

Kentucky Career Center

Brand Guidelines



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What is our brand story?

As a team of experts, we are dedicated to providing Kentucky employers with a qualified, skilled workforce and the people of Kentucky with career, job training and educational opportunities.

With the unique ability to connect employees and employers through the combined efforts of state and local partners, we will become a valuable, competitive and best-in-class asset in the growth of our regional and national economy.

By guiding, empowering and inspiring our customers, we will continue our mission to create success stories across the Commonwealth.

Our new Brand Identity is a reflection of this mission. Focusing on the ideas of guidance and growth, it's bold simplicity will serve as a reflection of who we are and who we strive to become. Kentucky Career Center is where growth begins.

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Visual Tour

The Visual Tour is included in the guidelines to serve as examples and benchmarks of how to bring the identity system to life in various formats and media. Examples can be used to create initiative artwork and design templates, or simply as a starting point of inspiration for designers when creating various brand collateral.



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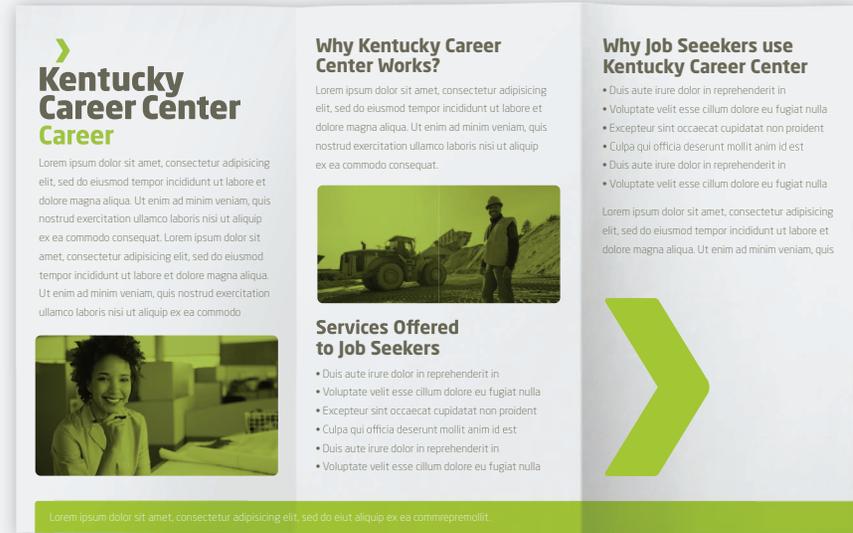
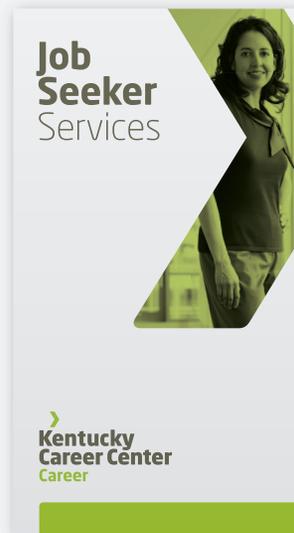
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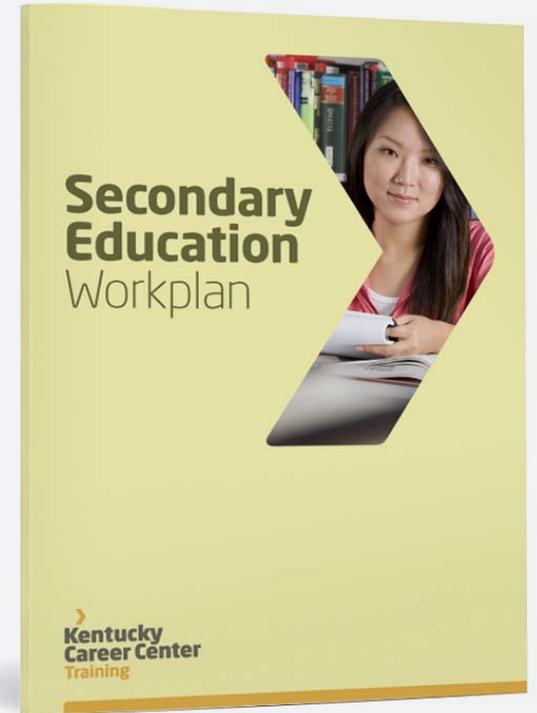
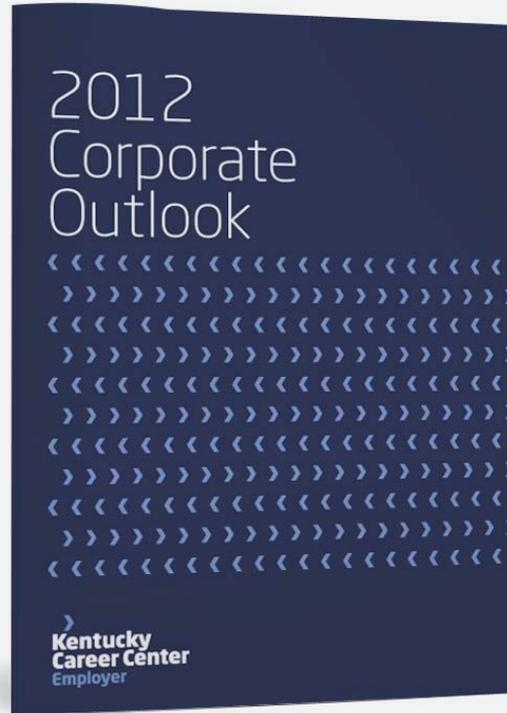
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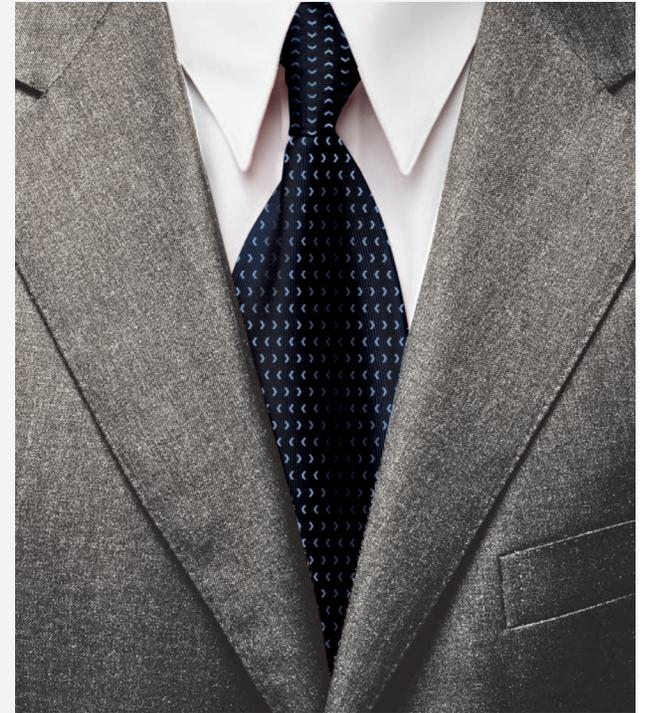
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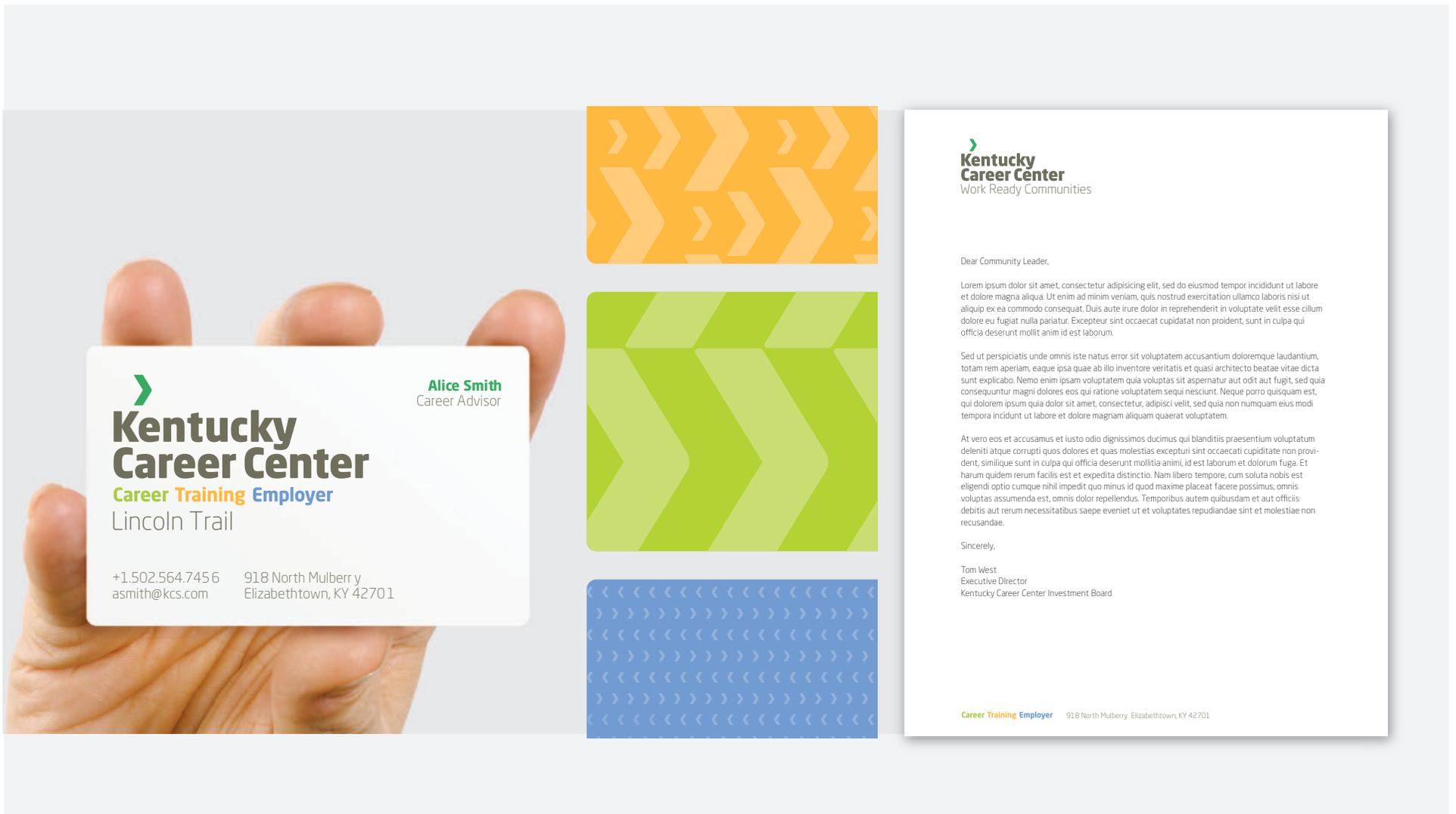
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Master Brand Mark

