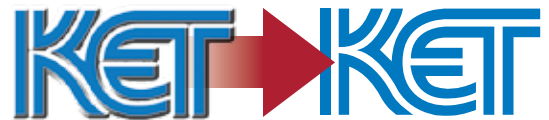
Drop shadows may be used across all media as long as the edges of the KET logo retain sharp definition.



Pillow embossing, beveling, or similar manipulation may not be applied to the logo.



Extrusions and other 3-dimensional representations are acceptable in animated treatments of the logo, provided the treatment is resolved to reveal a front view.



LOGO AS A GRAPHIC ELEMENT

The KET logo may be used as a cropped, scaled, or screened graphic element, provided the standard logo also appears in close proximity.



TYPOGRAPHY

Serif Fonts

Adobe Garamond is the primary serif font for communications carrying the KET identity. Other acceptable serif fonts are Bookman, Minion, New Century Schoolbook, Palatino, and Times.

Adobe Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Adobe Garamond Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Semibold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Adobe Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

TYPOGRAPHY

Sans-Serif Fonts

Gill Sans is the primary sans-serif font for communications carrying the KET identity. Other acceptable sans-serif fonts are Arial, Trade Gothic, Helvetica, and Verdana.

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

KET CORE COLORS



PANTONE 123 C
C-0 M-21 Y-91 K-0
R-251 G-190 B-44

PANTONE 300 C
C-100 M-58 Y-4 K-0
R-0 G-78 B-175

PANTONE 384 C
C-48 M-29 Y-100 K-6
R-123 G-131 B-0

PANTONE 310 C
C-51 M-0 Y-11 K-0
R-97 G-201 B-222

The Core Colors reflect the essence of the KET brand identity.

Core Colors In Action

The Explore logo is shown here using two of the core colors.
(*Pantone 123 C and 384 C*).

Explore Kentucky.
Explore the World.

KET COLOR PALETTE

Vibrant and warm, simple but dimensional, energetic, welcoming, strong and ambitious, relevant, engaging, natural and rich.



KET Blue:

PANTONE 300 C
C-100 M-58 Y-4 K-0
R-0 G-78 B-175

Red:

PANTONE 187 C
C-22 M-100 Y-85 K-14
R-151 G-9 B-38

Light Blue:

PANTONE 310 C
C-51 M-0 Y-11 K-0
R-97 G-201 B-222

Orange:

PANTONE 1375 C
C-0 M-44 Y-90 K-0
R-255 G-143 B-43

Green:

PANTONE 384 C
C-48 M-29 Y-100 K-6
R-123 G-131 B-0

Purple:

PANTONE 269 C
C-82 M-94 Y-28 K-16
R-60 G-33 B-86

Dark Teal:

PANTONE 3155 C
C-94 M-48 Y-41 K-14
R-0 G-83 B-102

Yellow:

PANTONE 123 C
C-0 M-21 Y-91 K-0
R-251 G-190 B-44

Grey:

PANTONE 404 C
C-52 M-49 Y-55 K-17
R-100 G-92 B-83

CO-BRANDING

To preserve the integrity of the KET logo and ensure maximum impact in environments where it appears with other logos, the rules for clear space on all sides of the logo apply.

An exception may be made when the KET logo is locked up to the PBS logo.

An exception may also be made when the logo is incorporated as part of a KET produced sub-brand. All exceptions must be approved by the marketing director.



CONTACT INFORMATION

Welcome to our brand team! We look forward to working with you to build a strong KET brand identity.

Please share your designs with KET staff for review and approval; we will work with you to ensure that logo use guidelines are met and the integrity of the KET brand identity is protected.

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