

OUR LOGO

We follow logo standards to visually distinguish the KentuckyOne Health brand.

DOs

&

DON'TS

- ✓ Use a logo that is no smaller than .8" wide (a minimum .06" cap 'K').



- ✓ Leave a clear space around the logo equal to at least 2 K's in the logo; 4 K's of space is best.



- ✓ A white background is always preferred. The color logo may appear on neutral backgrounds with less than a 30% tint.



- ⊘ Do not rotate.



- ⊘ Do not use only a portion of the logo.



- ⊘ Do not alter the position of logo components.



- ⊘ Do not create patterns from the 'K' symbol.



▶ DO NOT ALTER THE LOGO IN ANY WAY

ADDITIONAL GUIDELINES

Use the masterbrand logo in most applications.

The logo must include a ®.

Use a grayscale version of the logo, if it is not possible to use color.



KentuckyOne Health®

the *one* name in health care.

Logo Use

Read more online at:
KentuckyOneEmployees.org/Resources

Feb. 5, 2014