



UNIVERSITY OF KENTUCKY ATHLETICS BRAND IDENTITY



CONTENTS



UNIVERSITY OF KENTUCKY ATHLETICS INTRODUCTION



INTRODUCTION

VISION

Though our reputation and core values have remained consistent, our visual identity has varied throughout our history. Realizing the importance of a clear and distinctive brand identity when communicating with a global audience, we have spent the last 12 months envisioning the future of the Kentucky Athletics brand. The objective is to ensure that our identity is consistent across all applications and captures new audiences in an authentic and meaningful way. The results of our efforts are displayed here, and this guide will serve as a directive for implementing the Kentucky Athletics Brand Identity System moving forward.

The purpose of this guide is to provide a framework that enables the University of Kentucky staff, partners and suppliers to express the Kentucky Athletics brand effectively across a wide range of applications and media.



INTRODUCTION

UNIVERSITY OF KENTUCKY ATHLETICS BRAND

What are the elements that make up Kentucky's brand identity?

- The words you choose
- The type you use
- The colors, graphics, and imagery you display
- A unique and iconic primary logo

These are the key building blocks that help tell the Kentucky story and shape the perception of Kentucky Athletics.

Underlying all Kentucky brand expressions is a detailed, well-ordered system of visual assets. When implemented consistently, this unified system is an expression of the values of the Kentucky experience.



INTRODUCTION

WHERE TO BEGIN

Within the framework of this guide are the elements needed to articulate the University of Kentucky Athletics brand. While consistency is important, you won't find a rubber stamp. Instead, you will find all the tools you need to deliver a range of visual expressions. As you determine the story you will tell and how you want to tell it, you can rely on the components of this guide to provide inspiration.

A SYSTEM DESIGNED FOR FLEXIBILITY

In the rapidly evolving landscape of intercollegiate athletics, the University of Kentucky Athletics brand must evolve to keep pace with our needs. To adapt, we've created an identity system that is designed to grow into the future. Classic, yet powerful and forward-thinking, our visual system is flexible enough to let you build communications that are fun and dynamic, or create messaging that is clean, simple and elegant.



INTRODUCTION

BRAND ATTRIBUTES

Brand attributes are a set of characteristics that represent the essence of the Kentucky brand. These attributes identify personality traits and serve as a filter for all of the components of the identity system. These are the characteristics associated with Kentucky Athletics:

CHARACTER — Following Rules/The Right Way

INTEGRITY — Following Your Heart

WELL-ROUNDED — Complete College Experience

FIRST CLASS — The Absolute Best In Terms of Student-Athlete Experience



INTRODUCTION

BRAND OVERVIEW

The building blocks for communicating the Kentucky brand identity in a unified, consistent way have been established by a team of University stakeholders. Comprised of core elements including logo, color and typography, as well as extended expressions including treatments, patterns and textures, this wide range of tools is designed to be flexible and expandable enabling creativity and innovation across all media. To effectively define the Kentucky brand experience, these core elements must be aligned across every touch point.

The following sections provide creative guidance on how to use the brand palette.

With a shared design sensibility, each element can be used to elevate the Kentucky Brand in a way that is immediately recognizable. The brand identity reinforces our mission to innovate in all areas of the daily operation of the University and to raise social awareness within the Lexington community and the Commonwealth.



UNIVERSITY OF KENTUCKY ATHLETICS PRIMARY IDENTITY



PRIMARY IDENTITY



UK LOGO

In February 1865, amid the still smoldering embers of the Civil War, John Bryan Bowman advocated for a public university in Lexington. Though located in the Bluegrass, the Agriculture and Mechanical College of Kentucky University would go on to serve the better interests of the entire Commonwealth. It was a profound idea that a university had the ability to change people's lives through unmatched higher education, innovative research and discovery, and outreach that uplifts and heals communities and the people it serves.

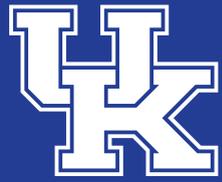
Today, at its 150-year anniversary, the University of Kentucky is pioneering new ways to carry out its mission to our

students, faculty, staff, alumni and friends, and the people of the Commonwealth of Kentucky. It is the idea that we have been charged to lead as our state's flagship through a multifaceted mission of education, research, service and health care. Throughout this long history, as traditions began and evolved, a variety of logos and verbiage came to signify the University or one of its many facets. The interlocking UK mark was first introduced in the late 1990s and adopted by all of UK's athletics programs in 2005.

The interlocking UK logo is recognized globally as the primary symbol of Kentucky Athletics. The version included here

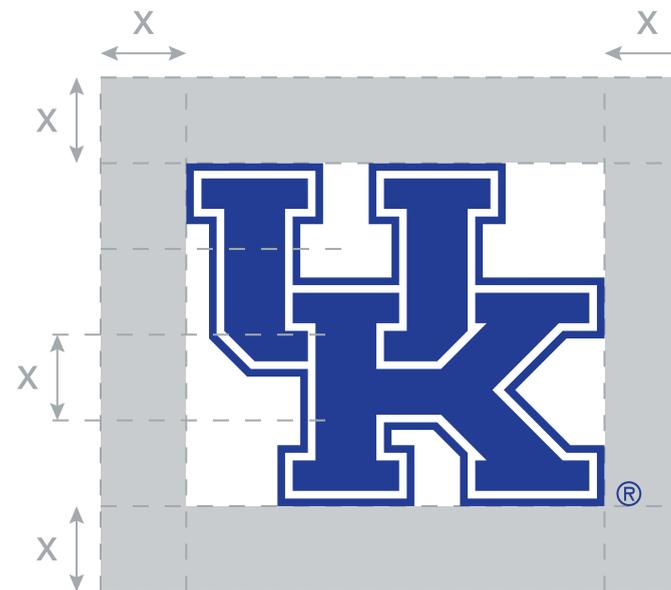
is built on a strong foundation—honoring the brand equity that has accrued over decades of competition and further reinforcing the brand for the next generation.