Recommended Usage

The Master Brand Mark should be used in instances where the brand as a whole is the primary focus of brand communication—not any one particular service division. This mark is the core brand mark in its most pure, powerful and iconic state, and should be utilized whenever there is the need to create simple, strong and impactful branding. It should also be used in instances where there is limited reproduction capabilities such as embroidery or when reproducing at extremely small sizes. It should be used to make a clear and concise statement of identity. This brand mark version can be used on any number of materials such as, but not limited to, signage, environmental executions, promotional materials and digital media.



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Components of the Master Brand Mark

The Kentucky Career Center Master Brand Mark consists of two elements: the Arrow Symbol and the Logotype. The Logotype always appears with the Arrow Symbol in the approved size relationships shown throughout these standards.

The position, size, color, spatial and proportional relationships of the elements of the mark have been carefully determined and may not be altered.

A. Arrow Symbol

The arrow symbol may be used without the logotype as a symbol of guidance and growth, integrated with photography or as part of a pattern.

B. Logotype

The logotype is a carefully modified version of the Neo Sans™ typeface. The logotype should never be altered or used without the Arrow Symbol.



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Clear Space and Sizing

The consistent and proper use of the Kentucky Career Center master brand mark helps to build our brand and increase our name recognition. As the cornerstone of our visual identity, the look and placement of the Kentucky Career Center mark must be consistent at all times. Otherwise, the brand image could be adversely affected over time.

A. Clear Space

Clear space is the area that surrounds the mark and maximizes the visual impact of the mark. The clear space may be white, the natural color of the background medium, photos or a color from the Kentucky WorkSmart palette. It should be free of any other element including text, graphics, borders or other logos. The measurement "1x" represents the height of the arrow symbol and is used as the basis for the clear space requirements in the diagram to the right.

A.



B.

B. Minimum Size

In order to maintain readability, minimum sizes have been established. Do not reproduce the Master Brand Mark any smaller than 3/4" wide.



3/4"

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Color and Imagery

Color provides a quick and powerful means of recognition. For this reason, the two-color mark is the preferred version. When the two-color mark cannot be used, due to printing limitations, the one-color mark may be applied. Never reproduce the mark in any way other than as specified on this page.

A. Two-Color Mark

The two-color mark, is always the preferred mark and is commonly used for corporate communications, stationery and signage.

B. One Color Mark

The one-color mark is used in limited color situations, such as in newsprint, faxes and embroidery. The mark can be used in the approved one-color PMS, in black on a white or light colored background.

C. Placement of Mark on Color or Imagery

The mark may be placed on a color field or over an image. In all cases, there must be sufficient contrast for easy legibility. The mark may be used in two-color, one-color, or reversed to white when placed on a dominant color field. When the mark is placed over an image, ensure that the image is not busy or distracting.

