OVERVIEW

The KET Brand Identity Guidelines provide the foundation for consistent application of the KET brand across all media, including video, online, and print.

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 often white.

Vivid, high-resolution video and photographs are essential. In video, 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 the 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. Online, the logo may not be smaller than 42 x 22 pixels. In video, 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. 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.
- 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 it is greyscale and 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 Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Semibold Italic
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
The Core Colors reflect the essence of the KET brand identity.
KET COLOR PALETTE

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

1 KET Blue:
PANTONE 300 C
C-99 M-50 Y-0 K-0
R-0 G-94 B-184

2 Light Blue:
PANTONE 310 C
C-48 M-0 Y-9 K-0
R-106 G-209 B-227

3 Teal:
PANTONE 3268 C
C-86 M-0 Y-53 K-0
R-0 G-171 B-142

4 Green:
PANTONE 377 C
C-24 M-0 Y-100 K-3
R-181 G-189 B-0

5 Yellow:
PANTONE 116 C
C-0 M-14 Y-100 K-0
R-255 G-205 B-0

6 Orange:
PANTONE 151 C
C-0 M-60 Y-100 K-0
R-255 G-130 B-0

7 Red:
PANTONE 201 C
C-7 M-100 Y-68 K-32
R-157 G-34 B-53

8 Pink:
PANTONE 213 C
C-0 M-92 Y-18 K-0
R-227 G-28 B-121

9 Purple:
PANTONE 526 C
C-73 M-100 Y-0 K-0
R-112 G-47 B-138

10 Gray:
PANTONE 404 C
C-20 M-25 Y-30 K-59
R-119 G-110 B-100
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.
URL TYPOGRAPHICAL STYLE

In order to simplify and standardize KET’s online brand, use standard typography for our URL. All promotion, whenever practical, should follow this format:

All caps “KET”; lower case “.org”; and no “www”. As such:

KET.org

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 guidelines are met and the integrity of the KET brand identity is protected.

Sr. Director, Marketing, Creative Director
Tim Bischoff
(859) 258-7276
tbischoff@ket.org

Graphics Manager
John Dawahare
(859) 258-7246
jdawahare@ket.org

Communications Manager
Todd Piccirilli
(859) 258-7242
tpiccirilli@ket.org