Subtle refinements have been made to the primary mark. The logo has been rebuilt using consistent and practical geometry to help bring balance to the mark in size, scale and the relative position of its foundational shapes. Additionally, a typographic system has been designed creating a relationship between each form—the inner and outer strokes relate to each other with equal units while the “U” and “K” are built with common proportions in mind.



PRIMARY IDENTITY

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the 'X'.



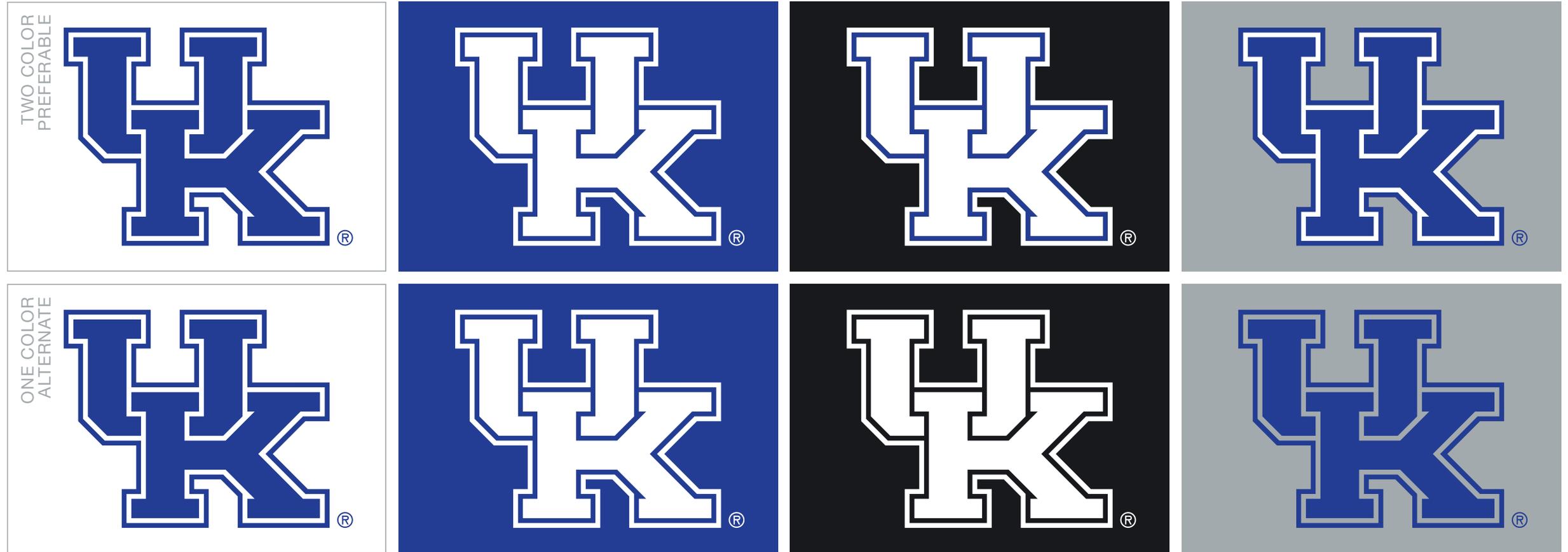
$X = 1/4$ HEIGHT OF LOGO

NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Kentucky Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens and pencils, CD spine labels). Contact the University of Kentucky Athletics Trademarks & Licensing for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.



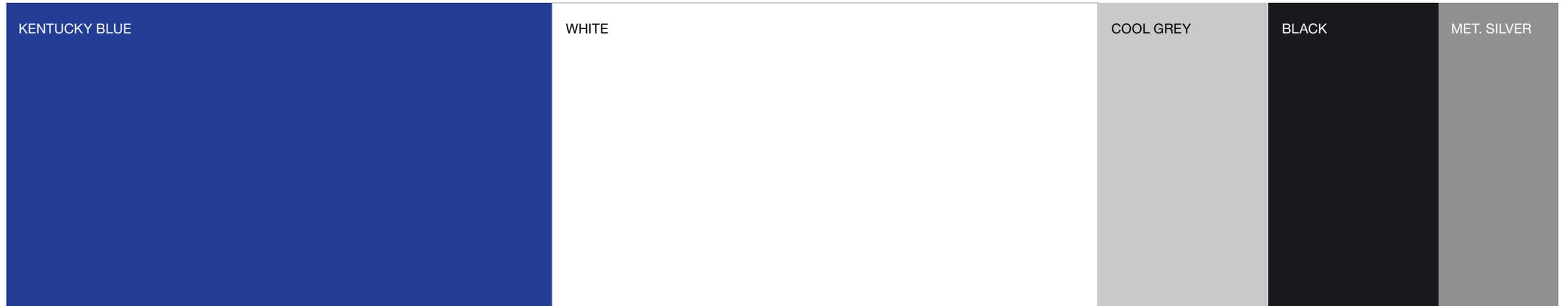
PRIMARY IDENTITY

The logo can be used in the color variations shown below.





PRIMARY IDENTITY



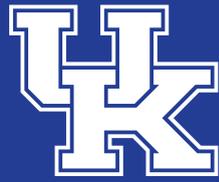
COLOR PALETTE

When it comes to communicating the Kentucky Athletics brand, color is quintessential. The following color configurations show how Kentucky's primary and secondary colors can be expanded analogously to build harmonious color palettes and complementary pairings.

