

June 26, 2017

The following was sent to the listserv.

NEW! Skills U branding materials available

Hello, all!



The official launch date of Kentucky Adult Education Skills U is later this week (July 1)! There are new materials posted that will help you promote the new branding within your communities.

Please go here to download all branding-related materials: <http://kyae.ky.gov/educators/branding.html>.

Currently, you will find the following pieces (in addition to the branding webinar):

- Logo and branding guidelines (see next page because they are JUST THAT IMPORTANT)
- KYAE Skills U logo
- Sample email to be sent out to your partners to inform them of the branding update; please send out this week.
- Customizable congratulations/contact info "business card" to be inserted into the business card slots in the KYAE Skills U folders
- Customizable marketing pieces –
 - o 8.5 x 11 poster
 - o Half-page fliers
 - o Postcards

More materials will be posted throughout the week. If you think of any materials you would like to have that aren't included, please let me know. If you have any branding-related questions, please don't hesitate to ask!

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LOGO USAGE GUIDELINES

KENTUCKY ADULT EDUCATION



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- For print application, it is recommended that the Kentucky Adult Education Skills U logo be at least 1.5" wide.
- For web applications, a width of at least 105 pixels is suggested.
- The Kentucky Adult Education 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 KYAE 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 at kyae.ky.gov 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.

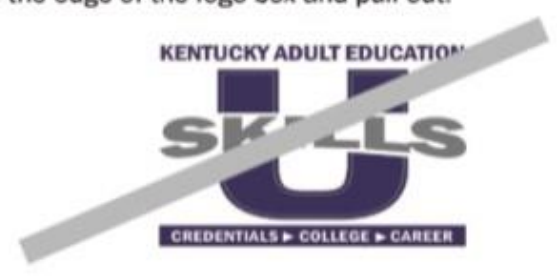
LOGO COLOR SPECIFICATIONS



C99 M95 Y23 K20
R38 G45 B107
#262d6b



C0 M0 Y0 K70
R109 G111 B113
#6d6f71



BRANDING USAGE GUIDELINES

- Please note that fiscal year 2017-18 is a transition year for branding. During this time, local programs should phase out the use of materials, signage, etc., featuring past Kentucky Adult Education logos. Beginning July 1, 2018, all programmatic signage and materials should feature the Kentucky Adult Education Skills U logo.
- When referring to your local program, please include "Skills U." At a state level, we are referring to ourselves as "Kentucky Adult Education (or KYAE) Skills U." On a local level, please refer to your program as "X County Adult Education Skills U." If you have been using an alternate name for your adult education services, 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.")
- 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:

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SAMPLE COUNTY

Font: Franklin Gothic Demi

Thank you for helping maintain the integrity of and for promoting the Kentucky Adult Education 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.