A.



B.

The one color mark



The one color mark (black on white)



C.

The two-color mark placed on a photograph



The mark reversed out of a dominant color field



The mark reversed out of a photograph



The one-color mark placed on a photograph



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The Master Brand Signature

Recommended Usage

Similar to the Master Brand Mark, the Master Brand Signature should be used in instances where the brand as a whole is the primary focus of brand communication—not any one particular service division. This version of the brand mark varies in that it creates a brand “signature” that includes all three service area names which helps to clearly communicate the full proposition and purpose of the brand. It should be used in all instances where there is the need to clearly and transparently define to consumers exactly who the brand is and what it does. This brand mark version can be used on any number of materials such as, but not limited to, business cards, print collateral, advertising, and promotional materials.



**Kentucky
Career Center**
Career Training Employer

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The Master Brand Signature

The Master Brand Signature has three components, the wordmark and arrow, the same as the Master Brand Mark, but also features the added element of the Division signatures. Just like the Master Brand Mark, the position, size, color, spatial and proportional relationships of these elements have been carefully determined and may not be altered.

A. Clear Space

Clear space around this mark remains consistent with the Master Brand Mark.

B. Minimum Size

In order to maintain readability of the Division Signatures, the Master Brand Signature should not be reproduced any smaller than 1". This is slightly larger than the Master Brand Mark.

A.



B.



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The Service Division Signatures

In some cases printed materials, signage, business cards, etc. for the Kentucky Career Center brand will be very specific. For this reason Division Signatures have been created. As with each of the other signatures all the attributes of this mark have been carefully determined and may not be altered. Clear space and minimum size of these marks are consistent with the Master Brand Mark please reference page 14 of these guidelines.

Recommended Usage

The three Service Division Signatures should be used when communication is focused solely on one specific service area of the brand—career, training or employer. This mark should be reserved for only those particular applications, and should never be used if the overall communication is in reference to the larger Kentucky Career Center organization or broader all-encompassing offering. These service specific marks, in combination with other service specific visual tools, can work effectively to create clearly differentiated communication pieces such as print collateral, advertising, environmental executions, and promotional materials.



The logo features a green chevron pointing right above the text "Kentucky Career Center" in a bold, dark grey sans-serif font. The word "Career" is positioned below "Center" and is rendered in a lighter green color.



The logo features an orange chevron pointing right above the text "Kentucky Career Center" in a bold, dark grey sans-serif font. The word "Training" is positioned below "Center" and is rendered in a lighter orange color.



The logo features a blue chevron pointing right above the text "Kentucky Career Center" in a bold, dark grey sans-serif font. The word "Employer" is positioned below "Center" and is rendered in a lighter blue color.

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Division Signatures Color and Imagery

Because the division signatures depend on color to provide quick division recognition, for this reason the two-color mark is always the preferred version. But just as with the Master Brand Mark, there are instances when the two-color mark cannot be used and the one-color mark may be applied. Never reproduce the mark in any way other than as specified on this page.

The examples to the right are specific to the Career Division Signature, however these usages apply to all three Division Signatures and their respective division colors.

A. Two-Color Mark

The two-color mark is used for corporate communications, stationery and signage.

B. One-Color Mark

The one-color mark is used in limited color situations. The mark can be used in black on a white or light colored background.

C. Placement of Mark on Color or Imagery

The mark may be placed on a color field or over an image. In all cases, there must be sufficient contrast for easy legibility. The mark may be used in two-color, one-color, or reversed to white when placed on a dominant color field. When the mark is placed over an image, ensure that the image is not busy or distracting.

A.

The mark reversed out of a dominant color field



The mark reversed out of a dominant color field



B.

The one-color mark white



Greyscale one-color mark



The one-color mark (black on white)



C.

The two-color mark on Photography



One-color mark on Photography



Reversed out of Photography



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The Division Program Signatures

There may be situations in which a specific program will need to be locked up with the Division Signature. For this reason we have created a Division Program Signature. This mark should be used sparingly and only in specific situations. Please refer to page 1.4 in this document for specifics on how to apply this mark.

Recommended Usage

The Division Program Signatures should be used only in situations where it is relevant and necessary to refer to a specific program. This brand mark version can be used in materials such as, but not limited to, program specific print collateral. With the goal of creating a new, unified and stronger brand, this mark should be used sparingly—the Master Brand Mark and Signature are always preferred. Often, program names can be more effectively communicated on collateral materials as larger headings that are separate from the brand mark.