Kentucky blue and white remain the primary colors of Kentucky Athletics, and black, cool grey and metallic silver have been included as part of the secondary color palette. The secondary colors complement the primary palette. These colors may be used to provide variety and visual interest.

At times, an opportunity arises to utilize an expanded color palette or colors outside of the core palette. This is typically seen in the occasional use of a unique uniform, like those that support special initiatives such as breast cancer or honoring public service members. Though acceptable for special occasions, colors outside of the primary color palette are not intended for long-term use.

Beyond the field of play, color plays a critical role in the retail environment. Retail brand expressions should have seasonal core palette flexibility and when used correctly, will complement the primary color palette utilized on the field of play.



PRIMARY IDENTITY

PRIMARY COLOR PALETTE

<p>KENTUCKY BLUE PANTONE 286 C CMYK: 100/75/0/0 RGB: 0/51/160 HTML: #0033A0</p> <p>MADEIRA: 1134 ROBISON-ANTON: 1842</p>	<p>WHITE No Ink (Or Use Opaque White) CMYK: 0/0/0/0 RGB: 255/255/255 HTML: #FFFFFF</p> <p>MADEIRA: 1002 ROBISON-ANTON: 2297</p>
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SECONDARY COLOR PALETTE

<p>COOL GREY PANTONE Cool Gray 3 C CMYK: 8/5/7/16 RGB: 200/201/199 HTML: #C8C9C7</p> <p>MADEIRA: 1011 ROBISON-ANTON: 2592</p>	<p>BLACK PMS Process Black C CMYK: 0/0/0/100 RGB: 44/42/41 HTML: #2C2A29</p> <p>MADEIRA: 1000 ROBISON-ANTON: 2296</p>	<p>METALLIC SILVER PMS 877 C Metallic CMYK: 0/0/0/40 RGB: 214/214/209 HTML: #A5ACAF</p> <p>MADEIRA: 1087 ROBISON-ANTON: Alum. J Metallic</p> <p>LIMITED USE</p>
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NOTE: In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE® is the property of Pantone, Inc.



UNIVERSITY OF KENTUCKY ATHLETICS TYPOGRAPHY



TYPOGRAPHY

KENTUCKY[®]
WILDCATS[™]

WORDMARKS

Type tells a story. The right typeface, used consistently, can become a strong brand identifier. To assist in creating a consistent look for a wide variety of athletic communications, a custom display typeface and numeral set have been included as an enhancement to the primary identity.

Strong typography is a critical component of the Kentucky Athletics identity, and speaks to the hardworking and determined nature of Kentucky's athletes, coaches and fans. Our custom font, named "Kentucky Block," fuses modern foundational forms with universal functionality that is unmistakably Kentucky. Kentucky Block is a contemporary take on a square slab serif, which is characterized by thick, block-like serifs.

The Kentucky and Wildcats wordmarks are bold graphic treatments that help create a clear, consistent, and visually memorable identity.

The wordmarks work closely in support of the primary identity, and are comprised of custom-set letters from the Kentucky Block typeface. These elements create a powerful, exclusive look that distinguishes the wordmarks from other institutions, and cannot be created by typesetting generic lettering.



WORDMARKS

The protected area around the logotype ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the 'X'.



X = 1/2 OF CAP HEIGHT

NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Kentucky Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens and pencils, CD spine labels). Contact the University of Kentucky Athletics Trademarks & Licensing for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.



WORDMARKS

The logotype can be used in the color variations shown below.

KENTUCKY[®]

KENTUCKY[®]

KENTUCKY[®]

KENTUCKY[®]

KENTUCKY[®]

KENTUCKY[®]

KENTUCKY[®]

KENTUCKY[®]



WORDMARKS

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WORDMARKS

The logotype can be used in the color variations shown below.

WILDCATSTM

WILDCATS

WILDCATSTM

WILDCATSTM

WILDCATSTM

WILDCATSTM

WILDCATSTM

WILDCATSTM



NUMERALS

1 2 3 4 5 6 7 8 9 0



NUMERALS

The numerals can be used in the color variations shown below.





UNIVERSITY OF KENTUCKY ATHLETICS SECONDARY IDENTITY



TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TORQUE - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TORQUE - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TORQUE - BOLD

SECONDARY TYPOGRAPHY

Torque is a modern sans serif inspired by the athletic, space exploration, video game and sci-fi movie lettering styles. It has a soft, yet stern, look capable of representing nearly everything from traditional sports to advanced technology. Torque Bold is soft, yet stern, reserved and boisterous, today and tomorrow. Pairing Torque with the KENTUCKY wordmark creates a voice spoken in a bold, confident tone.



