

Governor's Office for Local Development
Communications Guide
December 1, 2005



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ERNIE FLETCHER
GOVERNOR

OFFICE OF THE GOVERNOR
GOVERNOR'S OFFICE FOR LOCAL DEVELOPMENT

ELLEN WILLIAMS
COMMISSIONER

1024 CAPITAL CENTER DRIVE, SUITE 340
FRANKFORT, KENTUCKY 40601
PHONE (502) 573-2382 FAX (502) 573-2939
TOLL FREE (800) 346-5606
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www.gold.ky.gov
www.kentucky.gov

December 1, 2005

GOLD Staff
1024 Capital Center Drive, Suite 340
Frankfort, KY 40601

Greetings GOLD Staff:

The Governor's Office for Local Development has numerous external audiences: cities, counties, special districts, state agencies, outside agencies, state and federal legislators, business and community leaders, suppliers and vendors, media and many more. Communication is a vital aspect of what we do.

In order for us to convey our message, it is important that we present our image as similarly as possible. We are all part of the same team and our goals are mutual. We are here to serve the public on behalf of Governor Fletcher. Each and every member of the GOLD family has an important duty and must communicate in one form or another with our audiences.

This guide is to help you when creating external communications. These standards are in compliance with the Governor's Office. Along with this guide is another resource available to you to help you meet your communications needs. The public information officers within GOLD are ready to assist you in communicating effectively with your target audiences.

Sincerely,

Ellen Williams
Commissioner

PURPOSE OF GOVERNOR’S OFFICE FOR LOCAL DEVELOPMENT (GOLD) COMMUNICATIONS GUIDE

The purpose of this guide is to outline the procedures for producing any communication items for consumption by our audience. The graphic identity guidelines apply to all brochures, publications, periodicals and any other types of marketing materials produced by GOLD for external audiences.

Materials governed by the identity guidelines include, but are not limited to the following:

- GOLD, Office, Division or Administrative Agency brochures
- Annual Reports
- Official web sites
- Periodical magazines or newsletters
- Print and broadcast advertising
- Promotional videos and CDs
- Stationery and business cards
- Banners and posters
- Promotional items and merchandise
- Signage
- PowerPoint Presentations
- Other External Pieces

EXCEPTIONS

The commissioner of the Governor’s Office for Local Development has endorsed these graphic identity and style guidelines. The commissioner has designated the Public Information Office review requests for any exceptions or special permissions related to these guidelines.

To request an exception, contact the Public Information Office.

LOGO USAGE

GOLD Logo

The GOLD official logo is the Commonwealth of Kentucky Seal with Governor’s Office for Local Development text at the bottom.

The state brand serves as the primary logo for all publications with the GOLD logo serving as a secondary logo. The state brand should be used on all GOLD marketing communications, including printed pieces, visual presentations, advertising and any other materials that represent GOLD with external audiences. It should appear on the front or back cover of all printed communications unless an exception has been granted by the Public Information Office. The GOLD logo can be used in addition to the state brand at the discretion of the Public Information Office.

To maintain a high level of quality and consistency in a variety of applications, the following guidelines have been developed for the logo:

1. The logo should be reproduced from an electronic file. To request an .eps, .tif or .jpg file, contact the Public Information Office.
2. To maintain readability, the logo should not be reproduced any smaller than 3/4 inches (4.5 picas) in length.
3. An area of open space must be maintained around the logo to prevent it from being in conflict with other design elements on the page. As a general rule, maintain a clear space on all four sides that is the same height as the “GOLD” letters in the logo. Nothing should intrude into this space, but there can be exceptions.
4. Only the approved version of the logo may be used. The logo may not be altered in any way, including changing the typeface. The logo must always be kept at a size ratio of 1.5:1 when resizing.
5. The logo may not be used to replace the words "Governor’s Office for Local Development" or “GOLD” in a sentence or headline. It may only be used as a stand-alone design element.
6. **DO NOT:** Reproduce the logo on a textured or patterned background that reduces clarity; add graphic devices such as rules or boxes around the logo; bend or slant the logo or place it on its side; replace any letter in the logo with a symbol or other graphic element.
7. The preferred PMS colors for the logo are 287 (blue) and 103 (gold).

COLOR PALETTE

The official colors of the Governor’s Office for Local Development are PMS 287 blue and 103 gold. For two-color projects, use the primary PMS 287 and 103 colors. In cases where the use of more than two colors is appropriate and affordable, use additional colors to accent the PMS 287 and 103 colors. Note on printing: Inks tend to lose their density and may change color when printed on uncoated paper stock. The colors in the GOLD color palettes are represented as they will appear on coated paper.

TYPOGRAPHY

The GOLD official typeface for marketing materials are the Trade Gothic (including Trade Gothic extended), Garamond, Arial and Times New Roman in the Regular, Italic, Bold and Bold Italic styles

family of fonts. These fonts enhance the readability of printed materials. The consistent use of this typeface on all communications reinforces GOLD's graphic identity with its audiences. Trade Gothic (including Trade Gothic extended), Garamond, Arial and Times New Roman in the Regular, Italic, Bold and Bold Italic styles should be used on all external publications if possible.

ADMINISTRATIVELY ATTACHED AGENCIES

Administratively attached agencies work with GOLD but maintain a distinct graphic identity that works in conjunction with GOLD's image.

Secondary logos, such as individual logos for offices and divisions are discouraged because they reduce the impact and effectiveness of the state's brand identity. Any secondary logos that are to be used on GOLD publications or other marketing materials must be approved in advance by the Public Information Office. When a secondary logo is used, the state brand must also appear prominently on the publication and must take precedence over the secondary logo.

LOGO SAMPLES

To request an .eps, .tif or .jpg file, contact the Public Information Office.

PRINT MATERIALS

STATIONARY

Letterhead and Envelopes

Stationary and business cards are among the Governor’s Office for Local Development’s most visible and frequently used forms of printed communication. Since stationary and business cards often provide the external audiences with their first impression of GOLD, it is critical that they follow consistent graphic standards in order to reinforce GOLD’s brand identity.

To ensure this consistency and conform to state guidelines, the Division of Printing produces all GOLD stationary and business cards from approved templates.

I. Letterhead

GOLD has one format for its official letterhead. It is printed in one color, blue (PMS 287), on state approved stationary. The format is as follows*:

- The Kentucky State Seal is centered along the top margin.
- Centered underneath the state seal are the words “OFFICE OF THE GOVERNOR” on the first line and “GOVERNOR’S OFFICE FOR LOCAL DEVELOPMENT” on the second line in all caps, bold.
- Centered underneath the GOVERNOR’S OFFICE FOR LOCAL GOVERNMENT are GOLD’s address and phone and fax numbers and web site address.

**1024 Capital Center Drive, Suite 340
Frankfort, Kentucky 40601-8204
Phone 502-573-2382
Fax 502-573-2939
Toll Free 800-346-5606
www.gold.ky.gov**

- The Governor’s name and title are justified left margin while the Commissioner’s name and title are justified right margin.
- The Kentucky Brand image, Unbridled Spirit, is centered along the bottom margin.
- The words, “KentuckyUnbridledSpirit.com” are printed on the left bottom margin.
- The words, “An Equal Opportunity Employer M/F/D” are printed on the right bottom margin.

An example of GOLD’s letterhead is attached. GOLD stationary cannot be personalized, except for approved exceptions for the commissioner and deputy commissioner. Blank second sheets are available in the same stationary paper as the letterhead.

For ordering information or stationery and business card guidelines, contact the Public Information Office.

*** This information can be slightly modified to accommodate staff working in the capitol office and in the various field offices.**

II. Stationary Envelopes

Matching envelopes have been designed to complement the GOLD letterhead format. The envelope, printed in blue ink (PMS 287) features the Kentucky state brand above the return address.

Information included on the envelope's return address will read:

**OFFICE OF THE GOVERNOR
Governor's Office for Local Development
1024 Capital Center Drive, Suite 340
Frankfort, Kentucky 40601**

III. Other Envelopes

The Governor's Office of Local Development also uses printed envelopes for the Kentucky State Clearinghouse.

These manila envelopes, which are 10' x 13' with a peel and stick closure, are printed with black ink. The Kentucky state brand is printed above the return address that reads:

**GOVERNOR'S OFFICE FOR LOCAL DEVELOPMENT
Kentucky State Clearinghouse
1024 Capital Center Drive, Suite 340
Frankfort, Kentucky 40601-8204**

BUSINESS CARDS

One GOLD business card style is available. The Division of Printing produces GOLD's business cards using state approved paper stock and blue ink (PMS 287) only. The Kentucky state brand logo appears on the top left and the Kentucky State Seal appears on the top right. The approved template features the following:

Employee's Name (**Centered and Bold type**)
Employee's Title (**Centered**)

Governor's Office for Local Development (**Centered and Bold type**)

(Justified Left)

Division or Office
1024 Capital Center Drive, Suite 340
Frankfort, Kentucky 40601
www.gold.ky.gov

(Justified Right)

Toll Free 800-346-5606
Phone 502-573-2382
Fax 502-573-2939
Cell 555-555-5555*

Email firstname.lastname@ky.gov

GOLD's Capitol office and field staff will have their address appear on the card unless they prefer their mail to come to the main GOLD office.

Information listed on business cards should follow the templates shown in the examples. The format of each card is consistent and cannot be changed, including the size and color of the logo, the color of the paper, the number of information lines, the type size and the type font. The template provides space for the above information. Additional contact information can also be added as long as it fits in the space provided.

