

LOGO USAGE GUIDELINES

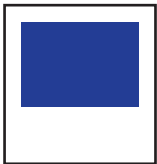


CREDENTIALS ► COLLEGE ► CAREER

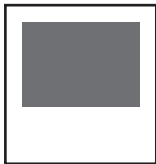
A Proud Partner of the American Job Center Network

- For print application, it is recommended that the Kentucky Skills U logo be at least 1.5” wide.
- For web applications, a width of at least 105 pixels is suggested.
- The Kentucky Skills U logo has specific arrangements and proportions for all of its parts. Please do not separate or reconfigure the logo.
- On customizable fliers and posters found on the recruitment materials page at kyae.ky.gov, the KY Skills U logo is placed on the bottom right corner; this allows for the logo of the fiscal agent to be placed in the bottom left corner.
- The WIOA-mandated phrase “A Proud Partner of the American Job Center Network” must be included below the logo on any materials created for external use. The logo provided for download already includes the required phrase.
- Please DON'T squish or stretch the logo. To increase size of the logo, hold down “SHIFT” as you grab the edge of the logo box and pull out.

LOGO COLOR SPECIFICATIONS



C100 M91 Y2 K1
R35 G61 B148
#23d94



C0 M0 Y0 K70
R109 G111 B113
#6d6f71



CREDENTIALS ► COLLEGE ► CAREER
A Proud Partner of the American Job Center Network



CREDENTIALS ► COLLEGE ► CAREER
A Proud Partner of the American Job Center Network

BRANDING USAGE GUIDELINES

- Please note that, during fiscal year 2018-19, branding is transitioning from “Kentucky Adult Education Skills U” to “Kentucky Skills U.” During this time, local programs should phase out the use of materials, signage, etc., featuring the Kentucky Adult Education Skills U logos. As of July 1, 2018, there should be no use of previous “Kentucky Adult Education”-branded materials or signage (those used before “Kentucky Adult Education Skills U,” which launched on July 1, 2017.) Beginning July 1, 2019, all programmatic signage and materials should feature the Kentucky Skills U logo.
- When referring to your local program, please include “Skills U.” At a state level, we are referring to ourselves as “Kentucky (or KY) Skills U.” On a local level, please refer to your program as “X County Skills U.” If you have been using an alternate name for your adult education services that is already established and well-recognized that you would like to maintain, please refer to your services as “Skills U at (program name).” (An example of this is “Skills U at SkillTrain” or “Skills U at ACE².”) For those of you in consortiums, while it is appropriate to use your consortium name internally, please do not feature your consortium name as a public identifier of your program.
- Please use this new verbiage in all manners of messaging, including in the answering of phones and in phone recordings and e-mail signatures.
- If you are creating materials at a local level, you may choose to localize the Skills U logo. Here’s how:



CREDENTIALS ► COLLEGE ► CAREER
A Proud Partner of the American Job Center Network

SAMPLE COUNTY

Font: Franklin Gothic Demi

Thank you for helping maintain the integrity of and for promoting the Kentucky Skills U brand!

The more that people know about the diverse array of services we offer, the greater difference we will make in helping Kentuckians increase their levels of education, attain meaningful employment and earn family-sustaining wages.

We are stronger and more effective with a common and recognizable brand that extends across the state.