

UNIVERSITY OF KENTUCKY – ATHLETIC IDENTITY

PRIMARY LOGO
PREFERABLE - 2 COLOR



PRIMARY LOGO
ALTERNATE - 1 COLOR



UNIVERSITY OF KENTUCKY – ATHLETIC IDENTITY

WILDCAT MASCOT LOGO
PREFERABLE - 2 COLOR



WILDCAT MASCOT LOGO
ALTERNATE - 2 COLOR



WILDCAT MASCOT LOGO
1 COLOR



KENTUCKY WORDMARK
ONE COLOR

KENTUCKY[®]

KENTUCKY[®]

KENTUCKY[®]

KENTUCKY[®]

WILDCAT WORDMARK
ONE COLOR

WILDCATS[™]

WILDCATS[™]

WILDCATS[™]

WILDCATS[™]

NUMERALS
ONE COLOR

1 2 3 4 5 6 7 8 9 0

0	0
0	0

KENTUCKY WORDMARK
TWO COLOR

KENTUCKY[®]

KENTUCKY[®]

KENTUCKY[®]

KENTUCKY[®]

WILDCAT WORDMARK
TWO COLOR

WILDCATS[™]

WILDCATS[™]

WILDCATS[™]

WILDCATS[™]

NUMERALS
TWO COLOR

1 2 3 4 5 6 7 8 9 0

0

0

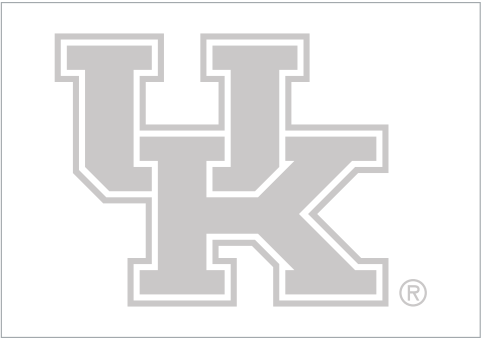
0

UNIVERSITY OF KENTUCKY – ATHLETIC IDENTITY

PRIMARY LOGO
BLACK AND WHITE



PRIMARY LOGO
TONAL



WILDCAT MASCOT LOGO
BLACK AND WHITE



WILDCAT MASCOT LOGO
TONAL



PRIMARY LOGO
SPORT LOCK-UP



SECONDARY TYPEFACE
TORQUE BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

NAMEPLATE TYPEFACE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

T	T
T	T

KENTUCKY WORDMARK
SPORT LOCK-UP

KENTUCKY[®]
ATHLETICS

KENTUCKY[®]
ATHLETICS

KENTUCKY[®]
ATHLETICS

KENTUCKY[®]
ATHLETICS

WILDCATS WORDMARK
SPORT LOCK-UP

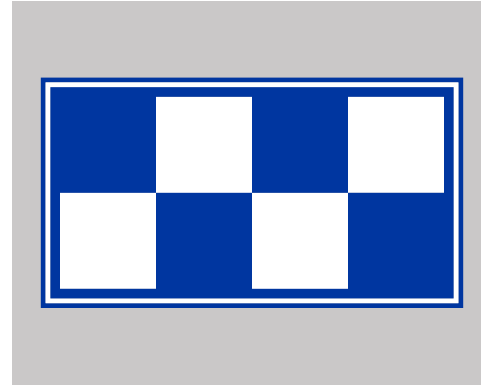
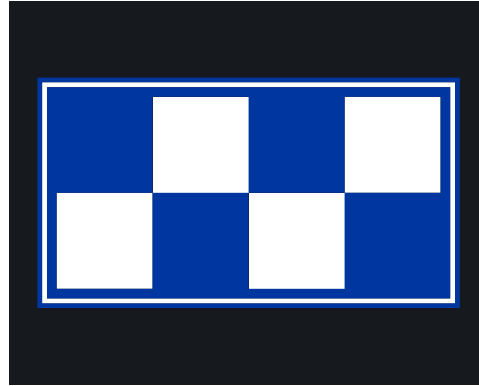
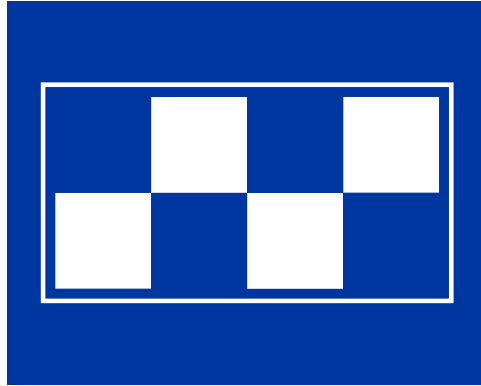
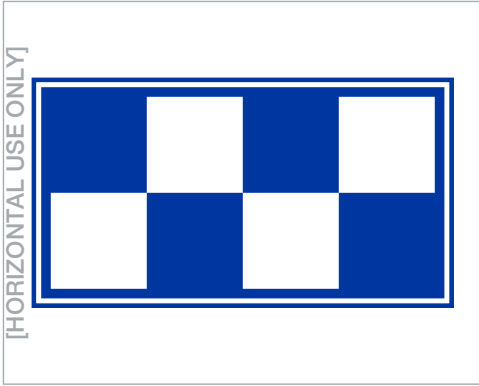
WILDCATS[™]
ATHLETICS

