OUR LOOK

We use colors and fonts consistently to ensure that KentuckyOne Health is recognizable in the community.
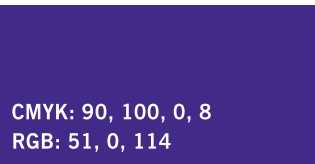
KentuckyOne COLORS

DOMINANT

60% or more

The KentuckyOne Purple represents **excellence**, **warmth**, **strength** and **energy**.

PANTONE® 2685

CMYK: 90, 100, 0, 8
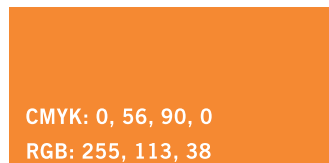RGB: 51, 0, 114

WHITE SPACE

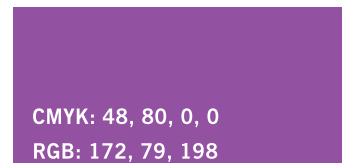### COMPLEMENTARY

no more than 30-40%

These colors complement the KentuckyOne Purple. Purple should remain the dominant color on all materials.

PANTONE® BRIGHT ORANGE

CMYK: 0, 56, 90, 0
RGB: 255, 113, 38

PANTONE® 2582

CMYK: 48, 80, 0, 0
RGB: 172, 79, 198

FONTS

Trade Gothic – Primary Typeface

ABCDEFG
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz

Arial – Secondary Typeface

ABCDEFG
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz

Trade Gothic provides optimum readability and professional and contemporary character. When Trade Gothic is not available, use Arial.

KentuckyOne Health®

the *one* name in health care.

Brand Colors & Fonts

Read more online at:
KentuckyOneEmployees.org/Resources

Jan. 30, 2014