*Exception—commissioner's business cards

Additional Style Guidelines for Stationery and Business Cards

The style in which information is presented on stationery and business cards should be consistent across all GOLD agencies. Following are some basic style guidelines that provide answers to frequently asked questions:

1. Phone and fax numbers are to be printed with dashes separating each part of the number (502-852-0000). Do not use parentheses around the area code or use dots instead of dashes.
2. In addresses on stationery and business cards, do not use the abbreviations "GOLD" or "KY". Spell out Governor's Office for Local Development and Kentucky.

NOTE CARDS WITH ACCOMPANYING ENVELOPES

Note cards are reserved for executive staff to be used for official purposes only. The cards measure 4 ¾' x 6 ¼' and are printed on white cardstock in blue ink (PMS 287).

A blue border is printed around the card. The Kentucky State Seal (in blue and gold ink) is centered on the top margin, and the Kentucky brand (Blue-PMS 287) is printed on the bottom margin, both inside the border. Printed underneath the Seal, are the words OFFICE OF THE GOVERNOR on line one and Governor's Office for Local Development on line two, both in PMS 287 blue ink.

The white envelopes, which are A-6, are also printed in blue-PMS 287. The Kentucky state brand and GOLD's return address are printed in the center of the back flap.

The commissioner of the Governor's Office for Local Development uses personalized note cards ordered at his/her discretion.

LAPEL CARDS

GOLD's lapel cards mirror the look of GOLD's note cards. The lapel cards measure 3 ½' x 7' and are printed with a blue and gold seal. The remainder is printed in blue-PMS 287.

The commissioner of the Governor's Office for Local Development uses personalized lapel cards ordered at his/her discretion.

POSTCARDS

Postcards mailed to constituents must get design approval from the Public Information Office. Basic information such as return address, phone numbers and GOLD's web site address are required components. The Kentucky state brand must also appear on all postcards sent out by GOLD staff.

NAME BADGES

Name badges should include a small version of the Kentucky Unbridled Spirit logo. Typeface and formatting should be clear and easy to read.

APPLICATIONS

Because applications vary in scope, there is not a definitive format for them. However, when designing your application, please be sure to note the following:

- Does the application include the Kentucky Unbridled Spirit logo?
- Does the application include a disclaimer stating that it was prepared by the Governor's Office for Local Development?
- If needed, does the application include a disclaimer stating that it was prepared by a specific agency (i.e., Kentucky Infrastructure Authority, etc)?
- Is the application user friendly?
 - Are the questions as well as where to answer them clearly defined?
 - How is the readability of the application (i.e. good spacing, etc)?
 - Is there an instruction page or any other informational page that explains what to do with the application once it is finished as well as any other actions necessary to complete the application?
- Is the application formatted for the website?

If there are any questions or concerns about your applications, please contact the Public Information Office for further assistance.

LABELS

GOLD uses 3' x 5' labels. The labels are bordered with a thick blue line with a vertical line separating the "header" and the address label area. In the "header," the Kentucky state brand is printed to the left of the return address, which is centered on the label:

OFFICE OF THE GOVERNOR

Governor's Office for Local Development
1024 Capital Center Drive, Suite 340
Frankfort, Kentucky 40601-8204

CEREMONIAL CHECKS

GOLD ceremonial checks are created by the Office of Creative Services. The checks include the following information:

Date of Check Presentation
The Name of the Grant Recipient on the First Line
Project Title on the Second Line
Source of funds in the lower left corner
Signature of the Governor in lower right corner
The Kentucky state brand

MAPS

The following information should be included on GOLD-produced maps:

Prepared by the Governor's Office for Local Development
Title of Map
A Map Key or Legend
The Kentucky Brand

As with any publication, one should consider if the map is user-friendly and has good readability. Also, the map should be made available on the Internet.

PUBLICATIONS

To maintain a consistent identity and visual image, it is important that all GOLD brochures, publications and other printed materials share common design and style elements.

The GOLD logo must be conspicuously placed on the front and/or back cover of a publication, preferably the front. The use of colors and typeface must be consistent with the state government approved guidelines. See GOLD Logos, Colors and Typefaces.

Editorial style is the way we present ourselves to the public through written words, whether in a brochure, magazine, newspaper ad or website. Having a common style assists us in projecting a cohesive, coordinated image to the public. It also can offer a quick answer to what otherwise might prove a time-consuming dilemma.

GOLD's official guide for communications is the Associated Press Stylebook and the Governor's Office Style Guide (Addendum I). Widely used by newspapers and magazines, the AP style is familiar to readers and easy to read. Although some AP rules stray from those taught in English composition classes (e.g., the final comma in a simple serial listing is eliminated), this is done intentionally with brevity and clear communication in mind.

Periodicals published by GOLD, such as magazines and newsletters directed at external audiences, should have a high-quality look and be designed and written consistent with the identity and style guidelines for printed material.

The Public Information Office must review all publications to ensure they follow official guidelines and to check for consistent image quality. All publications intended for external audiences are reviewed by the Public Information Office prior to printing. Early consultation may save you time and money.

In-house production ensures that your printed pieces maintain GOLD's graphic identity and style.

NEWSLETTERS

Currently, the Governor's Office for Local Development has no newsletters in production. If it is deemed necessary for a newsletter, or if the demand for a newsletter is presented, please see the Public Information Office for arrangements on design and cost estimates.

MANUALS

Manuals of any nature produced by GOLD should contain a cover page, a table of contents, a revised date and page numbers. Also, the typeface within the manual should be consistent. Manuals must be made available on our website.

BROCHURES

All brochures produced by GOLD should maintain a consistent look. Typefaces and colors should be carefully chosen in order to be visually appealing. In most cases, photography will be needed to give the brochure a professional appearance. It is preferable to design a brochure in a program such as Microsoft Publisher as the program lends itself to broader design possibilities than Microsoft Word. All brochures should contain the GOLD name as well as our contact information, including website.

ANNUAL REPORTS

Annual reports of any nature produced by GOLD should contain a cover page, a table of contents, a revised date and page numbers. Also, the typeface within the manual should be consistent. Annual reports should be made available on our website.

GUIDELINES

Guidelines should be written in the consistent font with adequate spacing for easy readability. Guidelines should be titled, include contact information, include a revised date and state that they were prepared by the Governor's Office for Local Development. Guidelines should also include the Kentucky state brand.

HANDOUTS

Handouts should be written in the consistent font with adequate spacing for easy readability. Handouts should be titled, include contact information and state that they were prepared by the Governor's Office for Local Development.

CORRESPONDENCE

The following types of common written communications are discussed in this section:

LETTERS

MEMOS

MEDIA ADVISORIES

NEWS RELEASES

FAX BLASTS

This section is written in a format similar to English guides with the instructions written in the respective format followed by an example. For any questions or concerns, contact the Public Information Office.

LETTER: EXPLANATION



ERNIE FLETCHER
GOVERNOR

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www.gold.ky.gov
www.kentucky.gov

ELLEN WILLIAMS
COMMISSIONER

Date: Tabbed five times, four lines below GOLD header

Name
Address
City, state, zip

Greeting:

The body of your paragraph will begin here. It remains justified to the left with no indentations. Once your paragraph has reached 3-4 sentences, it is typically time to start a new paragraph.

Please remember that between each paragraph there are two spaces rather than one. Also, letters should be written in **12-point Times New Roman font** and that all margins should be set at 1" on each side. If you aren't sure what your margins are set at, please see the Page Setup option under the File menu or press **Control U**.

When you are ready to close, you need to include two spaces between your last paragraph and your complimentary closing. The complimentary closing should be aligned with the date.

Complimentary closing,

Your name (spaced four times from closing)

Identification (i.e. title)

*Your closing, name, date and title should be aligned

Enclosure(if you have a document included that is not part of the letter)

Cc: if someone else is receiving an **exact** copy of this letter

LETTER: EXAMPLE



ERNIE FLETCHER
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ELLEN WILLIAMS
COMMISSIONER

February 1, 2005

Mayor Dixie Hibbs
220 North Fifth Street
Bardstown, KY 40004

Dear Mayor :

Here at the Governor's Office for Local Development, we are excited to announce changes to the Renaissance Kentucky program. In continuation of our partnership with Kentucky Main Street and the Renaissance Alliance Members, Renaissance Kentucky is now Renaissance on Main.

Cities that are certified for Renaissance on Main will also be part of Kentucky Main Street. There are also new guidelines for the program's operations. In the upcoming weeks, we will host training sessions on the new guidelines. Funding will continue to come from bonds in the budget.

Please make plans to attend a Renaissance on Main training session, as it will be very informative. If you have any questions, please feel free to call me.

Sincerely,

Ginger Wills
Executive Director,
Renaissance on Main



KentuckyUnbridledSpirit.com

An Equal Opportunity Employer M/F/D

[GOLD Style Guide](#) 16

MEMO: EXPLANATION



ERNIE FLETCHER
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ELLEN WILLIAMS
COMMISSIONER

TO: Four spaces down from the letterhead

FROM:

DATE:

SUBJECT:

For memos, the font should be **12-point Times New Roman**. The memo remains justified to the left and the headings (i.e. TO:, FROM:, etc) should be bolded and in all capital letters.

Typically, memos should be no longer than one page; however, this is more of a guideline than an actual rule. At the end of your memo, spaced two lines after the end of your last paragraph, you should type your initials.

Initials here

MEMO: EXAMPLE



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ELLEN WILLIAMS
COMMISSIONER

TO: County Judge/Executives
County Jailers
Fiscal Court Members
County Treasurers

FROM: Dan Waits
Director
Division of Financial Management and Administration

DATE: January 31, 2005

SUBJECT: 2005 County Budget Workshops/2005 Community Development Block
Grants Training

During February, our staff will be conducting budget preparation workshops across the state. The workshops will be held at the locations and on the dates shown on the enclosed schedule. Please note that each location will host 3 Area Development Districts rather than having a separate workshop for each Area Development District.

