



STANDARDS for KY EXCEL LOGO USE

- KY EXCEL members may utilize the KY EXCEL logo on promotional materials associated with the member organization.
- The KY EXCEL logo may be used in a commercial manner with permission from the Division of Compliance Assistance (DCA).
- Care should be taken to see that the KY EXCEL logo is presented in a positive way.
- When in combination with other logos, keep the logos from crowding, interfering or overwhelming one another.
- The KY EXCEL logo must be reproduced from the authorized reproductions provided by DCA and cannot be redrawn, re-proportioned, or modified in any way. The electronic version may be reduced or enlarged proportionately.
- Keep adequate quiet space/protected area surrounding the logo. The quiet space applies to all versions of the KY EXCEL logo and applies to all uses of the logo. Keep a minimum of 0.25" (5 mm) of white space around all sides of the logo to maximize visibility and impact.
- Assure minimum logo size to maintain legibility. The KY EXCEL logo must never print smaller than 0.75 inches wide. All exceptions must be approved by DCA.
- Do not place the KY EXCEL logo within any graphic shape.
- Do not obscure and weaken the KY EXCEL logo by placing it on visually active background patterns, strong textures or incompatible shades of color.
- Do not print the KY EXCEL logo sideways or at an angle. The logo should never be flipped horizontally, distorted or rotated.
- Electronic copies of the KY EXCEL Logo can be obtained by contacting the KY EXCEL Program Coordinator or emailing envhelp@ky.gov.