



## BRAND GUIDE



KENTUCKY AIDS EDUCATION & TRAINING CENTER



# LOGO USAGE

With and without tag lines



Safe Space



# LOGO USAGE

## Approved usage



## Unapproved usage



Don't horizontally scale



Don't vertically scale



Don't place vertically



Don't reassemble elements



Don't realign elements



Don't use acronym on its own



Don't change colors



Don't use dropshadow



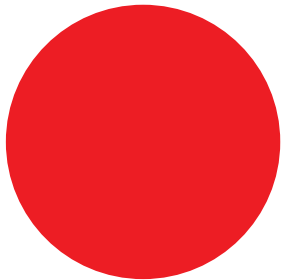
Don't place over busy backgrounds



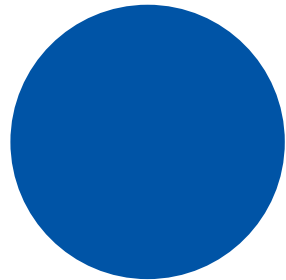
Don't place on colors that make it difficult to read

# COLORS

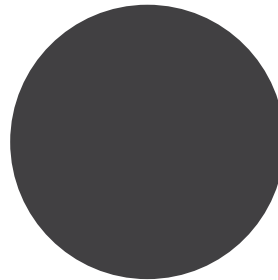
## Primary



C0 M100 Y100 K0  
R237 G28 B36  
HEX ed1c24

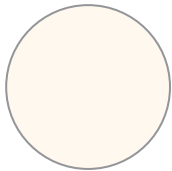


C100 M75 Y0 K0  
R0 G84 B166  
HEX 0054a6



C0 M0 Y0 K90  
R35 G31 B32  
HEX 231f20

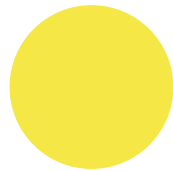
## Secondary



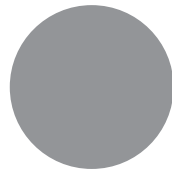
C0 M2 Y5 K0  
R255 G248 B239  
HEX fff8ef



C40 M0 Y100 K0  
R165 G206 B57  
HEX a5ce39



C7 M2 Y85 K0  
R243 G230 B70  
HEX f3e646



C0 M0 Y0 K50  
R147 G159 B142  
HEX 939598

The Primary colors are simple and bright and derivative of the logo.

- Red represents the Aids Awareness ribbon.
- Blue is the UK blue.
- Black, at 90% is strong and readable while being more comfortable.

These should be used as the main brand colors in all communication vehicles.

The Secondary palette compliments the Primary and can be used to highlight and/or draw attention to important information.

- Warm White will soften the contrast of the Primary colors on white social media backgrounds.
- Green and yellow offer bright and warm pop colors.
- Medium grey can be used for notes, disclaimers and any "official" or governmental information tagged at the bottom of the page.

**Headline** \_\_\_\_\_ Ubuntu Bold

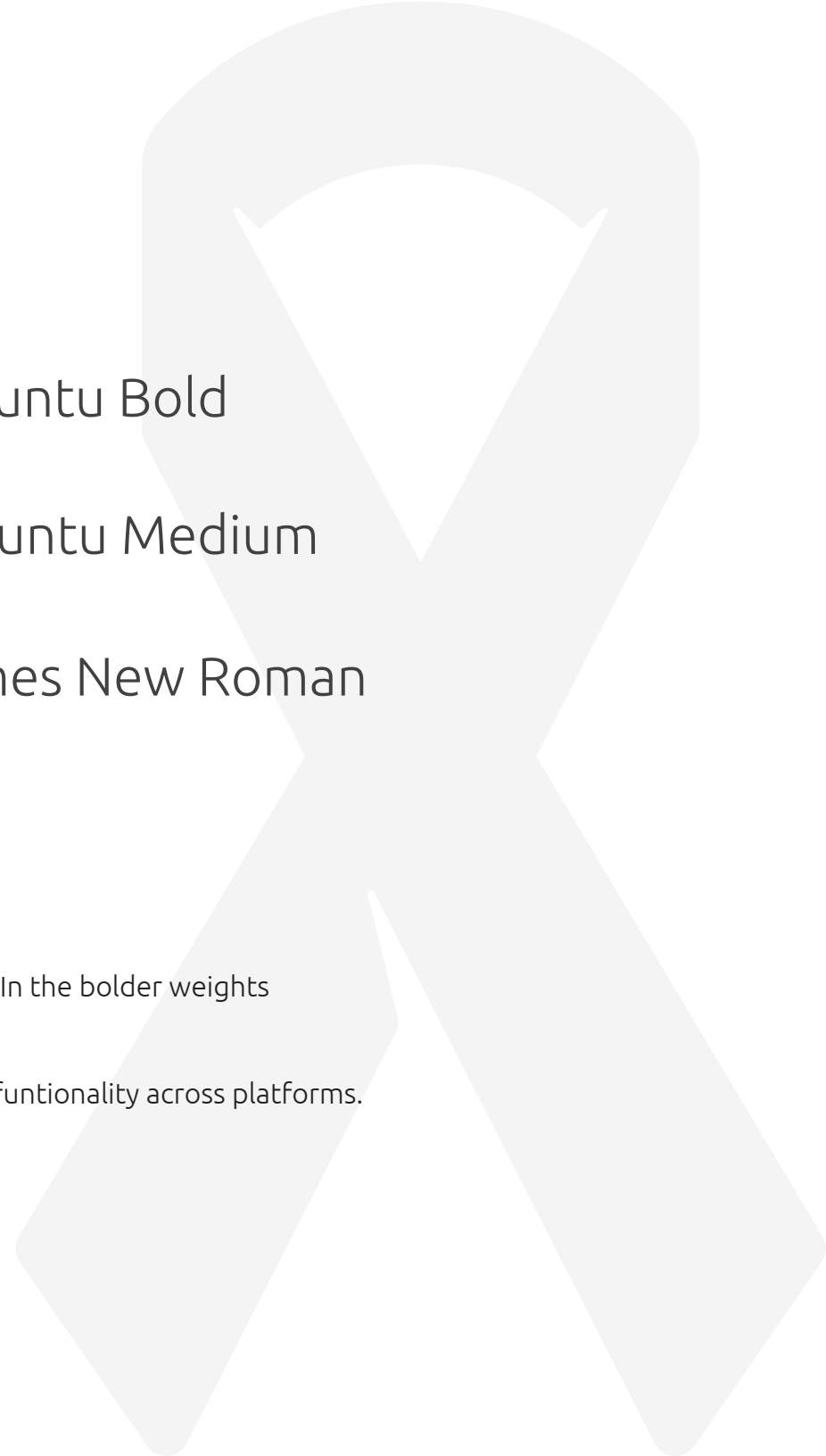
**Subhead** \_\_\_\_\_ Ubuntu Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

\_\_\_\_\_ Times New Roman

The Ubuntu font is friendly and open with clean lines and easy readability. In the bolder weights it maintains these attributes while being strong and attractive.

Times New Roman is chosen as a text font for its readability and its crossfunctionality across platforms.



## PHOTOGRAPHY



Healthy



Active



Engaging

Photography should express diversity in every age range. The allocation may skew toward the demographics that your research and strategy dictates.

Photography should be healthy and/or hopeful and results-oriented to promote what outcomes from education, awareness, and motivation can look like.

Active photos can promote healthy outcomes, success in training, events, etc. and help alleviate any hesitation or fear of engagement with the center.

Photos should be engaging. This will create immediate connection by the viewer and encourage them to read the article, post, invitation, etc. while humanizing those afflicted.