WILDCATS[™]
ATHLETICS

WILDCATS[™]
ATHLETICS

WILDCATS[™]
ATHLETICS

STAND ALONE CHECKERBOARD
LABEL / SIGN-OFF
[HORIZONTAL USE ONLY]



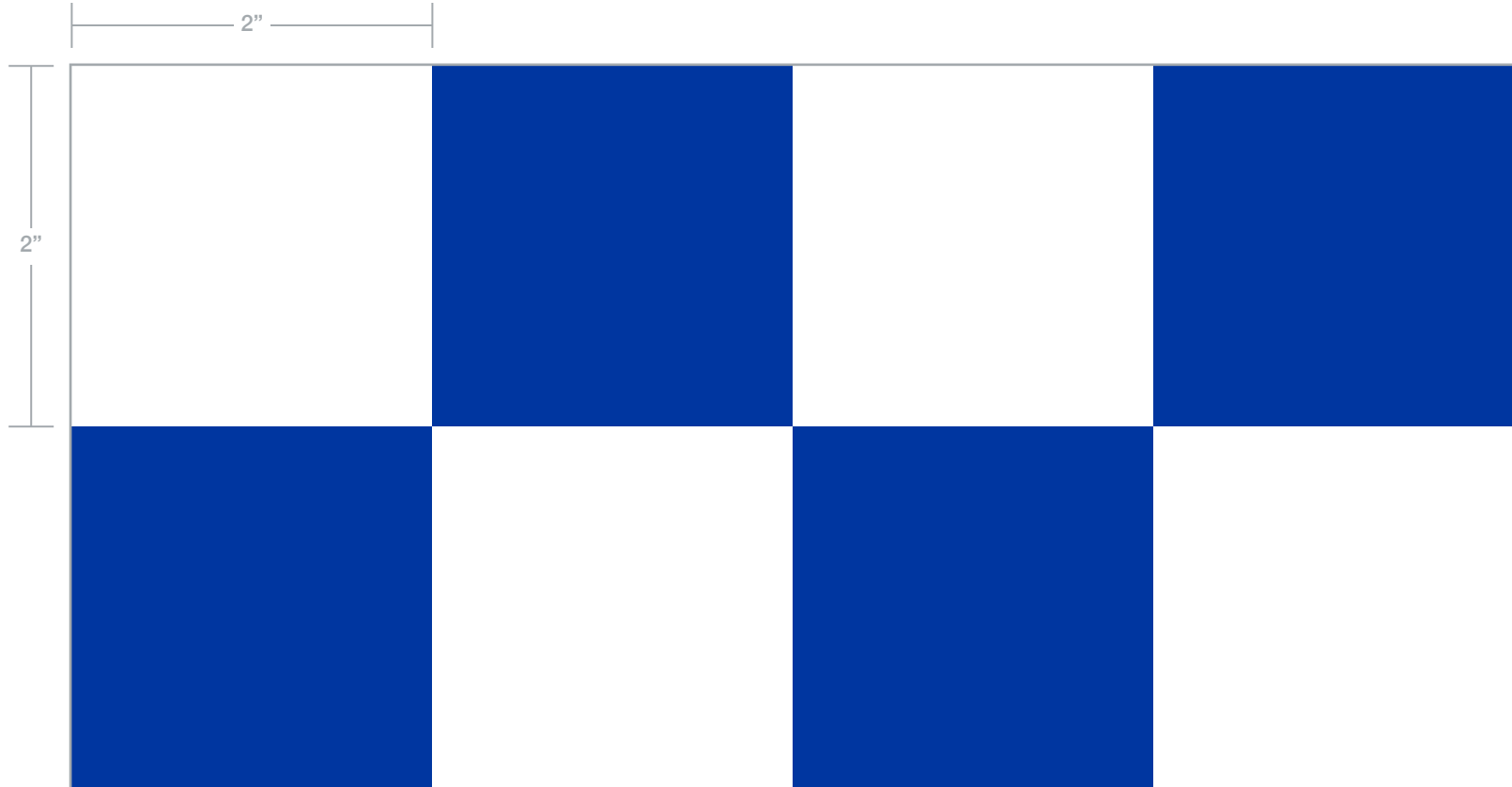
THIS CHECKERBOARD MAY BE USED AS REPEAT PATTERN. [SIZE REDUCTION RESTRICTIONS] -DO NOT REDUCE SMALLER THAN .5" X .5" SQUARES.