**Kentucky
Career Center**
Career
Job Seeker



**Kentucky
Career Center**
Training
Technical Education



**Kentucky
Career Center**
Employer
Networking

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Regional/Workforce Investment Signatures

Because the Kentucky Career Center program is statewide, made up of 10 regional and 4 investment workforce brand areas, it is sometimes necessary to distinguish the regions and investment workforces using their own Signatures. There are two versions of the Regional/Investment Workforce Signatures, The Master Brand Mark and the Master Brand Signature with the region or investment workforce name added. To the right you will see examples utilizing the Barren River and The School for the Blind in order to demonstrate the correct position, size, color, spatial and proportional relationships. The regional/investment workforce title varies, however these relationships have been carefully determined and must not be altered.

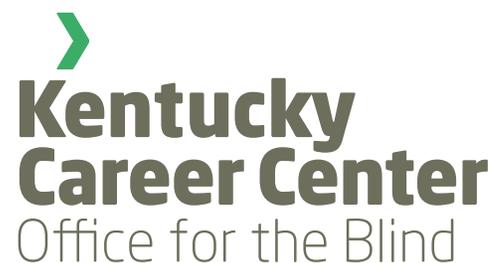
Master Brand Mark + Regional Signature



Master Brand Signature + Regional Signature



Master Brand Mark + Workforce Investment Signature



Master Brand Signature + Workforce Investment Signature



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Regional/Workforce Investment Signatures

Recommended Usage

The Regional/Workforce Investment Signatures should be used only in situations where it is relevant and necessary to refer to a specific region or branch. This brand mark version can be used on materials such as, but not limited to, business cards and exterior building signage. With the goal of creating a new, unified and stronger brand, this mark should be used sparingly—the Master Brand Mark and Signature are always preferred.

Regional Signature



**Kentucky
Career Center**
Barren River

Workforce Investment Signature



**Kentucky
Career Center**
Office for the Blind

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Co-Branding

Kentucky Career Center is not an exclusive entity. It is an inclusive ally that will build cooperation, collaboration and integration with diverse partners. Therefore there are occasions when the Kentucky Career Center logo will appear connected with another brand. When this is necessary the connecting brands logo should appear at the same height as the Kentucky Career Center logo. Depending on the circumstances of the connection either partner could appear first. Two orientations of these relationships have been developed in order to work with different applications. Please use the orientation that works best based on need.

A. Partner Brand Priority Vertical

B. Kentucky Career Center Priority Vertical

C. Partner Brand Priority Horizontal

D. Kentucky Career Center Priority Horizontal

A.



B.



C.



D.



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The Arrow Icon

The Kentucky Career Center arrow symbol was designed to be a symbol of forward progress, guidance and growth. For this reason, whenever the icon is used singularly, it should always face forward. It can be used as a navigational tool, an iconic symbol or to visualize movement. The simplicity of the icon allows it to work well at both small and large sizes.



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Arrow Icon
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Master Brand Patterns

Brand patterns are an engaging way to give the identity system energy and movement therefore helping to further visualize the brand's core purpose. The Master Brand Patterns are bold, strong and confident. They not only speak to the idea of forward progress but also assertive guidance, both key qualities of the Kentucky Career Center brand.

Usage

The Master Brand Patterns should be used sparingly as the core Master Brand should allow the landmark and singular arrow icon to be the hero and main focus.

Divisional Patterns are used more often - they are a necessary and effective way to differentiate each division.

Master Brand Pattern: assertive, straightforward, directional



Master Brand Pattern variation: forward movement highlighting the divisions



- Arrow Icon
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Division Patterns

Each division has a signature pattern designed to become a visual metaphor for their area of expertise.

A. Career

Utilizing the Career division’s assigned PMS color this pattern repeats the arrow in a consistent size creating a feeling of confident forward movement and progress.

A.

Color on white divisional pattern



Color on color divisional pattern



B. Training

Utilizing the Training division’s assigned PMS color, this pattern repeats the arrow in a series of three consecutive sizes as to visually represent the ideas of knowledge gain, skill set expansion and continuous learning.

B.

Color on white divisional pattern



Color on color divisional pattern

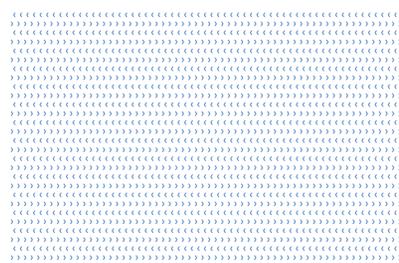


C. Employer

Utilizing the Employer division’s assigned PMS color this pattern repeats the arrow at a consistent size in an opposing directions linear movement. This juxtaposition of opposing direction is representative of the employer employee relationship. The smaller sized arrows insinuate precision and sophistication that fits with this professional focused division.