SECONDARY IDENTITY



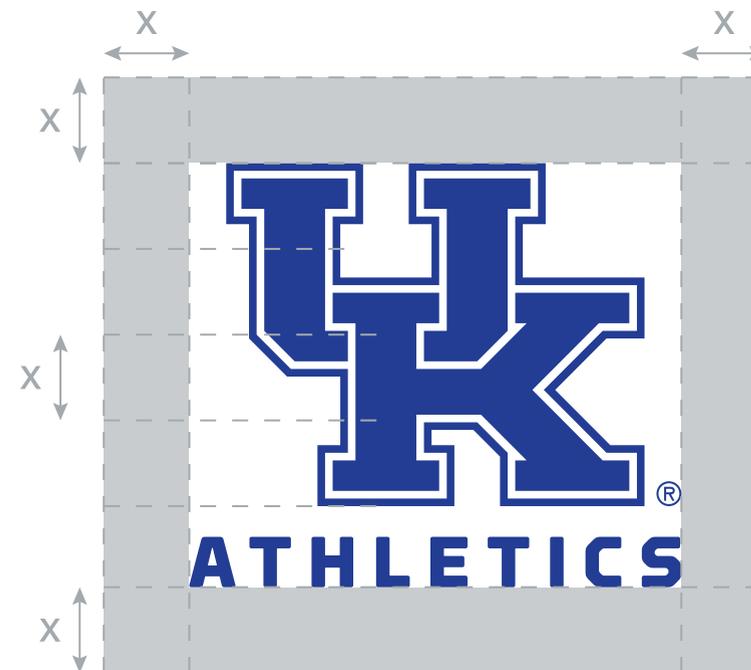
SPORT-SPECIFIC LOCK-UP

Sport-specific wordmarks supply freshness and uniqueness to products when needed and represent specific university athletics programs. Sport-specific wordmarks unify athletics and promote consistency across the brand by sharing a common visual language and hierarchy. Each sport benefits from identification as part of Kentucky Athletics. Furthermore, the system communicates the diversity of the athletics program while building equity in the core brand.



SECONDARY IDENTITY

The protected area around the lock-up ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the 'X'.



$X = 1/4$ HEIGHT OF LOGO

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SECONDARY IDENTITY

The lock-up can be used in the color variations shown below.





SECONDARY IDENTITY

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SECONDARY IDENTITY

The lock-up can be used in the color variations shown below.

KENTUCKY[®]
ATHLETICS

KENTUCKY[®]
ATHLETICS

KENTUCKY[®]
ATHLETICS

KENTUCKY[®]
ATHLETICS



SECONDARY IDENTITY

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SECONDARY IDENTITY

The lock-up can be used in the color variations shown below.

WILDCATS™
ATHLETICS

WILDCATS™
ATHLETICS

WILDCATS™
ATHLETICS

WILDCATS™
ATHLETICS



SECONDARY IDENTITY



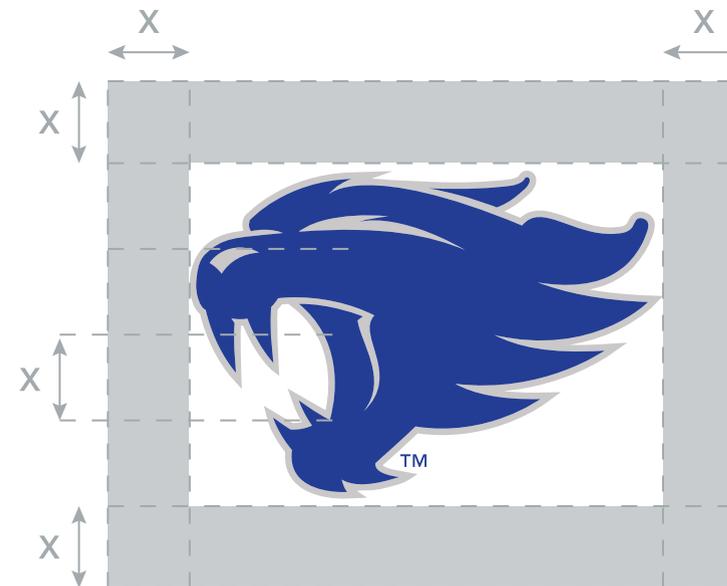
WILDCAT LOGO

The official nickname for the University of Kentucky's athletics teams is "Wildcats." The nickname became synonymous with UK shortly after a 6-2-football victory over Illinois on Oct. 9, 1909, on the road. Commandant Carbusier, then head of the military department at old State University, told a group of students in a chapel service following the game that the Kentucky football team had "fought like Wildcats." Later the name Wildcats became more and more popular among UK followers as well as with members of the media. As a result, the nickname was adopted by the University.



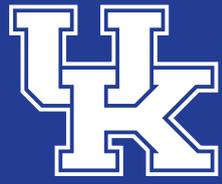
SECONDARY IDENTITY

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$X = 1/4$ HEIGHT OF LOGO

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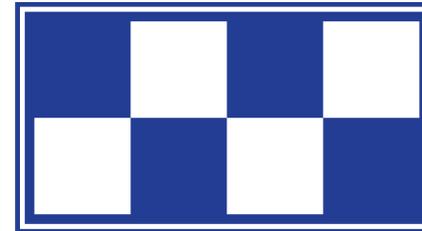
SECONDARY IDENTITY

The logo can be used in the color variations shown below.





SECONDARY IDENTITY



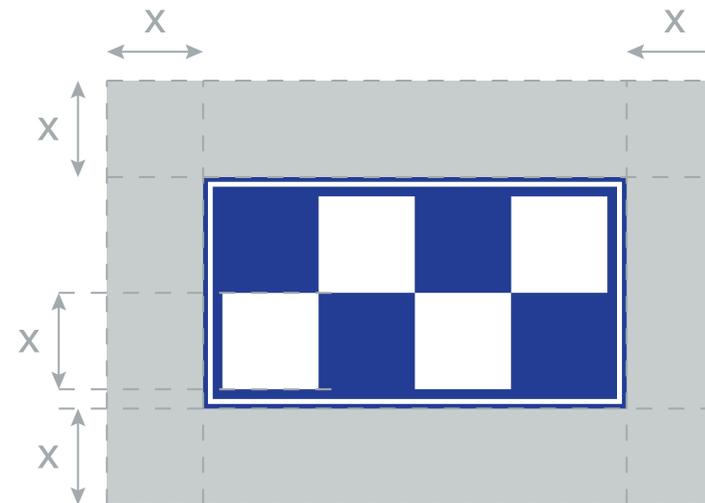
CHECKERBOARD PATTERN & CHECKERBOARD LOGO

Stoll Field, the stadium prior to Commonwealth, sported checkerboard end zones during the 1930 season. The UK Checkerboard was inspired by the jockey silks of Secretariat. When it comes to horse racing, Kentucky is second to none. The city of Lexington is the horse capital of the entire world. After Secretariat became the first Thoroughbred to win the triple crown in 25 years, the iconic checkerboard blinker he wore crossing the finish at Belmont became a symbol of on-field performance. This interpretation of the iconic UK checkerboard can be used as a graphic—eight units representing the eight men’s basketball national championships.