Workshop attendance will count toward the training incentive benefit under HB 810. Three training hours will be credited for the workshop. Please make every effort to attend a workshop. A new manual will be prepared and distributed at the workshop. We would also like to note that on March 8-9, CDBG training will be held at the Hyatt Regency. For more information, visit our website at www.gold.ky.gov.

DW

MEDIA ADVISORY: EXPLANATION



ERNIE FLETCHER
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COMMISSIONER

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For Immediate Release
Date

Contact: Typically a PIO
Phone

Media Advisory-14-pt. Times New Roman, bolded, centered

What the event is about/title-bolded, 14-pt. Times New Roman

Frankfort, KY: The heading (to the left) can be different, but from our office, it will typically be Frankfort. In this area, you give a short description of who will be at the event (i.e. Governor Ernie Fletcher, legislators, etc.), what the event is for, the date and time. This is in **12-point Times New Roman font**.

WHO: This information is tabbed over twice from the left-justified, bolded, all capitalized heading. All information is in **12-point Times New Roman Font**, including the headings.

WHAT: Event (i.e., check presentation, teleconference)

WHERE: Give location and address

WHEN: Give day, date; time, am/pm, and time zone
EX: Friday, January 28; 1:00 p.m. CT

WHY: The information here should be just enough to generally explain the event. This shouldn't be full of information like a press release; typically 1-3 lines.

MEDIA ADVISORY: EXAMPLE



ERNIE FLETCHER
GOVERNOR

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ELLEN WILLIAMS
COMMISSIONER

For Immediate Release
January 26, 2005

Contact: Samantha Cook
(502) 229-4965

Media Advisory

Governor Ernie Fletcher to hold check presentation in Munfordville

Frankfort, KY: Governor Ernie Fletcher and the Governor's Office for Local Development (GOLD) will be presenting the Hart County Judge/Executive with a ceremonial check Friday, January 28, 2005 at 1:00 p.m. CST at 200 Main Street in Munfordville.

- WHO:** Governor Ernie Fletcher
GOLD Commissioner Darrell D. Brock, Jr.
Hart County Judge/Executive Glenn Thomas
- WHAT:** Ceremonial Check Presentation
- WHERE:** Hart County Courthouse, 200 Main Street, Munfordville
- WHEN:** Friday, January 28; 1:00 p.m. CST
- WHY:** Governor Ernie Fletcher will present a check to assist in providing pretreatment service to Hart County Industrial Park in order to serve a new industry locating in Hart County.

NEWS RELEASE: EXPLANATION



ERNIE FLETCHER
GOVERNOR

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ELLEN WILLIAMS
COMMISSIONER

Date
For Immediate Release

Contact: Typically a PIO
Phone

Main Title-bolded
Secondary title-bolded and italicized

Frankfort, KY: The heading (seen left) can vary depending on the story, but for our purposes, it will typically be Frankfort. The main copy should be double-spaced, **12-point Times New Roman font**.

News releases are written for the press, who use a “top-down” approach, which means the most important information is in the first paragraph with information decreasing in importance as the piece goes on. Therefore, your first sentence should be the main point you want readers to grasp.

If there is more than one page, at the footer of the first page, you should type “**(more)**” and at the beginning of the second page should be “**Page 2/short description of piece**”. Microsoft Word’s auto formatting will put this information on all the pages, so be sure to go to Page Setup under the file menu, then click the Layout tab, then check the box in front of “Different first page”.

(more)

Page 2/short description of piece

All quotes from the governor **must** be approved by his office. LRC is the portal to receive legislator quotes. As with anything that will be released for media and/or public consumption, GOLD's communication staff must approve it before it is sent. Finally, the **(30)** at the end of the piece, centered, indicates that the article is complete.

(30)



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ELLEN WILLIAMS
COMMISSIONER

January 28, 2005
For Immediate Release

Contact: Samantha Cook
(502) 229-4965

Governor Fletcher approves \$500,000 in grant funding for Hart County
Hart County Industrial Park makes way for a new industry

Frankfort, KY: Governor Ernie Fletcher and the Governor's Office for Local Development (GOLD) announced today a \$500,000 Community Development Block Grant (CDBG) for Hart County. The money will be used to assist in providing a pretreatment facility to the Hart County Industrial Park in order to serve T. Marzetti, a national food service industry locating in the area.

T. Marzetti, a subsidiary of Lancaster Colony Corporation, plans to invest \$30 million dollars in the purchase, renovation and equipment of an existing 48,000 square foot manufacturing plant in Hart County. The expansion will provide 257 new food related jobs to the county.

"As Governor, I commend T. Marzetti for making the commitment to invest in the "Unbridled Spirit" of Kentucky," stated Governor Ernie Fletcher. "We have a competitive, dedicated workforce in Hart County and throughout the Commonwealth. Kentucky truly is "open for business," and my administration is committed to making the Commonwealth a more prosperous place to live, work, and raise families."

(more)

Page 2/Hart County Check Presentation

Governor Fletcher presented the check to Hart County Judge/Executive Glenn Thomas on Friday, January 28 at the Hart County Courthouse.

The U.S. Department of Housing and Urban Development makes these funds available through GOLD, which administers the CDBG Small Cities program in Kentucky.

(30)

FAX BLASTS

GOLD uses the Fax Senior program for mass faxing. If you are using this program, be sure to include your name, contact information and a detailed description of the fax you are sending on a cover page. Be sure that your attachment is on GOLD letterhead.

If you are sending a fax using the fax machine, please be sure to include a cover sheet on GOLD Letterhead. Also, be sure to include the following information:

To:

From:

Date:

Re:

Number of pages including cover:

Also include your contact information in case there are problems receiving the fax or other questions.

SPEECHES AND TALKING POINTS

All speeches and talking points prepared for the commissioner, deputy commissioner, representative speaking on their behalf or external speakers should be approved by the Public Information Office.

All final drafts should be prepared on 8 1/2 x 11 paper, Times New Roman font, page numbered in the top left corner header, double-spaced, bold, full page, three-hole punched and placed in 1” binder. Copies should be supplied electronically to the executive secretaries and immediate staff for those offices.

MEDIA

Because of the potential volatility of misinformation, media calls and questions should be addressed by a public information officer. The purpose for this is two-fold. First, the Public Information Office keeps a record of all incoming and outgoing media calls. Second, it keeps our office up to date in case another call comes in regarding the same or similar incidents.

In the event that a public information officer is not available, an executive staff member has the option of speaking to the media on behalf of his or her division. If this occurs, please notify a public information officer of the call so that it can be logged.

If you receive a media call, please gather the following information for our return call:

1. Name
2. Media outlet
3. Question/topic
4. Deadline

TECHNOLOGY

WEBSITES

The GOLD graphic identity guidelines apply to all GOLD-affiliated web pages.

Offices are required to follow the templates set up by the Public Information Office. Templates also have been designed for secondary pages.

All GOLD-affiliated web pages should include the GOLD logo linked back to the GOLD home page.

For more information, check out the Web template guidelines as well as the web publishing guidelines established by Kentucky.gov.

E-MAIL SIGNATURES

All GOLD staff should be utilizing the electronic signature options on their computers. There should be no graphics, backdrops or icons of any kind on GOLD email accounts.

The format should read:

Name
Title
Office of the Governor
Governor's Office for Local Development
1024 Capital Center Drive, Suite 340
Frankfort, KY 40601
Phone: 1-800-346-5606 x 214
Cell: (if applicable) 502-000-0000
www.gold.ky.gov

For assistance, please contact the GOLD Information Technology Office.

OUT OF OFFICE

If you are to be out of your office for an extended period of time (i.e. one full day or longer), please post the “Out of Office” automatic reply to your e-mail account. This allows individuals contacting you to be aware of your leave and to adjust their needs accordingly.

BLACKBERRIES

Because of the portability of blackberries in the office, the following information must be shown on the main screen: Name and Governor’s Office for Local Development. Please see Information Technology for assistance.

POWERPOINT

PowerPoint presentations are a useful tool for trainings and other events. Required for PowerPoint presentations is the Kentucky Unbridled Spirit background available from the Public Information Office. PowerPoint slides should be kept at a minimal and care should be given to the spacing and text size.

PowerPoint presentations should also be consistent in the following areas:

1. Bullets and numbering
 - Use either bullet points **or** numbers when making your main points in a document.
 - When you increase or decrease your indent, PowerPoint automatically assigns a bullet, a hyphen, etc.
2. Use consistent font, font size and font format (i.e., bold, italic, underline).
3. Slide transitions and animation should be simple. Fades are encouraged. Care should be given to avoid transitions and animation that are too “busy”.

COMPACT DISKS

When preparing a compact disk, please include the following on the label:

1. What the disk contains
2. Date prepared
3. Governor’s Office for Local Development

PROMOTIONAL ITEMS AND MERCHANDISE

The GOLD Public Information Office must approve all merchandise bearing the name and/or symbols of GOLD prior to manufacturing or distribution.

Also contact the Public Information Office if you want to order promotional items for a special event or giveaway. A list of preferred vendors has been developed so that GOLD receives the best prices and quality on promotional items.

PHOTOGRAPHY

Photography services, including location photography, studio photography, and film and slide processing is provided through the GOLD Public Information Office in conjunction with the Office of Creative Services. A camera is also available for use by all staff when in the field. To check out the digital camera, please contact the Public Information Office.

In regards to staff photography, only the commissioner and deputy commissioner should have a formal picture made. Please ensure that both the American flag and the Kentucky flag are in the background. Room 110 in the Capitol is the suggested room for these pictures.

If you need a photograph of Governor Fletcher, please contact the Public Information Office.