C.

Color on white divisional pattern



Color on color divisional pattern



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Cropping into the Arrow

The arrow can also serve as a dynamic cropping device for photography. When utilizing the symbol in this manner the photo must be chosen carefully. All photography style principles outlined in the photography section of the guidelines must apply and careful consideration must be made when selecting the composition. The example on the right shows an ideal crop. The image should always be readable and should never be cropped directly over a person's facial features.



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Master Brand Palette

Division Palettes

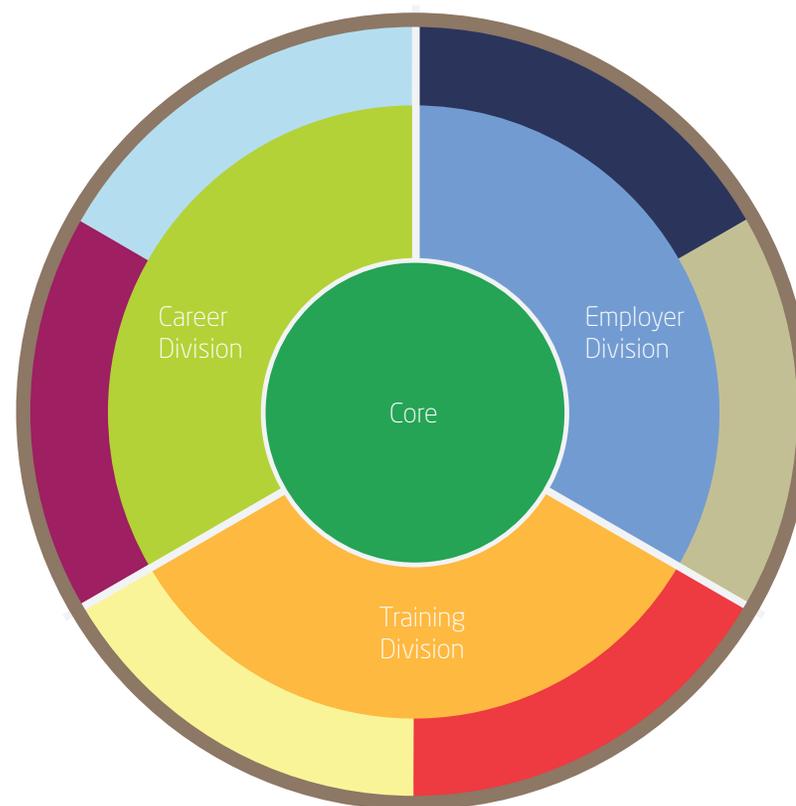
Print Specifications

Master Brand Palette

Color always plays an important role in communicating our brand.

The Kentucky Career Center color palette was chosen to be bright, optimistic and contemporary. The core Kentucky Career Center green was inspired by the green in traffic lights that guide us to move forward as well as the Kentucky geography. This is the color that is used most often as it is the Master Brand's signature color.

In addition to the Core color a second set of colors were also chosen to serve as primary division colors. These colors all complement one another while also differentiating in order to give unique visual characteristics at a glance. Secondary colors were chosen to support each division, a dark and light that when added to the primary division color creates a look and feel representative of its core attributes.



- Master Brand Palette
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Primary Division Palette

The Master Brand Palette is divided into three Primary Division Palettes according to different targets based on the Kentucky Career Center Divisions. This ensures variety as well as differentiation across the communications spectrum and allows for appropriate emotional responses from each audience.

A fresh yellow green was chosen to represent the Career division as a symbol of fresh growth and new beginnings. This "fresh start green" is complemented by a "sky blue" and "approachable purple".

A bright "optimistic orange" was chosen to represent the training division as a symbol of energy and positive thinking. Complementing the orange is a "passionate red" and a "sunrise" yellow.

Finally a more corporate palette was chosen for the career division. The primary "corporate blue" is complemented by "business suit navy" and "downtown gray".