SECONDARY IDENTITY

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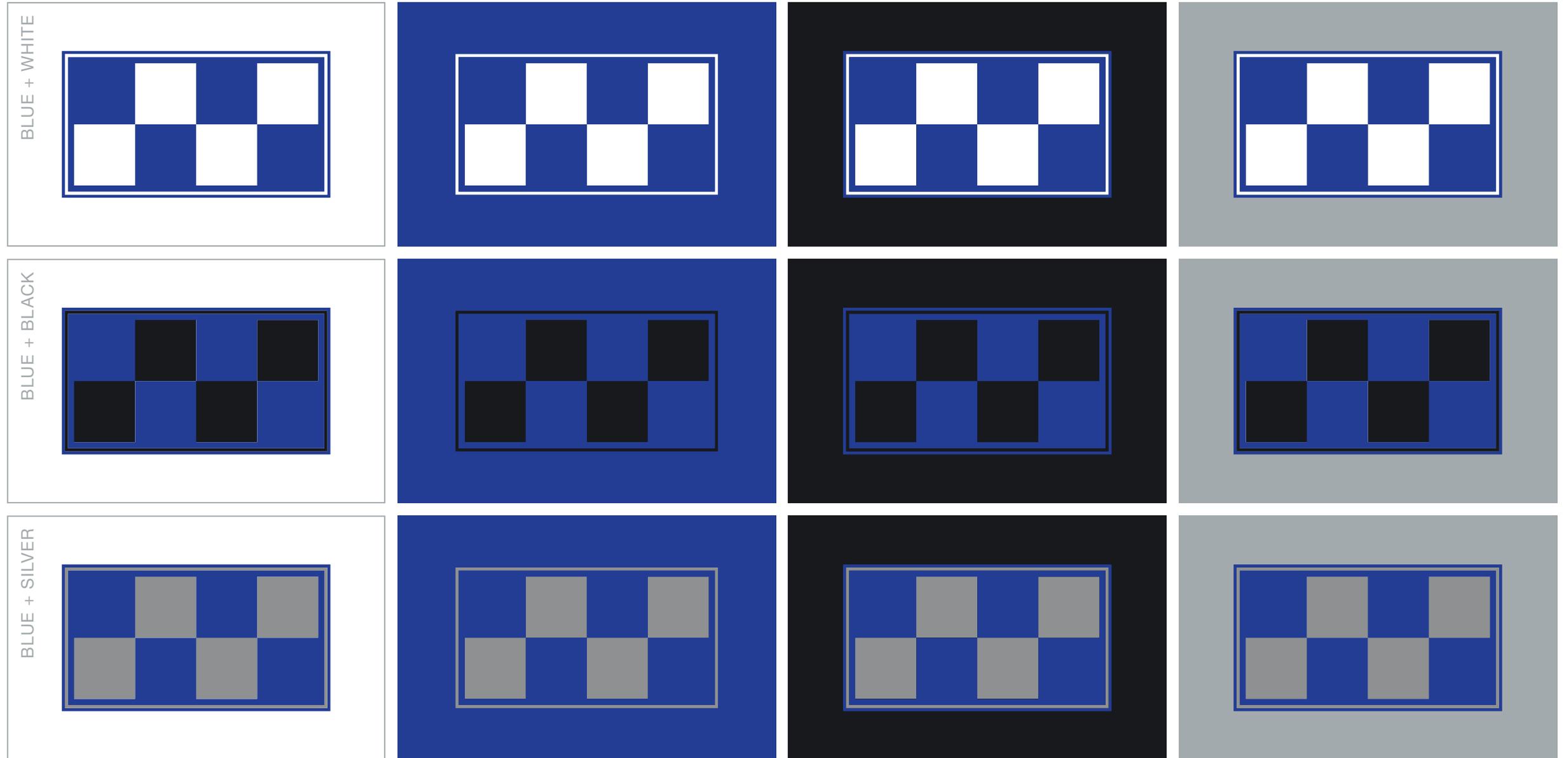
X = HEIGHT OF ONE SQUARE