PRINT AND BROADCAST ADVERTISING

It is essential for GOLD to gain the maximum impact with its advertising dollars by creating the strongest and most positive image with its audiences. In order to reflect an appropriate state image, all advertising must conform to the general standards outlined for print materials.

Ads should be provided as digital files or camera-ready copies whenever possible (not typeset by the publication itself) to maintain quality.

GOLD ads must be identifiable at a glance to strengthen GOLD's public image and brand identity. These guidelines apply to all display ads including marketing ads, faculty and staff recruitment ads, announcements of special events and public relations advertising.

For all other advertising, including radio and television advertising, contact the Public Information Office, which coordinates all GOLD advertising. All advertising other than faculty and staff recruitment ads must be placed through the Public Information Office in conjunction with New!West to ensure that the GOLD receives the best possible rates and placement. The Public Information Office will work with Creative Services to provide design assistance.

VIDEO AND BROADCAST MEDIA

The GOLD graphic identity guidelines apply to videotapes, CDs, multi-media projects and broadcast advertising. All of these media must conform to GOLD's identity and prominently feature GOLD's logo in their content as well as on external packaging, if applicable.

Radio and television advertising must be approved and contracted by the Public Information Office and New!West.

WHERE TO FIND HELP

The GOLD Public Information Office can assist you with all of your marketing projects, including editorial services, design, printing, photography, video services, trademark and merchandising questions.

The Public Information Office is designed to provide:

- comprehensive and strategic planning
- counseling and implementation, including externally targeted publications
- internal communication
- issues management and crisis communication
- marketing research
- national, regional and local media relations
- print and broadcast advertising planning and contracting
- special projects
- trademark and merchandising services
- member relations and city visits
- website design and management.

Outsourced Products Include:

- Printing
- Creative Services and design

2005 KENTUCKY UNBRIDLED SPIRIT
GRAPHIC STANDARDS MANUAL

VERSION 2
FEBRUARY 14, 2005

TM



GRAPHIC STANDARDS MANUAL

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OFFICE OF THE GOVERNOR

Ernie Fletcher
Governor

700 Capital Avenue
Suite 100
Frankfort, Kentucky 40601
Phone: 502-564-2611
Fax: 502-564-2517
www.governor.ky.gov

Greetings!

I'm pleased to introduce the Commonwealth's new brand, "Kentucky Unbridled Spirit."

For the first time in history, all branches of Kentucky government will speak with the same unified voice. I also encourage every local and regional governmental agency, state-supported institution and private corporation and business to join in this effort.

This is not simply state government's brand. This is Kentucky's brand. It was created as the result of an unprecedented research effort and was selected by Kentuckians themselves via a statewide vote.

The brand is more than just a logo and slogan. It is a new way of thinking about Kentucky. A newspaper editorial put it very well when it said, *"It (has) caused Kentuckians to look deep within their inherent nature and their statehood and identify its strengths. It's possible it may have caused Kentuckians to shift their conception of the state from the negative stereotypes to what is positive about the state. While we all may develop a deeper sense of pride in the identity of our state, the fact remains the state is what we make it...."*

Every group, every location, every event, every person is a part of Kentucky's Unbridled Spirit. We all share a sense of pride in our home. Using this brand on all of our materials will remind us of the good things Kentucky has to offer, and it will communicate our passion for Kentucky to the rest of the world.

Thank you for your service to this great Commonwealth. Let's show the world Kentucky's Unbridled Spirit.

Sincerely,

Ernie Fletcher
Governor



COMMERCE CABINET
DEPARTMENT OF TOURISM

Ernie Fletcher
Governor

Capital Plaza Tower
500 Mero Street, 22nd Floor
Frankfort, Kentucky 40601
Phone: 502-564-4930
Fax: 502-564-5695
www.tourism.ky.gov

W. James Host
Secretary

Randall L. Fiveash
Commissioner

To: All state cabinet communications coordinators
All Kentucky visitor and convention bureaus, economic development agencies,
state-supported institutions, local and county governments
All Kentucky corporations and private businesses

Welcome to a new era in promoting Kentucky!

Within this document, you will find standards, instructions and guidance to assist you in incorporating the Kentucky Unbridled Spirit brand throughout our Commonwealth.

The brand represents a unified voice for state government agencies, adds strong promotional equity to local and regional tourism and economic development agencies, and reflects the civic pride of our corporate partners. This booklet addresses the differing needs of many groups. After reviewing the general instructions, simply turn to the appropriate page for further information on how to use the brand in your particular application.

Creating a strong brand image will help all of us. Only by combining our efforts can we effectively compete with our larger neighboring states for national attention. On the dramatically larger international stage, combining our communications is even more important. If Kentucky is to compete in the global economy, we must ensure that our voices are heard.

Your support is vital. The brand symbol and slogan are designed to appear as a primary element in all state-supported communications materials. It is also designed to work in partnership with other logos, allowing individual identities to remain, while still participating with the Kentucky Unbridled Spirit brand. We hope you will help us ensure that the brand is used as much as possible. Even more important, we hope you will help us ensure that the brand is used correctly.

Kentucky Unbridled Spirit is a legally registered trademark and can only be used with permission and within the guidelines stated in this booklet.

This booklet will answer many questions and we urge you to review it thoroughly. Should further assistance be required, please do not hesitate to contact the Commissioner's Office, Kentucky Department of Tourism, at 502-564-4930 or email: kusgraphics@ky.gov.

Thank you for helping us show the world Kentucky's Unbridled Spirit!

Sincerely,

Randall L. Fiveash
Commissioner, Kentucky Department of Tourism

HOW TO USE KENTUCKY UNBRIDLED SPIRIT

The easiest way to use the brand is to incorporate the logo into brochures, signs, advertisements, merchandise, stationery, Web sites, PowerPoint presentations and promotional items. You will find demonstrations of correct ways to do that on the following pages.

But using the logo is only the beginning. Kentucky Unbridled Spirit was created as the result of an extensive research effort which tested not simply the look, but also the nature and the tone of messages as well. By incorporating the following key elements, your program will truly demonstrate your Unbridled Spirit.

The Progressive Discovery Strategy

Kentucky Unbridled Spirit was created to communicate a core strategic message to the world about Kentucky that is unique, that describes what we are, but also points to where we are going. This is the “essence” that describes how we are different than any other place, and why we are special.

The strategy statement

Kentucky is always changing for the better and always keeping itself refreshed and renewed. You can always find something that you didn't know was there before, and you're always pleased with that discovery. However, while Kentucky is forward-moving, it's not intimidating or too busy to allow you to stop and appreciate its beauty.

What does Unbridled Spirit mean?

The brand is described like this:

Kentucky is a place where spirits are free to soar, and big dreams can be fulfilled. We relish competition and cherish our champions for their willingness to push beyond conventional boundaries to reach new heights of success.

How to use these elements in your communications

The brand is strengthened when you can provide a demonstration of the strategy that comes from your particular situation, such as:

- What examples of “big thinking” have affected you?
- How are you changing for the better?
- What new discoveries have been made in your area?
- In what ways can you display our outstanding quality of life?
- What famous Kentuckians best represent you? Who are your lesser known champions?
- How do you honor the contributions of champions?

Celebrate our Unbridled Spirit

The brand is intended to be a celebration of all things good about Kentucky. It represents the hardy, pioneering spirit of our forefathers. It represents our strong commitment to personal freedom today. It represents our optimism for the future.

Incorporating the logo, and also the spirit of the brand message, into all your efforts will help project the pride all Kentuckians feel for our home.

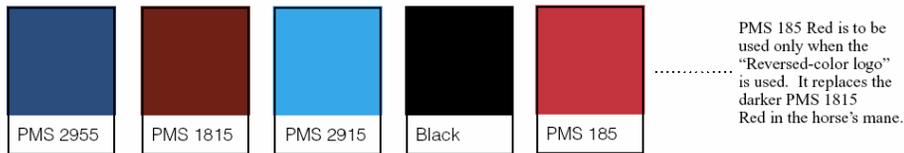
ELEMENTS OF THE BRAND IDENTITY

The brand identity is comprised of three basic elements. These include the Kentucky Unbridled Spirit logo, color palette and typefaces. The logo itself is comprised of three elements. These include the stylized horse head symbol, the “Kentucky” logotype that was specially created for this use, and the slogan “Unbridled Spirit.” The logo is intended to be used in this configuration at all times.

Kentucky Unbridled Spirit Logo



Brand Color Palette – Primary



Brand Typefaces

Arial	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Times New Roman	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Trade Gothic	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Garamond	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

LOGO VARIATIONS

The following pages show the acceptable versions of the logo. In the back of this book there is a directory of digital file types and directions on how best to use them.

Brand logo use on light backgrounds

Below are the three versions of the logo to be used on white, light-colored and light photographic backgrounds. Avoid using on medium-toned, photographic or textured backgrounds that do not allow for proper contrast between the logo and the background.

Four-color Brand Logo



One-color Brand Logo



Black Brand Logo



Alternate one-color logo use on light backgrounds

It is recommended that these brand logos be used as provided in all applications. However, when color use is limited to one-color other than the brand PMS 2955 blue and black, the one-color logo can be used in one of the other colors in the brand palette. The following sample shows acceptable use of the one-color logo in one of the other brand palette colors.



LOGO VARIATIONS

Brand logo use on dark backgrounds

Below are the two versions of the logo to be used on black, solid-colored or dark photographic backgrounds. Avoid using on medium-toned, photographic or textured backgrounds that do not allow for proper contrast between the logo and the background.

Reverse-color Logo



Reverse-white Logo



Alternate one-color logo use on dark backgrounds

It is recommended that these brand logos be used as provided in all applications. However, the one-color logo can be used in one of the other colors in the brand palette provided there is enough contrast between it and the background color. The following samples show acceptable uses of the one-color logo on black and dark-colored backgrounds.



