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Brand Overview

KET was founded on the principle that everyone is entitled to learn and grow free of barriers. From the beginning, we harnessed the power of technology to be an equitable source of high-quality educational content for all Kentuckians. Today we continue to be driven by the spirit of innovation and service. In all we do, we strive to uphold our mission: Serving the public interest, KET enriches lives and builds stronger communities by educating, informing, inspiring and connecting people of every age and circumstance through the power of public media.

The KET brand conveys these ideals, and the KET Brand Identity Guidelines provide the framework for consistent application of the KET brand across all media.

Follow these guidelines in all expressions of the KET brand.

DESIGN PRINCIPLES

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.
Tone & Voice

Across platforms and media, KET’s brand voice is consistently informational and inviting.

**Approachable** — We strive to be as accessible as possible considering the wide-ranging nature of our programming and audience. We default to third person with exceptions for cases where we want to avoid an overly formal posture.

**Relevant** — We demonstrate the importance and impact of public media by highlighting our connections to individuals. Language is oriented toward the individual and the value they can find within our content.

**Engaging** — We aim to invite and inspire engagement. We are friendly, straightforward and concise.
The KET logo serves as the primary element in the KET identity. It should be used consistently and without modification.
ACCEPTED LOGO COLORS

The full-color version of the KET logo is the preferred usage for all applications. The Pantone Matching System color is 293 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 always be blue, black or white — no other colors are allowed.

KET BLUE
#2638C4
PMS 293
C 100
M 65
Y 0
K 0
Tagline & Secondary Name

Colors are PMS 293 Blue (KET Blue) and Cool Gray 7C (or 50% Black).

Tagline
Used primarily in conjunction with educational programs and services

Secondary Name
Used primarily in general communications referencing the overall KET brand.

Tagline and secondary name cannot be used when co-branding with PBS.
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.

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

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

**DO NOT ALTER IN THESE WAYS**

- Stretch/skew
- Apply emboss, beveling or similar manipulation
- Alter the logotype

**ACCEPTABLE TREATMENTS**

- Drop shadows may be used across all media as long as the edges of the logo retain sharp definition.
- Extrusions and other 3-dimensional representations are acceptable in animated treatments of the logo, provided the treatment is resolved to reveal a front view.
- 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.
BACKGROUND CONTROL

Although the full-color logo 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 colors starting on page 14).

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. These are examples of acceptable and unacceptable usage of the logo on various backgrounds.
COLOR PALETTES
Primary

KET Blue is our signature color and should be used before all other colors.

Blue with maximum white space is crucial to the KET brand.

For print, always use the CMYK formula, make sure the document is set up as CMYK, and the swatch is a process color (not spot color). Without this formula, KET Blue will print purple.

For web and television (on screen), always use the HEX code and set the document to RGB.

There will almost never be an application for the PMS color. Rare instances may include agency collateral and special printing jobs.
Accent Palette

When more than one color is needed, KET’s blue can be combined with any of these four accent colors.
Full Palette

Sometimes more color is needed for elaborate pieces. Use these sparingly and only after using colors from the accent palette.

If there is ever a question about colors and how to use them in design, please contact the Director of Design Missy Upton, mupton@ket.org.
TYPOGRAPHY
#1 PBS Sans

PBS Sans is the primary sans-serif font for communications carrying the KET identity. Other acceptable sans-serif fonts are Arial and Helvetica.

**PBS Sans Regular**

<table>
<thead>
<tr>
<th>uppercase</th>
<th>lowercase</th>
<th>digits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>01234567890@$%&amp;(+?)</td>
</tr>
</tbody>
</table>

**PBS Sans Light**

<table>
<thead>
<tr>
<th>uppercase</th>
<th>lowercase</th>
<th>digits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>01234567890@$%&amp;(+?)</td>
</tr>
</tbody>
</table>

**PBS Sans Bold**

<table>
<thead>
<tr>
<th>uppercase</th>
<th>lowercase</th>
<th>digits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>01234567890@$%&amp;(+?)</td>
</tr>
</tbody>
</table>

**PBS Sans Regular Italic**

<table>
<thead>
<tr>
<th>uppercase</th>
<th>lowercase</th>
<th>digits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>01234567890@$%&amp;(+?)</td>
</tr>
</tbody>
</table>

**PBS Sans Light Italic**

<table>
<thead>
<tr>
<th>uppercase</th>
<th>lowercase</th>
<th>digits</th>
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</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>01234567890@$%&amp;(+?)</td>
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</tbody>
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**PBS Sans Bold Italic**

<table>
<thead>
<tr>
<th>uppercase</th>
<th>lowercase</th>
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</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>01234567890@$%&amp;(+?)</td>
</tr>
</tbody>
</table>
#2 Times New Roman

Times New Roman is the primary serif font for communications carrying the KET identity. Other acceptable serif fonts are Minion and Adobe Garamond.

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@$%&(+?)

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@$%&(+?)

Times New Roman Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@$%&(+?)

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@$%&(+?)
#3 Web Font: Open Sans

Open Sans is the KET font for all html web design.

**Open Sans Regular**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@$%&(+?)

**Open Sans Bold**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@$%&(+?)

**Open Sans Extrabold**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@$%&(+?)

**Open Sans Bold Italic**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@$%&(+?)
#4 PBS KIDS Font

PBS KIDS font is used in print and on web only in coordination with the PBS KIDS logo.

**PBS KIDS Headline**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@$%&(+?)

**PBS KIDS Headline Condensed**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@$%&(+?)

**PBS KIDS Headline Condensed Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@$%&(+?)
ADDITIONAL KET BRANDS
KET Education provides an effective and equitable way to assist learners in overcoming geographic barriers and economic disparities throughout Kentucky with high-quality resources, services and support across the educational spectrum. KET collaborates with education, community and government organizations to assess needs and develop solutions; these resources are used in every Kentucky public school as well as by private schools, adult learning centers, childcare centers, universities and community organizations.

KET Education follows KET’s brand identity guidelines in all communications. Its collateral materials consistently use KET Blue and KET Education Green.
EXTENDED EDUCATION PALETTE

KET Education brings learning to life. It is important to be colorful, but the primary color remains KET Blue with Education Green serving as the secondary color. Here’s the extended palette to use sparingly.
The Commonwealth Fund for KET supports the mission and work of KET by soliciting funds and contributions. It utilizes the KET brand identity to optimize awareness of and trust in its purpose: supporting KET’s local productions, services, and the acquisition of PBS and other programs.

The Commonwealth Fund for KET follows KET’s brand identity guidelines in all communications. Its collateral materials consistently use KET Blue and CFKET Gold.

*only use PMS 871 in print.
Do not print CMYK values.
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