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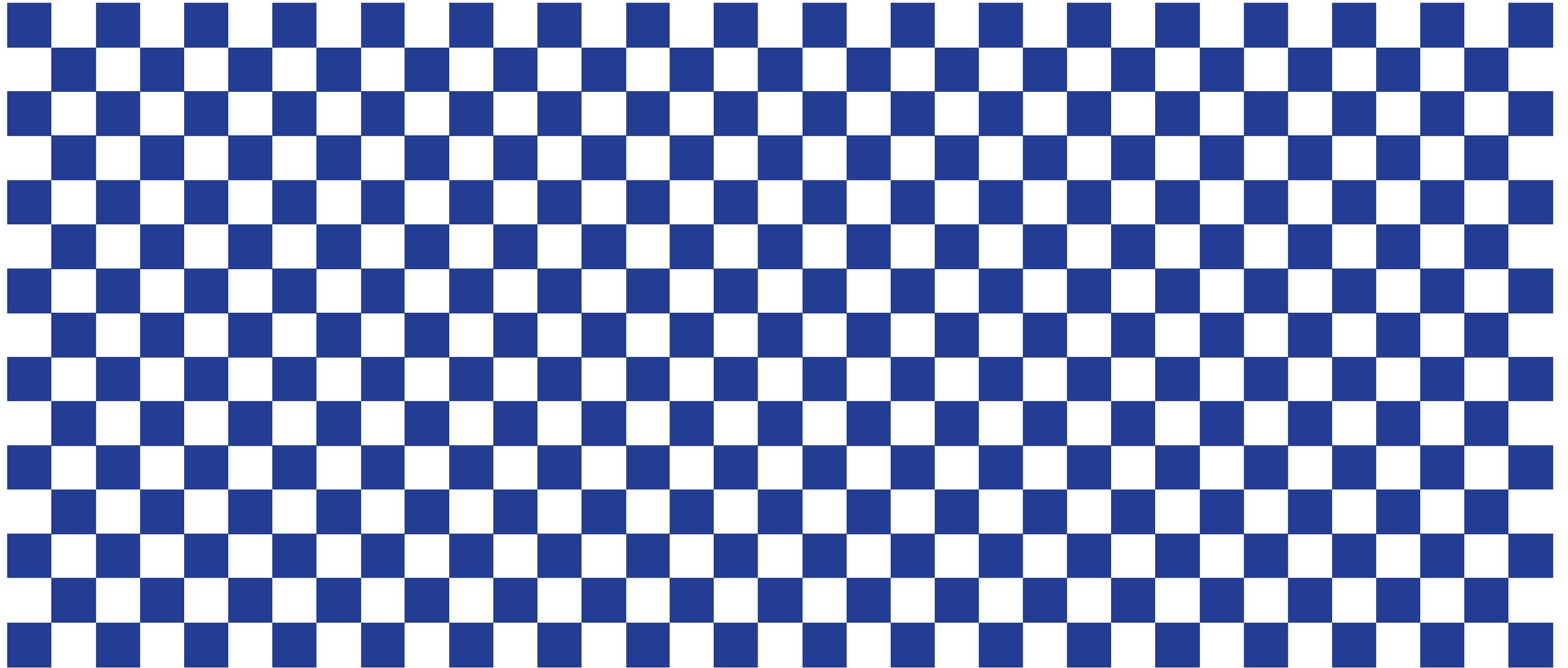
SECONDARY IDENTITY

The logo can be used in the color variations shown below.