..... PMS 2915 logo on black background.



..... PMS 124 logo on solid PMS 2955 background.

INCORRECT USAGE OF THE LOGO

The brand logos should always be used as provided in all applications. Care should be taken to ensure the logo is presented properly. When reproducing the logo, the accuracy of both color and detail is extremely critical. Examples of incorrect logo usage are shown below.

Do not reproduce the “Kentucky” logotype and slogan in another typeface.



Do not reproduce the logo in any colors other than the ones included in the brand color palette.



Do not rearrange, reconfigure or add to the elements of the logo.



Do not reproduce the logo on an unsuitable background.



LOGO AREA OF ISOLATION

To maintain the integrity of the logo, a specific space relationship is to be used. This unit of measurement shows the area of isolation or “white space” required on all sides of the logo to prevent other elements from crowding or interfering with the logo. The area of isolation applies to all versions of the logo and applies to all uses of the logo including publications, advertising, signage, Web pages, promotional items, etc. An example of the area of isolation for the four-color logo is shown below.



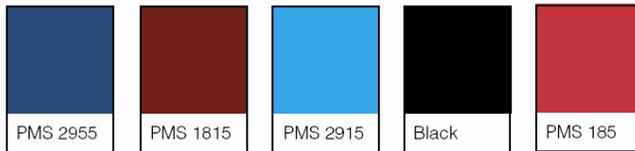
BRAND COLOR PALETTES

Two color palettes have been developed for the Kentucky Unbridled Spirit brand identity. The Primary Color Palette will be used for the reproduction of the logo in print materials using one to four colors. The Secondary Color Palette provides options for accent colors to be used in conjunction with the Primary Color Palette when creating publications, advertising, signage, Web sites, promotional items, etc.

The colors selected for use have corresponding numbers which relate to the Pantone Matching System® (PMS). Each PMS color specified is used for both coated and uncoated paper stocks. The colors reproduced here are approximations. Refer to actual Pantone chips or “swatches” for accurate color matching.

In four-color process printing, the exact Pantone colors are approximated with a formula using Cyan, Magenta, Yellow and Black (CMYK) inks. Each color has been carefully selected so the exact PMS ink and the CMYK conversions are as closely matched as possible. For electronic media applications, the colors are reproduced using a mix of Red, Green and Blue (RGB) light.

Brand Color Palette – Primary



Brand Color Palette – Secondary



TYPOGRAPHY

Four typefaces have been selected for the brand identity. These are Trade Gothic, (including Trade Gothic Extended), Garamond, Arial and Times New Roman. The entire Trade Gothic, Garamond, Arial and Times New Roman families are available for use, including Regular, Italic, Bold and Bold Italic styles.

Care should be taken to ensure the typefaces are not condensed or expanded, and that proper line, letter and word spacing is used at all times to ensure good readability.

Trade Gothic

Trade Gothic is a highly readable sans-serif font. It is most suitable for setting technical or short blocks of information, such as captions, charts, headlines and subheads. It is also the preferred choice for on-screen applications, such as PowerPoint presentations.

Trade Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-=[\];',./~_+{}|:"<>?

Trade Gothic Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()-=[\];',./~_+{}|:"<>?*

Trade Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-=[\];',./~_+{}|:"<>?

Trade Gothic Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-=[\];',./~_+{}|:"<>?

Trade Gothic Extended

The brand slogan is made up of a modified character similar to Trade Gothic Extended. All cabinet and departmental titles on stationery items should be set using Trade Gothic Extended.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-=[\];',./~_+{}|:"<>?

TYPOGRAPHY

Garamond

Garamond is a serif font suitable for creating word processing documents and setting large blocks of text, such as letters, memos, reports, etc.

Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() `-= [] \ ; , . / ~ _ + { } | : " < > ?

Garamond Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&() `-= [] \ ; , . / ~ _ + { } | : " < > ?*

Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() `-= [] \ ; , . / ~ _ + { } | : " < > ?

Garamond Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() `-= [] \ ; , . / ~ _ + { } | : " < > ?

TYPOGRAPHY

Arial

Like Trade Gothic, Arial is a highly readable sans-serif font. It is most suitable for PC use when setting technical or short blocks of information, such as captions, charts, headlines and subheads.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() `-=[]\;',./~_+{}|:"<>?

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&() `-=[]\;',./~_+{}|:"<>?*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() `-=[]\;',./~_+{}|:"<>?

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() `-=[]\;',./~_+{}|:"<>?

TYPOGRAPHY

Times New Roman

Like Garamond, Times New Roman is a serif font suitable for PC use for creating word processing documents and setting large blocks of text, such as letters, memos, reports, etc.

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() `-[]\ ; ' , / ~ _ + { } | : " < > ?

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&() `-[]\ ; ' , / ~ _ + { } | : " < > ?*

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() `-[]\ ; ' , / ~ _ + { } | : " < > ?

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() `-[]\ ; ' , / ~ _ + { } | : " < > ?

SYMBOL GRAPHIC

As part of the brand identity, the horse head (symbol graphic) from the brand logo may be used as a decorative element. It can be used in its entirety or cropped as a partial graphic. Care should be taken not to overuse the symbol as a decorative element.

When using the symbol graphic as a partial decorative element, it should always be cropped in from the left side of the graphic and never cropped in more than two-thirds the length of the graphic, or cropped in from the top or bottom. The symbol graphic should never be flipped horizontally, distorted or rotated.

When used on a white background, the symbol graphic should be reproduced as light tint (screen) in any of the colors in the brand color palette. The symbol graphic should be reproduced as a dark tint (screen) if it is used on a solid color background.

Examples of the correct usage of the symbol graphic are shown below.



..... Sample symbol graphic is 20% tint (screen) of primary color PMS 2955 on a solid white background.



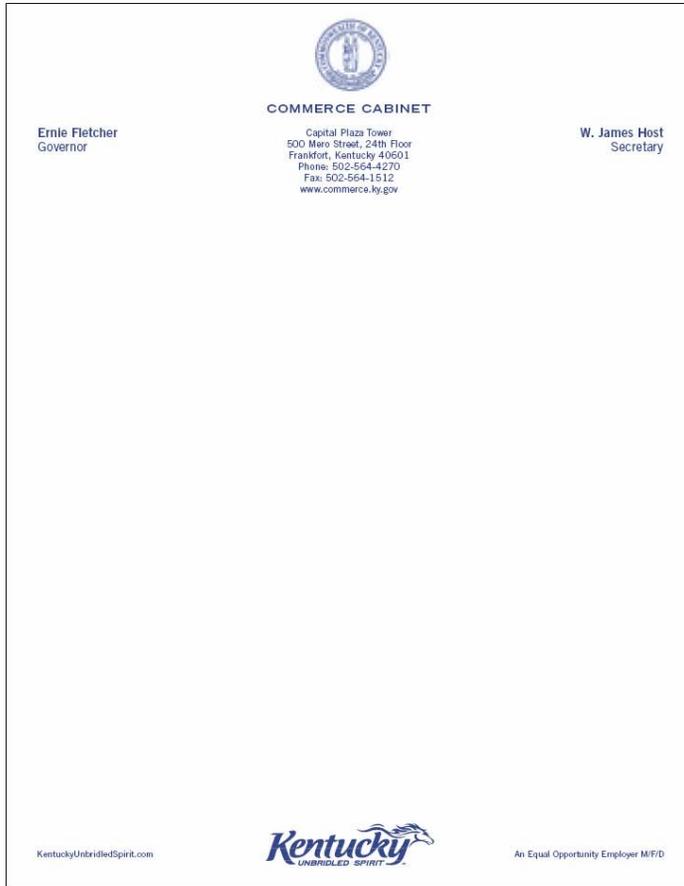
..... Sample symbol graphic is 80% tint (screen) of primary color PMS 2955 on a solid PMS 2955 background.

Note: The cover of this manual shows an example of the correct usage of a cropped version of the symbol graphic.

STATE CABINETS/AFFILIATED DEPARTMENTS

Stationery materials such as letterhead, business cards and envelopes are key parts of the brand identity, and it is important these items remain consistent throughout the cabinet, department and agency levels. A stationery design template is available at the Commissioner's Office, Kentucky Department of Tourism, at 502-564-4930 or email: kusgraphics@ky.gov. An example of a letterhead is shown below.

Letterhead



One-color letterhead
..... printed in official
state blue - PMS 287.

Not actual size.

STATE CABINETS/AFFILIATED DEPARTMENTS

An example of a business card and envelope is shown below.

Business Card

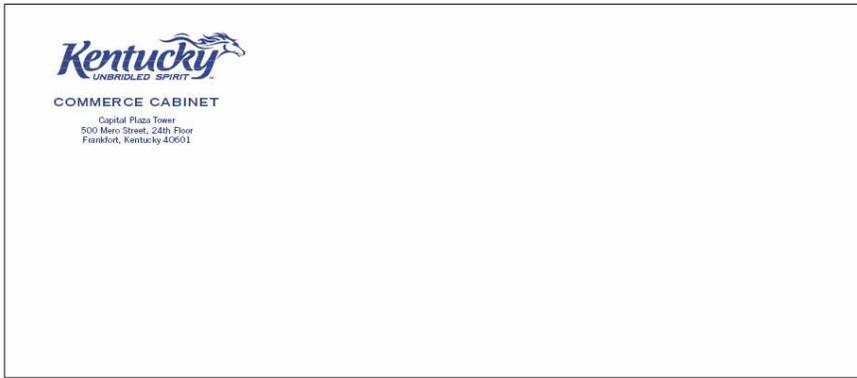


..... One-color business card printed in official state blue - PMS 287.