1" X 1" CHECKERBOARD
REPEAT APPAREL GRAPHIC



*DO NOT PRINT GREY OUTLINE
THIS IS TO SHOW EDGE OF REPEATING SWATCH PATTERN

THIS CHECKERBOARD MAY BE USED AS VERTICAL OR HORIZONTAL PATTERNED STRIPE - - ONLY 2 SQUARES THICK.



2" X 2" CHECKERBOARD TO BE USED
AS BASKETBALL APPAREL GRAPHIC

*DO NOT PRINT GREY OUTLINE
THIS IS TO SHOW EDGE OF REPEATING SWATCH PATTERN

UNIVERSITY OF KENTUCKY — ATHLETIC IDENTITY

KENTUCKY WORDMARK
SPORT LOCK-UP

KENTUCKY[®]

ATHLETICS

KENTUCKY[®]

BASEBALL

KENTUCKY[®]

BASKETBALL

KENTUCKY[®]

CROSS COUNTRY

KENTUCKY[®]

FOOTBALL

KENTUCKY[®]

GOLF

KENTUCKY[®]

GYMNASTICS

KENTUCKY[®]

RIFLE

KENTUCKY[®]

SOCCER

KENTUCKY[®]

SOFTBALL

KENTUCKY[®]

SWIMMING & DIVING

KENTUCKY[®]

TENNIS

KENTUCKY[®]

TRACK & FIELD

KENTUCKY[®]