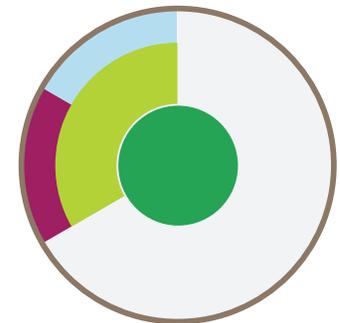
Career Division



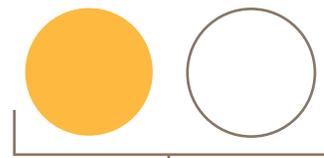
Primary Division Color



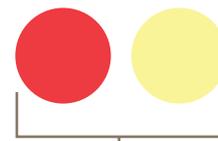
Secondary Division Colors



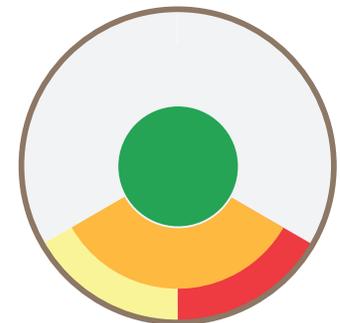
Training Division



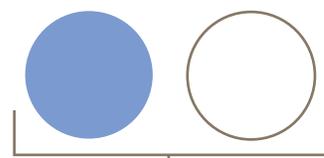
Primary Division Color



Secondary Division Colors



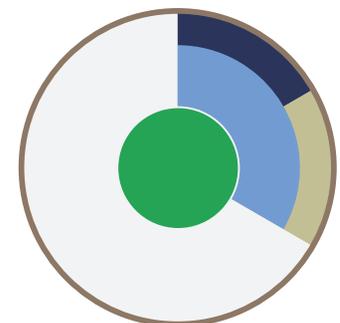
Employer Division



Primary Division Color



Secondary Division Colors



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Print Specification Chart

Adhere to the specifications in these standards and use only qualified vendors and reliable reproduction methods to ensure accurate and consistent color. To ensure utmost accuracy when matching colors use only the PANTONE® Color Matching System as your reference.

The CMYK mixes may need to be adjusted to suit your process. Be sure to match your final colors only to PANTONE® references.

All Pantone colors represent both coated and uncoated numeric value unless otherwise indicated.

Color	Palette	PANTONE®	CMYK	RGB	HEX
 go Green	Core	PMS 356 C	95.0.100.27	0.133.63	#00853F
 foundation gray	Core	PMS 417 C	1.0.25.65	117.117.97	#767662
 fresh start green	Primary Career Division	PMS 376 C	50.0.100.0	140.198.63	#8DC63F
 optimistic orange	Primary Training Division	PMS 144 C	0.48.100.0	248.151.29	#F8971D
 corporate blue	Primary Employer Division	PMS 2718 C	67.41.0.0	90.135.197	#5A87C6
 approachable purple	Secondary Career Division	PMS 228 C	0.100.4.41	156.0.88	#9C0059
 sky blue	Secondary Career Division	PMS 291 C	33.3.0.0	164.215.244	#A4D7F4
 passionate red	Secondary Training Division	PMS 200 C	0.100.63.12	211.17.69	#D31245
 sunrise yellow	Secondary Training Division	PMS 100 C	0.0.51.0	255.247.151	#FFF797
 business suit navy	Secondary Employer Division	PMS 2757 C	100.82.0.30	6.53.122	#06357A
 downtown gray	Secondary Employer Division	PMS 7536 C	0.4.22.32	185.176.152	#B9B098

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Photography

The preferred photographic style for Kentucky Career Center materials is honest, straightforward, and approachable. It employs natural lighting and bright, optimistic settings. It is friendly, unassuming, forward-thinking and inclusive. It should be focused on the end goal of where our consumer wants to be and should have the accompanying emotional tone of satisfaction and confidence. It should inspire and motivate us, and do the same for our customer base.

Portraiture

People are at the core of what we do and thus should play a strong role in photography. Kentucky Career Center portraiture should feature everyday people who appear to have been stopped in a real moment. They should be the focus of the composition, but their environment should give a glimpse into who they are. The people should be friendly, approachable and optimistic. They should reflect the benefits of our services and should represent our customers. They should inspire and motivate individuals and employers.

Each division should be accurately represented and therefore the people and environments they are in should feel appropriate for the divisional personalities.



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Portraiture
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Environment

The environmental photography for the Kentucky Career Center should always feature people interacting in a space that emphasizes the benefits of the Kentucky Career Center brand. It should also be honest, straightforward, and approachable. Photography used to communicate specifically for the divisions should accurately represent each division's benefits and services and should therein reflect the divisional personality and style.



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Arrow Integration

The arrow symbol may be used without the logotype as a symbol of guidance and growth. One way to do this is through integration in photography. When integrating the arrow into photography it is important that there be sufficient contrast so that the symbol can be clearly distinguished within the photo composition. The arrow could serve as a navigation tool, like a point on a map or an iconic symbol indicating forward movement. The photograph should include people but should not compete with the arrow symbol to make the overall composition too busy.



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Secondary Typeface

Typography

Neo Sans Pro is the one and only typeface used to communicate in materials produced for Kentucky Career Center. It is a sans-serif typeface prized for its detail and strong presence. It is professional, honest, approachable and at the same time, an extremely flexible and highly-legible typeface.