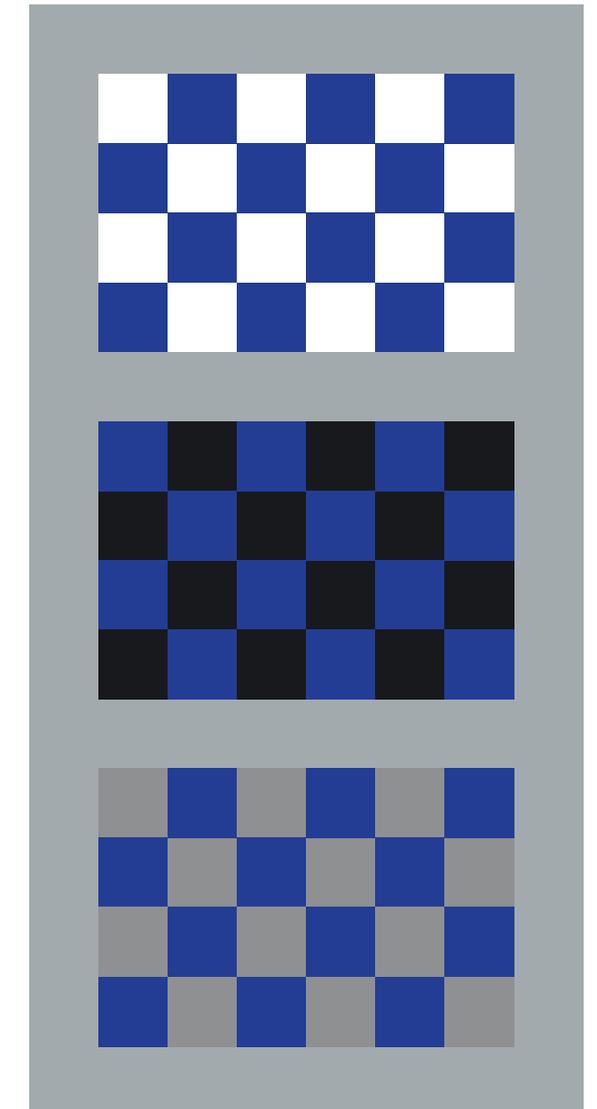
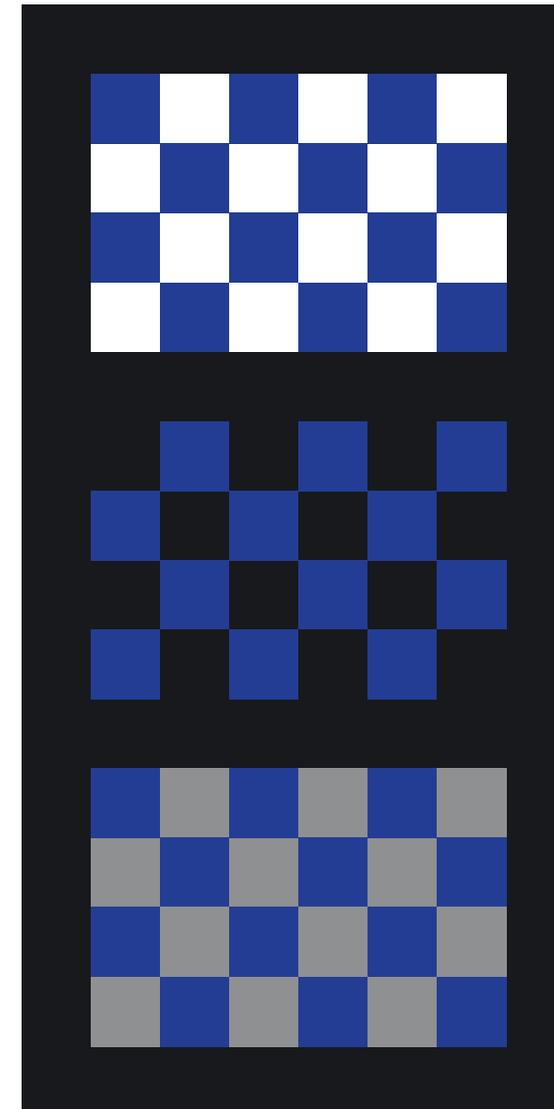
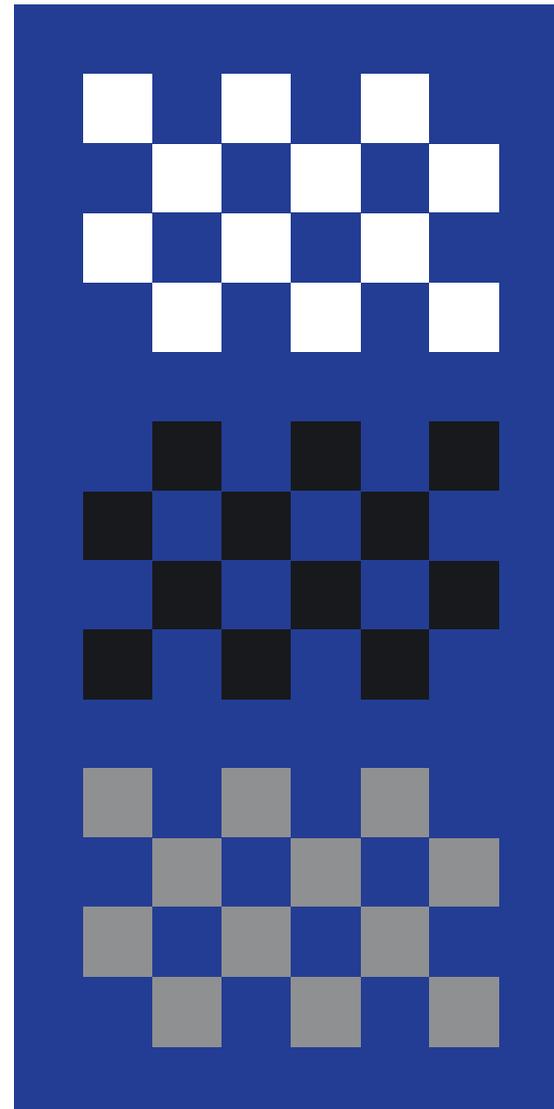
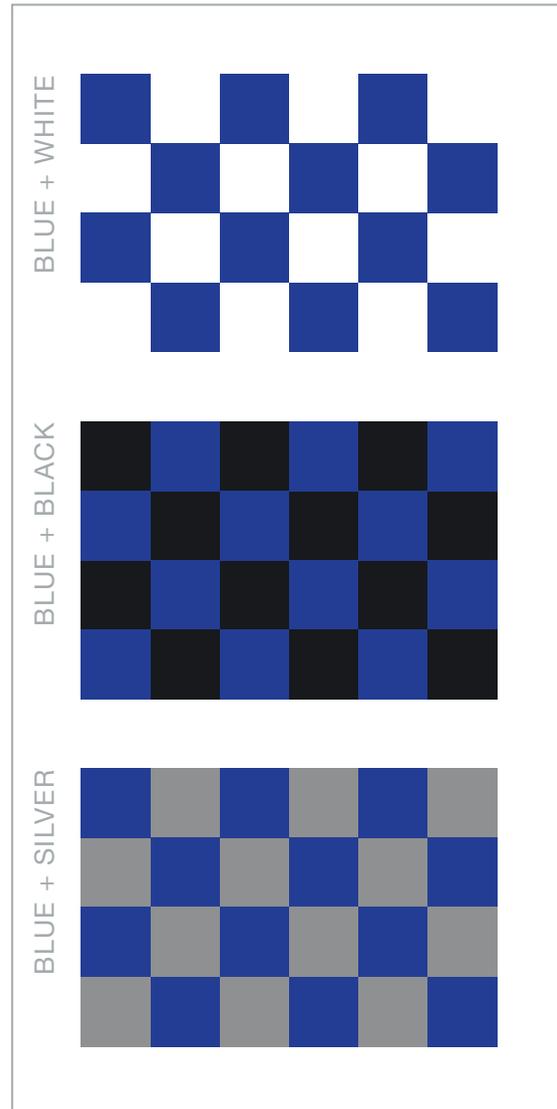
SECONDARY IDENTITY





SECONDARY IDENTITY

The pattern can be used in the color variations shown below.





UNIVERSITY OF KENTUCKY ATHLETICS BRAND APPLICATION



BRAND APPLICATION

When it comes to developing a brand, consistency is key. That doesn't mean everything has to look the same. Using the brand identity system in a consistent manner will build credibility for the brand, speed recognition, and differentiate us from the competition. As you evolve the design elements of current design systems, remember that one of the cornerstones of a memorable brand experience is our continued, consistent expression of that brand.