Actual size.

..... One-color envelope printed in official state blue - PMS 287.

Envelope



Not actual size.

STATE CABINETS/AFFILIATED DEPARTMENTS

Maintaining consistency on all state publications is also a key part of the overall brand identity. We have created two design formats for creating brochures, posters, pamphlet covers, etc. These design formats take into consideration differing levels of design skills, access to visuals such as photography and illustration, and the type of printing required.

Format one

Features of this three-section format include use of color bands at the top and bottom and a single photo placement in the middle section. The top panel is used for the title of the publication and the bottom panel is reserved for the brand logo, appropriate cabinet/department titles and the KentuckyUnbridledSpirit.com Web address. An example of a two-color brochure is shown below.



Cover



Back

.....
This format features an identifying color band at the top and bottom of the cover. The color should be selected from the brand color palette.

.....
The title and secondary title or identifier is to be placed on the top color band. Word usage should be limited.

.....
The center section of the cover is devoted to a photographic image. Always use strong, interesting photos. Refrain from using clip art in this format.

.....
The logo should always be placed in the center at the bottom of the cover. The KentuckyUnbridledSpirit.com Web address should always be used on the cover and the cabinet/department Web address on the back.

STATE CABINETS/AFFILIATED DEPARTMENTS

This format does not have to be limited to multiple color printing. An example of the same brochure in one-color is shown below.



.....

This one-color sample features bands at the top and bottom that are made up of a 50% screen of black. When printing in one-color, other colors from the brand color palette can be used.

.....

Follow previous guidelines for the creation of the other cover elements.

Cover



Back Cover

STATE CABINETS/AFFILIATED DEPARTMENTS

Format two

To be used when visual elements are not available, this format allows more emphasis to be put on titles and text treatments. It allows you to print white text and graphics on a solid color background or print black or colored text and graphics on a white background. As a graphic element, the brand logo symbol graphic may be used. An example of a one-color brochure with reversed printing is shown below.



Cover



Back Cover

.....

This one-color sample features reversed text and graphics. In this format the title and secondary title or identifier should always be placed on the top portion of the cover.

It is acceptable to use larger font sizes.

.....

A 70% screen of the symbol graphic is used as a visual element.

.....

The same brand logo guidelines are to be followed as with format one.

STATE CABINETS/AFFILIATED DEPARTMENTS

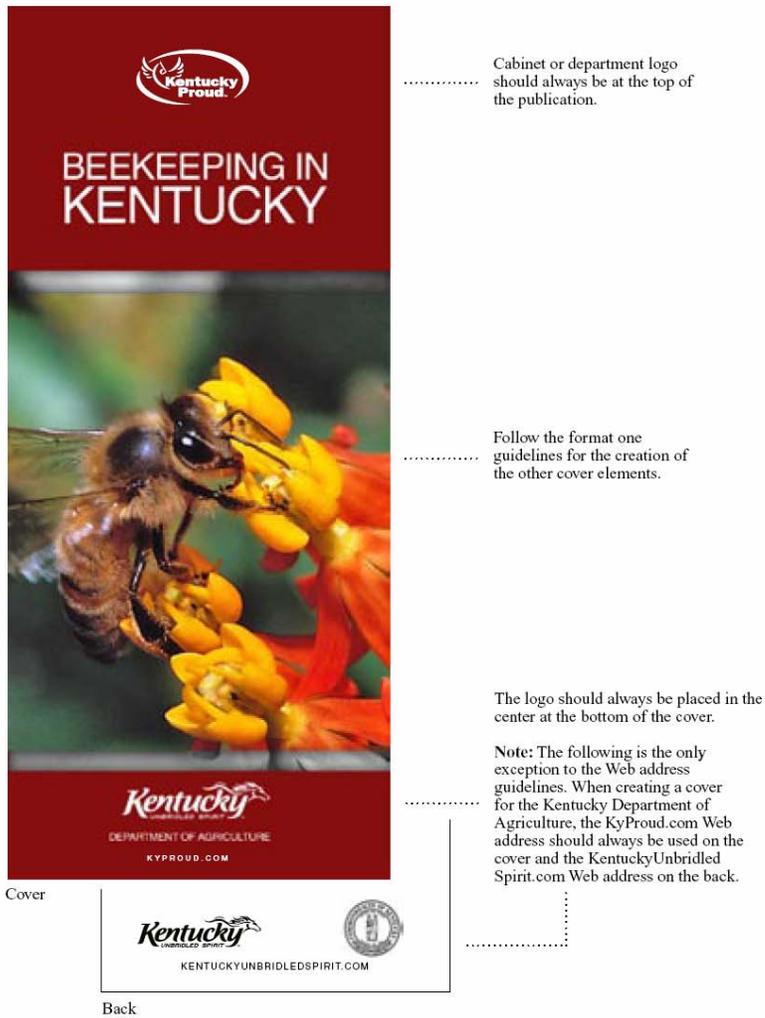
An example of the same brochure format with one-color printing on a white background is shown below.



STATE CABINETS/AFFILIATED DEPARTMENTS

Additional logos

The Kentucky Department of Agriculture and a select number of cabinets/departments have specialized logos. When that is the case, it is important to separate all other logos from the Kentucky Unbridled Spirit logo. Separation will help keep the logos from crowding, interfering or overwhelming one another. An example of a four-color brochure cover using two logos is shown below.



STATE CABINETS/AFFILIATED DEPARTMENTS

When creating advertisements, it is important to follow the same guidelines for the creation of brochure covers. Strong visuals, memorable headlines and concise body copy are crucial. For brand consistency, it is important to follow these logo placement guidelines. When creating an ad, it is acceptable to use additional fonts with visually interesting headline and body copy styles. Care should be taken not to use overly decorative or novelty fonts. An advertisement example is shown below.

Advertisement Sample



**AT TIMES, YOU'LL BE REMINDED
THAT THE EARLIEST VISITORS TO KENTUCKY
FACED IMPOSSIBLE CHALLENGES, TOO.**

Ro od te vel utpat vel utet, sit, relesissim ip
eni si eratue commy nullandiam do ex ero
conse eugait, conullute feum zzrit lor augiam,
cosen drest, vel dipusc illaore conised et ac
cum do con hendrer si et augait relesseerisi ne
facilla feuguer mod magna facipisi ex elit atisi

eros nit lorem velesed tem del ullamco nse
quam dignis nulpu tet wis adit praessequi es
ectetum digni simi dunt velisi. Obore feusmo
loreest vellesse conseriamet, cosembli ea feum
aliti lumsan ex ereili lqui fat. Unt ing eniam ad
ercedunt praese quip equamcorem.

To book your tee time at a State Park Resort golf course call (800) 222-2255.



KENTUCKYUNBRIDLEDSPRIT.COM

Always use strong, interesting visuals. These can include photography and illustration.

Try to avoid unnecessary graphics, clip art and use of excessive photography.

Always use legible and, if appropriate, visually interesting typefaces for the creation of headlines and subheads.

The logo should always be placed at the bottom of the advertisement. It is acceptable for the logo to be placed in either the center, left or right corner positions.

STATE CABINETS/AFFILIATED DEPARTMENTS

Additional logos

When creating an advertisement that is to incorporate the logo from a cabinet/department, it is important to use the same guidelines for logo separation as used for creating brochure covers. An example of an advertisement using two logos is shown below.

Advertisement Sample



..... Cabinet/department logo should always be at the top of the advertisement.

..... Follow the same guidelines from the previous page for the creation of the other advertising elements.

STATE CABINETS/AFFILIATED DEPARTMENTS

The brochure and advertisement samples from the previous pages show the preferred treatment of a cabinet/department logo with the brand logo. However, there may be times when it is necessary to place these logos in close proximity to one another. As a guideline for this treatment, the brand logo should always be the dominant logo. Recommended treatments for using the brand logo with an additional logo are shown below.

Brand Dominant Treatment



..... The cabinet/department logo should be sized to appear to have 1/2 the weight of the brand logo.



STATE WEB NETWORK

When using the Kentucky Unbridled Spirit brand on the state's Web network, it is extremely important to follow these guidelines to maintain brand integrity throughout all of the cabinet, department and agency Web sites. There are six logo options for Web use. Because of header size limitations and large amounts of content found on home page designs, a specific placement of the brand icon on each Web site home page is recommended.

Whenever the brand icon is displayed on a state Web site, it is required to be hot-linked to www.KentuckyUnbridledSpirit.com.