To purchase Neo Sans Pro Volume, contact the fontshop at www.fontshop.com. Only Postscript Type 1 and OpenType formats are acceptable for reproduction purposes. TrueType and Apple's dfont formats are unacceptable for reproduction.

http://www.fontshop.com/fonts/singles/monotype/neo_sans_pro_light/

primary typeface

Neo Sans Pro regular

Neo Sans Pro

Neo Sans Pro light

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄØ
 abcdefghijklmnopqrstuvwxyzåäø
 0123456789&?!E\$

Neo Sans Pro medium

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄØ
abcdefghijklmnopqrstuvwxyzåäø
0123456789&?!E\$

Neo Sans Pro bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄØ
abcdefghijklmnopqrstuvwxyzåäø
0123456789&?!E\$

Introduction

Visual Tour

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➤ **Typography**

Layout

Do Nots

Primary Typeface
Secondary Typeface

Secondary Typeface

The use of the secondary typeface, Helvetica, is permitted in limited situations only. It should never be used as part of the logo.

secondary typeface

Helvetica regular

Helvetica

Helvetica light

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÃØ
abcdefghijklmnopqrstuvwxyzåãø
0123456789&?!£\$

Helvetica bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÃØ
abcdefghijklmnopqrstuvwxyzåãø
0123456789&?!£\$

Layout and Grid System

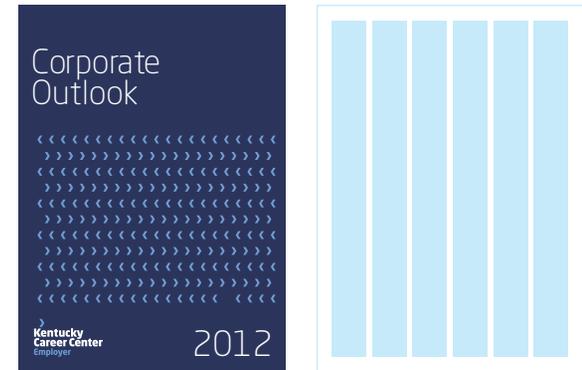
Kentucky Career Center materials should be based on a simple even-column grid that gives structure to content and ensures consistency. The number of columns in the grid can vary depending on the size of your communications pieces, as long as they are of an even number. Vertical formats are encouraged.

A 1/2 inch border is standard on all Kentucky Career Center print materials. The purpose of the border is to compensate for digital printing and provide a frame for the contents of the page layout. A border also lends a clean, professional tone to Kentucky Career Center materials. The border can be adjusted on its inside dimension to compensate for a spread's interior gutter along its spine.

Four-Column Grid-Pamphlet Cover



Six-Column Grid-Pamphlet Cover



Six-Column Grid-Booklet Spread



Kentucky Career Center Mark Unacceptable uses

To preserve the integrity of our Kentucky Career Center mark, never alter the approved configuration, substitute elements, or deviate from the guidelines discussed in the preceding sections.

To the right are examples of misuses of the Kentucky Career Center mark.

- A. Do not change approved colors of the mark.
- B. Do not reposition elements.
- C. Do not alter the orientation of the Arrow Mark
- D. Do not place on background that provides insufficient contrast.
- E. Do not enclose in a shape.
- F. Do not rearrange or resize elements

A.



B.



C.



D.



E.



F.



Kentucky Career Center Mark Unacceptable uses

To preserve the integrity of our Kentucky Career Center mark, never alter the approved configuration, substitute elements, or deviate from the guidelines discussed in the preceding sections.

To the right are examples of misuses of the Kentucky Career Center mark.

G. Do not alter or retype the wordmark.

H. Do not create new marks with the typeface and arrow symbol.

I. Do not artificially stretch or condense the mark.

J. Do not rotate mark to use vertically

K. Do not use the one-color mark in black when on a dominant color field.

L. Do not place the reversed-out mark on faces or other potentially awkward areas in photos.

G.



H.



I.



J.



K.



L.



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Brand Mark

Photography

Photography: Unacceptable uses

The following are examples of photos that do not represent the Kentucky Career Center brand and should not be used in materials that represent the brand. Photography should never be artificial, unnatural, decorative, stereotypical, dated or staged. It should also avoid clichéd, tired and predictable metaphors.

- A. Avoid artificial or unnatural backgrounds and lighting. Avoid overposing subjects.
- B. Avoid stereotypical staged settings.
- C. Avoid outdated imagery.
- D. Do not use imagery that has been obviously artificially enhanced.
- E. Avoid ambiguous imagery.
- F. Do not use amateur snapshots to represent any area of the brand.