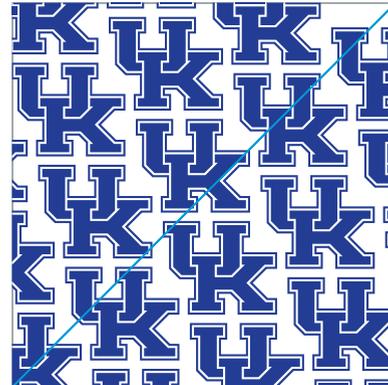
The University of Kentucky Athletics Brand Identity System is designed to support a range of creative expression, from the calm to the dynamic. You can now infuse any expression with precisely the right tone to support the right marketing message for your audience. No matter what expression you choose — your communications will be supported by a foundation built on design integrity and quality.



BRAND APPLICATION



1. At no time should anything (other logos, type etc.) be placed over the identity elements.



2. Identity elements should not be used as a repeat in closed patterns.



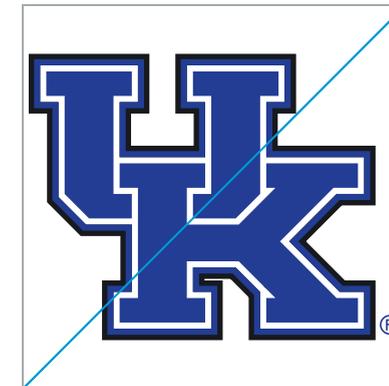
3. Identity elements should not be modified, stretched or distorted in any way.



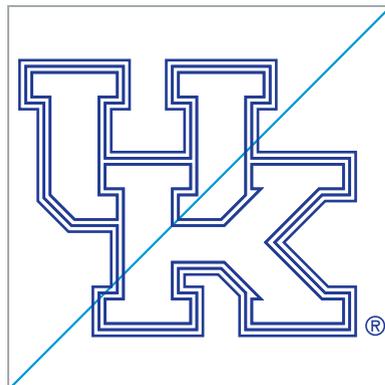
4. Identity elements should not be used in any other color combinations other than those specifically called out in this manual. Some color variations are acceptable for consumer products. Contact Trademarks & Licensing for approval.



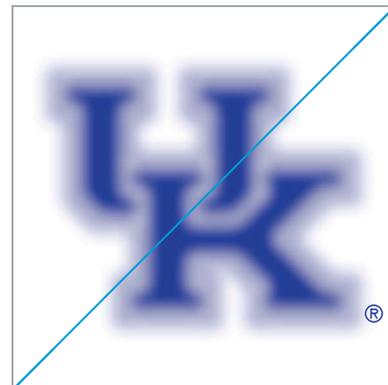
5. Identity elements should not appear against any distracting textures or repeated patterns.



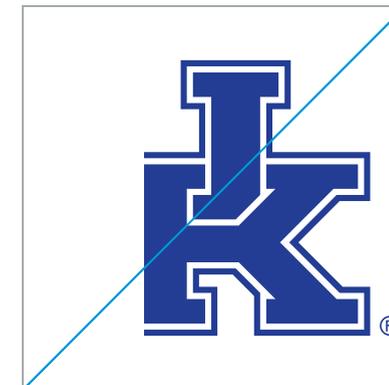
6. Identity elements should not be outlined in any other way other than those specifically called out in this identity manual.



7. Identity elements should not be used as an outline.



8. At no time should effects be added to the identity elements. (Glow, Posterize etc.)



9. Do not crop the identity elements in any way.



BRAND APPLICATION



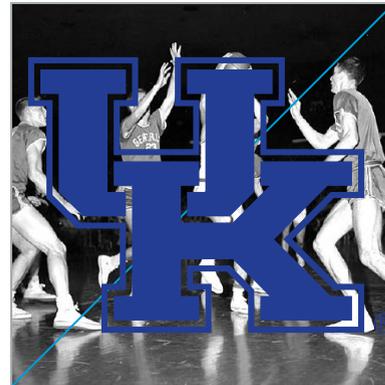
10. At no time should the proportions of the sport lock-ups be changed.



11. At no time should the positions of the identity elements in the sport lock-ups be modified.



12. Identity elements should not be tilted or rotated.



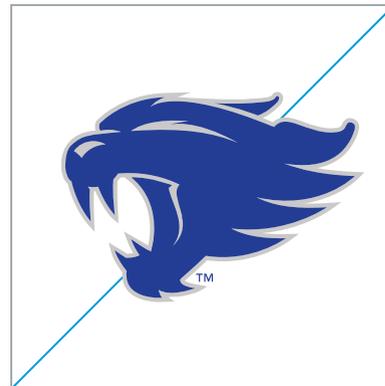
13. Identity elements should not be placed on photographic backgrounds.



14. At no time should additional graphics be added to the identity elements



15. At no time should the elements in the primary mark be used separately.



16. The Wildcat Mark should always appear within the same vicinity with primary Kentucky Branding (UK Logo and Kentucky Wordmark).



TRADEMARK & LICENSING

The University of Kentucky has delegated the responsibility for this program to the University of Kentucky Office of Trademark and Licensing. A formal Licensing program has been established to ensure University control of its identity, facilitate the process of securing authorization for legitimate third party uses, and to ensure that the University secures a legitimate royalty from the promotional use of the marks.

Office of Trademark Licensing

Joe Craft Center
338 Lexington Avenue
Lexington, KY 40506

Nathan Schwake
859-257-8022
nathan.schwake@uky.edu

Heath Price
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