

May 26, 2016

The following was sent to the KYAE listserv.

New items coming your way + KYAE branding/logo

Hello, all!

Recently, I sent a survey to you requesting your feedback on a refreshed logo for Kentucky Adult Education – and we received a record amount of survey responses (more than 450)! Many thanks to you and your students for providing such valuable feedback!

We are currently reviewing the feedback and will use it to make future decisions related to refreshed branding and a refreshed logo for KYAE. **The fully refreshed KYAE brand and logo is scheduled to be fully launched in January 2017.**

In the meantime, however, we are in the process of transitioning the KYAE brand and logo to better reflect the direction that adult education is taking, as mandated by WIOA. The logo below reflects the design of our current logo, but includes the phrase “CREDENTIALS | COLLEGE | CAREER” to signify the ever-increasing emphasis of on preparing our students for college and career.

Beginning July 1, KYAE will begin using this logo on promotional materials:



We will provide the logo for you to use as well. **Please note that the current signage and materials you have already posted and printed are absolutely fine to use.**

The transitional logo will appear on the folders and planners that KYAE will be providing to your programs.

In addition to folders and planners, KYAE will also be providing drawstring backpacks and portfolios (to hold certificates earned) for your students. They will have a slightly different design, as we felt that students would be more likely to use something publicly that emphasized the “CREDENTIALS | COLLEGE | CAREER” aspect. Here are sample images of the portfolio and backpack:



Portfolio Image - CATALOG



Portfolio Image - DESIGN PROOF



Backpack Image - CATALOG



Backpack Image - DESIGN PROOF

More information about branding, logos and items being sent to your programs will be coming soon.

Thank you and your students again for your valuable feedback!

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