Reverse-color Icon with Symbol Graphic



Reverse-color Icon



Four-color Icon



Reverse-white Icon



One-color Icon



Black Icon



Alt Tag

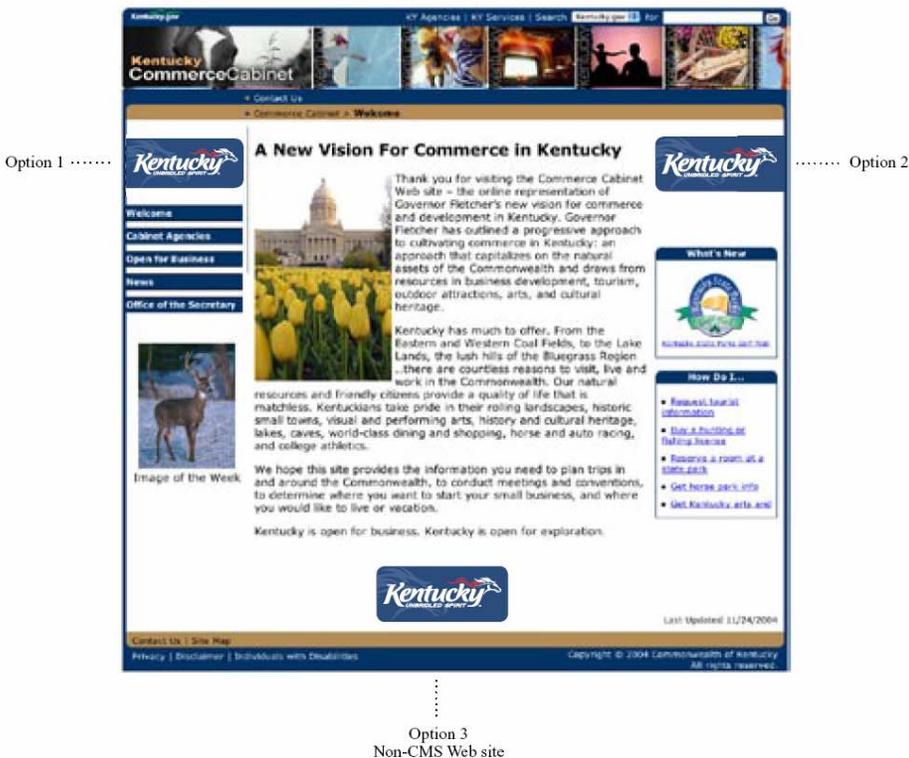
It is recommended that the alt tag attached to the logo icon read "Kentucky Unbridled Spirit-External Site" on all Web site home pages.

STATE WEB NETWORK

Web icon placement options

- Option 1: This placement is strongly encouraged – prominently displaying the brand without the need to scroll.
- Option 2: This placement is approved for cabinets/departments who prefer to display the brand over the “what’s new” box rather than over the navigation, as seen in option 1.
- Option 3: This placement is ONLY approved for the old format non-Content Management System (CMS) Web sites. Once an old format site becomes a CMS-driven site, this option is no longer permitted.

Examples of the proper placement of the brand icon on a home page are shown below.



STATE WEB NETWORK

Incorrect usage of the brand icon

The brand icon should be presented as provided.

- The brand icon should never be combined with another mark
- Proportions of the brand icon should be retained
- Drop shadow, bevels or any other effects should not be added to the brand icon
- The brand icon should not be screened behind Web text
- Do not rearrange, reconfigure or add to the brand icon

Brand rollout

Here are step-by-step recommendations for rolling out the brand on the state Web network. Cabinet level sites will be addressed first, defining the standard for all other Web sites to follow.

Step 1: Cabinet level CMS-driven sites (home page only)

Step 2: Cabinet level non-CMS-driven sites (home page only)

Step 3: Cabinet level CMS-driven sites (internal pages)

Step 4: Cabinet level non-CMS-driven sites (internal pages)

Step 5: Address standards for non-cabinet level sites

LOCAL/REGIONAL GOVERNMENTAL AGENCIES

Economic development, local city and county governments and all other state-affiliated institutions are encouraged to join the Kentucky Unbridled Spirit effort. Questions concerning the use of the logo should be referred to the Commissioner's Office, Kentucky Department of Tourism, at 502-564-4930 or email: kusgraphics@ky.gov.

Sample Print Materials



Come see how we horse around in my hometown.

When you're known as *The Horse Capital of the World*, there's quite a bit riding on you.

- 450 world-famous Thoroughbred farms
- The Kentucky Horse Park, a theme park dedicated to the horse.
- Live Thoroughbred racing in April and October.

Or make your visit an historic occasion and travel back in time.

- Ashland, The Henry Clay Estate
- Old world charm of Shaker Village
- Civil War battlefields

Course, if you really want to get in the spirit, visit the birthplace of bourbon. Distillery tours of Wild Turkey, Woodford Reserve, or Buffalo Trace will surely satisfy your thirst for fun.



Lexington, Kentucky
and Vinton, Virginia
Chaparral, Bluegrass

In fact, there's so much to do that you won't want to leave. To find out about our getaway vacation packages and our calendar of events, take a trip to visitex.com, or call 1-800-845-9599.



You're invited to lunch with Greater Louisville's leading executives...



WHERE THE BUCK STOPS 2004

Stay "in the know" with **Where The Buck Stops** – a four-part luncheon series designed to better acquaint you with Greater Louisville's newest executives. More important, it's a great opportunity for them to get to know you, Greater Louisville's strong business community.

SIGN UP FOR THE FOURTH EVENT IN THE SERIES: September 2



Patrick Cass
Office Managing Partner, Ernst & Young
Pat Cass joined the Commonwealth's largest CPA firm, Ernst & Young, in May 2002 when the local offices of Ernst & Young and Arthur Andersen merged. Cass continues to lead the firm to success since taking on the position of managing partner of the Louisville office upon the retirement of David Rogers in July 2003. Hear how he plans to take Ernst & Young to new heights and how his vision helps guide the firm's ambitious mission of putting people first.



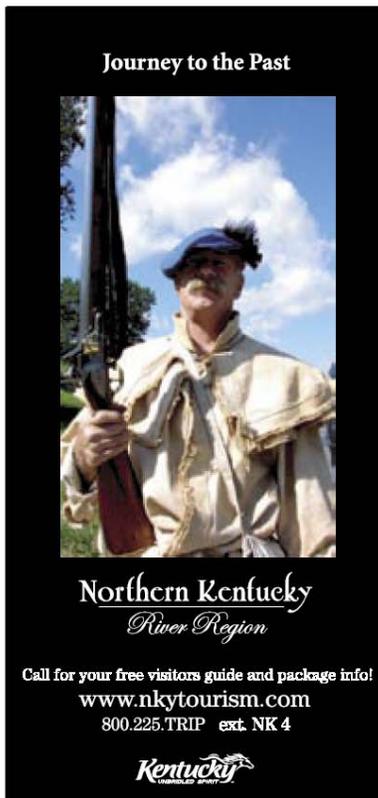
David A. Nelson
President and CEO, SHPS Inc.
With a health care leadership career spanning 25 years, David Nelson brings significant experience to SHPS, which provides outsourcing services, including strategic consulting, human resources/benefit services and health management services. As the cutting-edge company's visionary, David focuses on service, quality and controlled costs. Learn how this Kentucky leader is gaining momentum as he takes the company to the next level of innovation and development.



LOCAL/REGIONAL TOURISM AGENCIES – MATCHING FUNDS

Matching funds are available for many tourism promotion elements through the Kentucky Department of Tourism matching funds program. For questions regarding the matching funds program contact the Commissioner's Office, Kentucky Department of Tourism, at 502-564-4930 or email: kusgraphics@ky.gov.

Sample Advertisement



Journey to the Past



Northern Kentucky
River Region

Call for your free visitors guide and package info!
www.nkytourism.com
800.225.TRIP ext. NK 4



MEDIA/PROMOTIONS

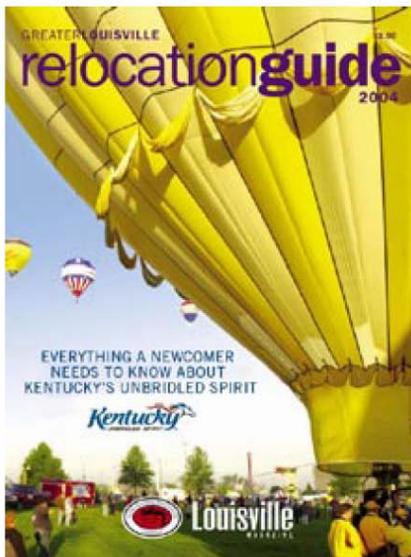
Kentucky media outlets are invited to display the brand whenever possible. Newspapers and news magazines are encouraged to showcase the brand when reporting on Kentucky stories or to show pride in the Commonwealth.

Television stations are encouraged to display the brand in station ID's and other station promotions.

Radio and television stations needing copy to accompany the brand may use verbiage that showcases the station and the brand. Example: "Celebrating Kentucky's Unbridled Spirit, we are WXXX, Paducah."

Special brand promotions may be considered, depending on ideas suggested. For specific information or suggestions, contact the Commissioner's Office, Kentucky Department of Tourism, 502-564-4930 or by e-mail: kusgraphics@ky.gov.

Sample Promotion Cover and Station ID



CLOTHING AND OTHER MERCHANDISE

Kentucky Unbridled Spirit is a legally registered trademark. The brand may not appear on any item for resale without the expressed written consent of the Commissioner's Office, Kentucky Department of Tourism. For further information, including licensing requirements, contact the Commissioner's Office, Kentucky Department of Tourism, at 502-564-4930 or email: kusgraphics@ky.gov.

Sample Promotional Items

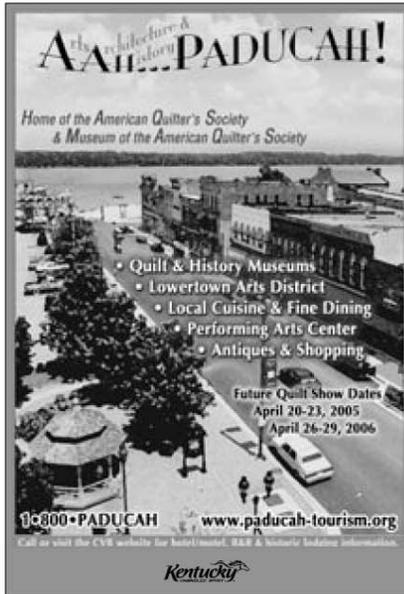


CO-BRANDING

The Kentucky Unbridled Spirit brand may be used in conjunction with the brand of local chambers of commerce, economic development agencies, convention and visitor bureaus, etc.

In addition, co-branded merchandise can be created and sold, which can result in additional revenue for those organizations. For further information, including licensing requirements, contact the Commissioner's Office, Kentucky Department of Tourism, at 502-564-4930 or email: kusgraphics@ky.gov.

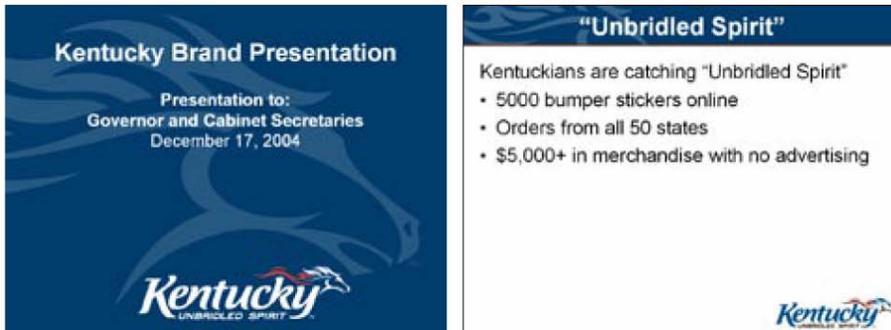
Co-branding Samples



OTHER BRAND USES

There are many other potential uses to further promote the brand. These may include PowerPoint presentations, proposals, outdoor signage, etc. For further information or ideas, contact the Commissioner's Office, Kentucky Department of Tourism, 502-564-4930 or by e-mail: kusgraphics@ky.gov.

PowerPoint Samples



Airport Sign Sample



LOGO DIRECTORY

Brand logo EPS files

The Encapsulated PostScript (EPS) files are the best option for commercial printing, large-format graphics and many promotional materials. EPS files can also be used in some page-layout programs, but generally do not perform well in applications such as Microsoft Word, PowerPoint and Excel.

EPS files are vector-based and provide the cleanest image at any dimension. They can be scaled as small or as large as needed without losing image quality. These EPS files can be used by both PC and Macintosh computers and are compatible with Illustrator versions 8.0 and above. The “Create Outlines” (Illustrator) or “Convert to Paths” (Freehand) command has been applied to all fonts.

file name: Brand_4color.eps
file size: 616 KB
dimensions: 10.125 x 2.5
color mode: PMS 2955, PMS 1815,
PMS 2915, Black



file name: Brand_1color.eps
file size: 612 KB
dimensions: 10.125 x 2.5
color mode: PMS 2955



file name: Brand_black.eps
file size: 612 KB
dimensions: 10.125 x 2.5
color mode: Black



Because of limitations with other file formats, reversed-logo options are only available as EPS files.

file name: Brand_reverse-color.eps
file size: 592 KB
dimensions: 10.125 x 2.5
color mode: PMS 2915, PMS 185,
White



file name: Brand_reverse-white.eps
file size: 584 KB
dimensions: 10.125 x 2.5
color mode: White



LOGO DIRECTORY

Brand logo JPEG files

Small file sizes make the Joint Photographic Experts Group (JPEG) files most suitable for on-screen applications such as PowerPoint presentations and e-newsletters. They are compatible with most desktop publishing applications, including Microsoft Word, PowerPoint and Excel. However, because of the “noise” that can surround printed JPEG files, the TIFF logos generally will be a better choice for documents that are going to be printed on a desktop printer.

The JPEGs are low-resolution files and will be clear when viewed on screen but will appear somewhat chunky when printed on a desktop printer. As raster images, the JPEGs will lose image quality the more they are scaled over 100%. JPEGs can be used by both PC and Macintosh computers.

file name: Brand_4color.jpg
file size: 680 KB
dimensions: 10.125 x 2.5
color mode: RGB



file name: Brand_1color.jpg
file size: 696 KB
dimensions: 10.125 x 2.5
color mode: RGB



file name: Brand_black.jpg
file size: 444 KB
dimensions: 10.125 x 2.5
color mode: Greyscale



LOGO DIRECTORY

Brand logo TIFF files

These Tagged-Image File Format (TIFF) files are recommended for four-color process, commercial printing. They are compatible with most desktop publishing applications, but their CMYK color mode may mean they are not available in all cases. Because they are not compressed and are saved at a higher resolution, the file size of the TIFFs is considerably larger than that of the JPEG files.

These are PC-formatted, high-resolution files and will be clear when viewed on screen and when printed. As raster images, the TIFFs will lose image quality the more they are scaled over 100%. They can be used by both PC and Macintosh computers.

file name: Brand_4color.tif
file size: 9.5 MB
dimensions: 10.125 x 2.5
color mode: CMYK



file name: Brand_1color.tif
file size: 9.5 MB
dimensions: 10.125 x 2.5
color mode: CMYK



file name: Brand_black.tif
file size: 2.3 MB
dimensions: 10.125 x 2.5
color mode: Greyscale



LOGO DIRECTORY

Brand logo WMF files

The Windows Meta File (WMF) format is used specifically on the PC platform. It is compatible with most desktop publishing applications, including Microsoft Word, Microsoft Publisher and Excel. WMF files are vector-based and use the RGB color mode.

Because of generally lower file sizes, WMF files may be the preferred choice for documents to be printed on a desktop printer.

file name: Brand_4color.wmf
file size: 12 KB
dimensions: 10.125 x 2.5
color mode: RGB



file name: Brand_1color.wmf
file size: 12 KB
dimensions: 10.125 x 2.5
color mode: RGB



file name: Brand_black.wmf
file size: 12 KB
dimensions: 10.125 x 2.5
color mode: RGB



LOGO DIRECTORY

Symbol Graphic EPS file

file name: Symbol Graphic.eps
file size: 544 KB
dimensions: 8.5 x 2.5
color mode: Black



BRAND IDENTITY CD

A Brand Identity CD is available that contains the logo and associated artwork in a variety of formats and resolutions to represent the brand consistently throughout a wide variety of applications. This manual contains file explanations and usage guidelines for the CD.

To obtain a copy of this CD, or to request additional information or assistance on graphics standards, please contact the Commissioner's Office, Kentucky Department of Tourism, 502-564-4930, or email: kusgraphics@ky.gov



**Commonwealth of Kentucky
Governor Ernie Fletcher’s Communications Office
State Government Style Book**

This guide is intended to assist public information offices in state government in writing news releases and other documents. This is intended to be a supplement to the AP Stylebook. Use the AP Stylebook unless otherwise noted in these guidelines for state agencies.

Acronyms: Avoid if possible. Always spell out names of agencies and programs on first reference.

Agency names: Follow AP style. Capitalize the full name of the agency (The Cabinet for Health and Family Services, the Department of Personnel). Use lowercase on second reference when using the word cabinet, department, division, etc. (The cabinet revoked the license.)

Dateline: Use in a news release when appropriate. The dateline is usually determined by the location of an event or announcement. Frankfort may be used as the dateline in cases where there is more than one location involved.

First Lady: Use on first reference to First Lady Glenna Fletcher. Second reference can be the First Lady or Mrs. Fletcher.

Governor: Spell out in all references. Uppercase whenever used with Governor Ernie Fletcher’s name. Second reference should be Governor Fletcher. Lowercase governor when name is not used.

Kentucky: Only abbreviate when used in a dateline or with a city; otherwise spell out. (Frankfort, Ky., A Kentucky official said Monday...)

Lieutenant Governor: Spell out in all references. Lowercase when name is not used.

News Advisories: Advisories should be sent in advance of a news event with basic information and if possible the subject matter. They generally should not include the “news” you are attempting to promote. Advisories should be clearly identified and include time, place, person to be speaking or appearing and the subject. Add a contact name and phone number. (See letterhead entry below).

News Releases: News releases should be accurate, timely and well written. For state agency releases, please follow these guidelines:

Headline: All releases should have a headline centered with a small subhead underneath also centered.

Contact: All releases should include a contact name and phone number. The contact should be available for calls when the release is issued. Provide a second name and number when possible.

Phone and Web Sites: Double check all phone numbers and web site addresses to make sure they are accurate.

Letterhead: Use cabinet letterhead for news releases and advisories (state seal at center with names of governor and secretary at the side, name of cabinet centered under seal.) At top left have “NEWS RELEASE” and at right have “CONTACT” with name and phone number.

Titles: Always capitalize a person’s title when used with their name (Secretary Jim Host, Commissioner Bob Smith, Deputy Commissioner John Jones) Lowercase when no name is used. (The commissioner issued a statement yesterday.) Do not abbreviate titles. On second reference, say Secretary Host, Commissioner Smith.

LIST OF ACRONYMS

GOLD	Governor’s Office for Local Development
KIA	Kentucky Infrastructure Authority
KCDO	Kentucky Community Development Office
ROM	Renaissance on Main
CEGG	Community Economic Growth Grant
CDBG	Community Development Block Grant
ARC	Appalachian Regional Commission
DRA	Delta Regional Authority
KLC	Kentucky League of Cities
KHC	Kentucky Housing Corporation
KHC	Kentucky Heritage Council
KACo	Kentucky Association of Counties
ADD	Area Development District
LWCF	Land and Water Conservation Fund
RTP	Recreational Trails Program
KCJEA	Kentucky County Judge/Executive Association
UFIR	Uniform Financial Information Report
KCMA	Kentucky County Magistrates Association
DOW	Division of Water
TEA-21	Transportation Enhancement Act
LGEDF	Local Government Economic Development Fund
LGAEF	Local Government Assistance Fund
CiTE	Center for Technology Enterprise (ConnectKentucky)
CJ/E	County Judge/Executive
DLG	Department for Local Government
LRC	Legislative Research Commission
GIS	Geographical Information System

NOTE: This is by no means a comprehensive list of all acronyms throughout state and local government. This is a listing of common ones used by many GOLD employees and associates. If there are others that one may feel needs to be on this list as well, please contact the Public Information Office.