VOLLEYBALL

UNIVERSITY OF KENTUCKY — ATHLETIC IDENTITY

WILDCATS WORDMARK
SPORT LOCK-UP

WILDCATSTM
ATHLETICS

WILDCATSTM
BASEBALL

WILDCATSTM
BASKETBALL

WILDCATSTM
CROSS COUNTRY

WILDCATSTM
FOOTBALL

WILDCATSTM
GOLF

WILDCATSTM
GYMNASTICS

WILDCATSTM
RIFLE

WILDCATSTM
SOCCER

WILDCATSTM
SOFTBALL

WILDCATSTM
SWIMMING & DIVING

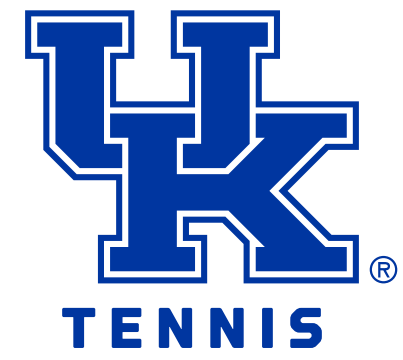
WILDCATSTM
TENNIS

WILDCATSTM
TRACK & FIELD

WILDCATSTM
VOLLEYBALL

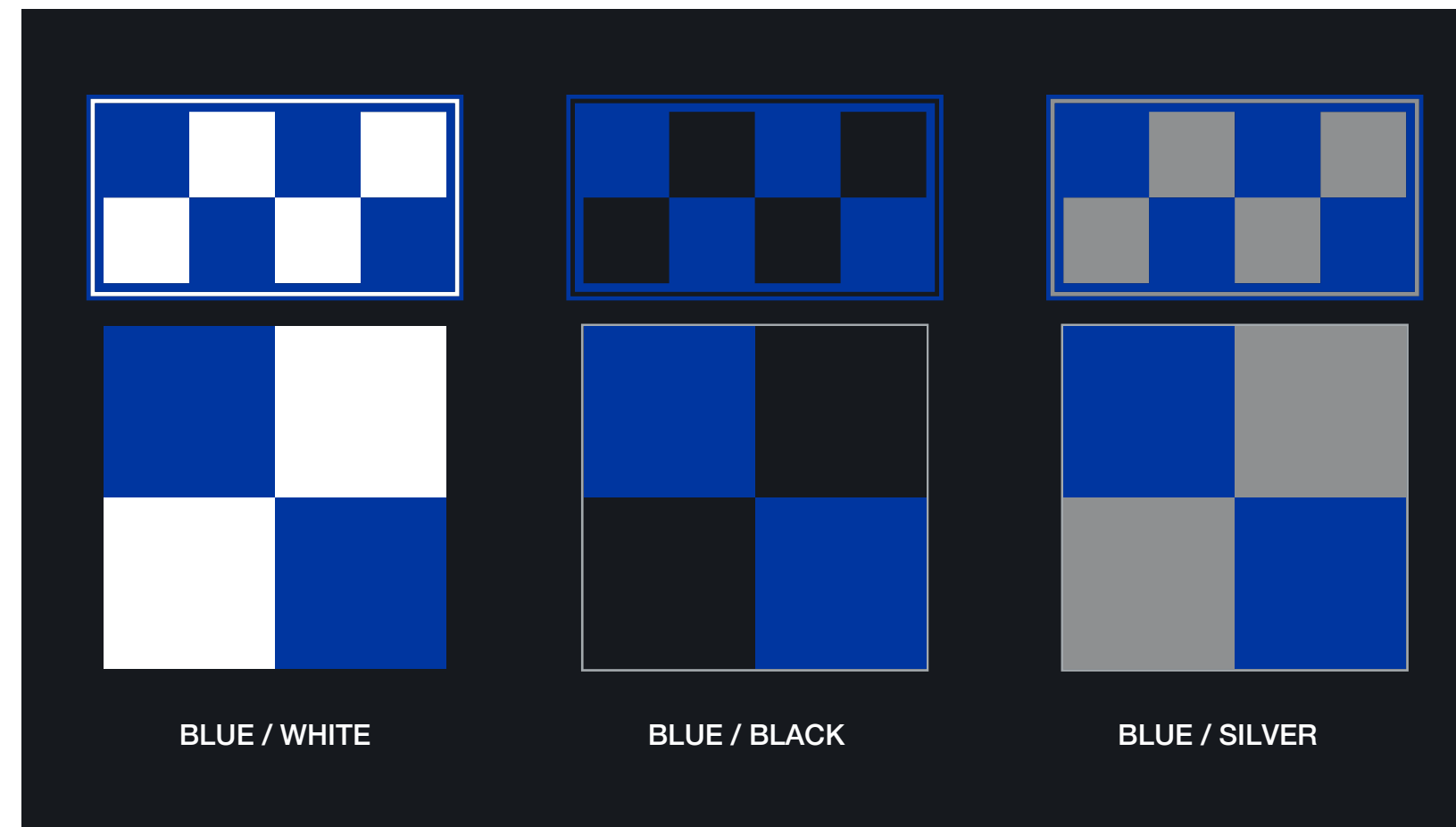
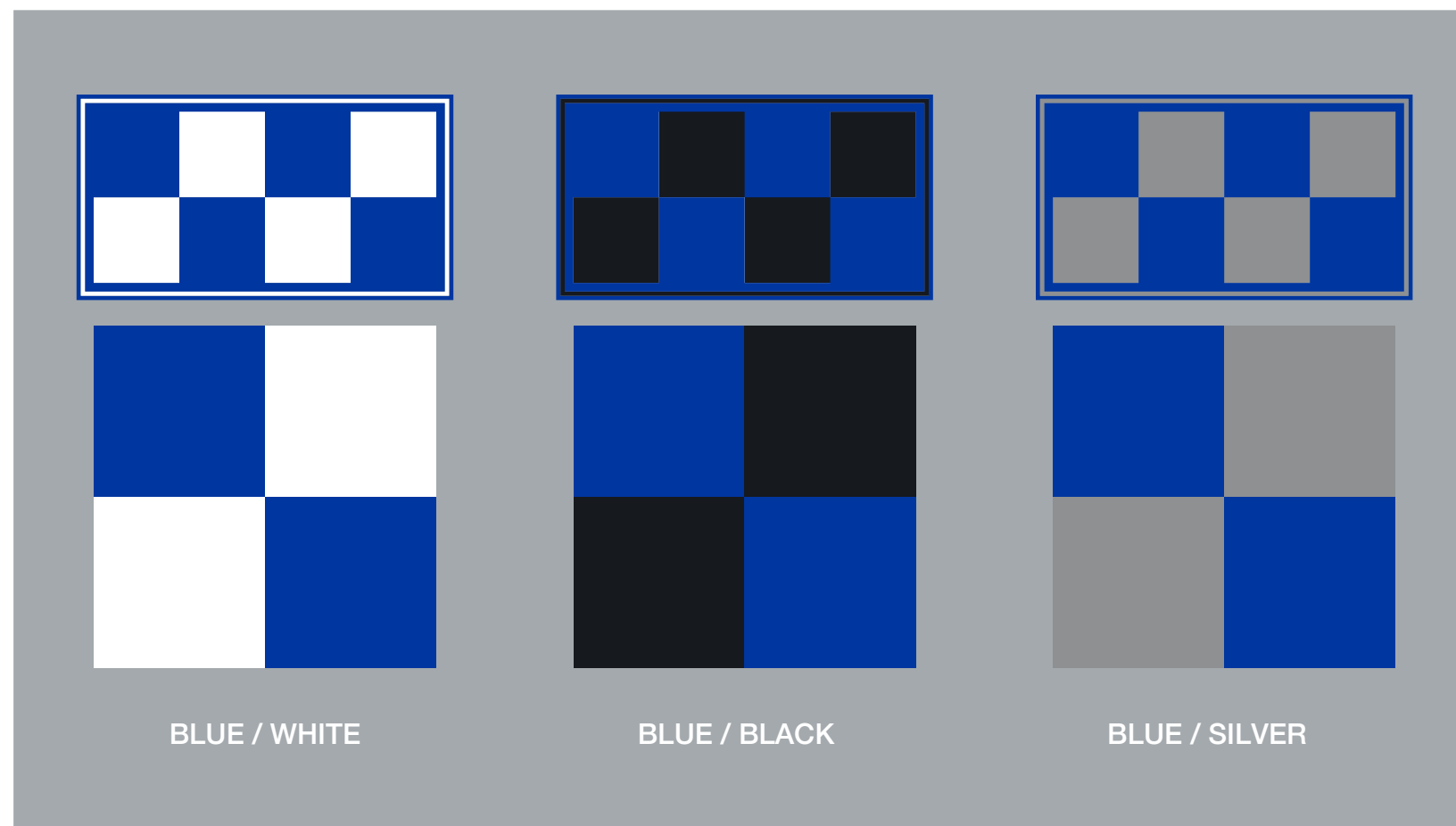
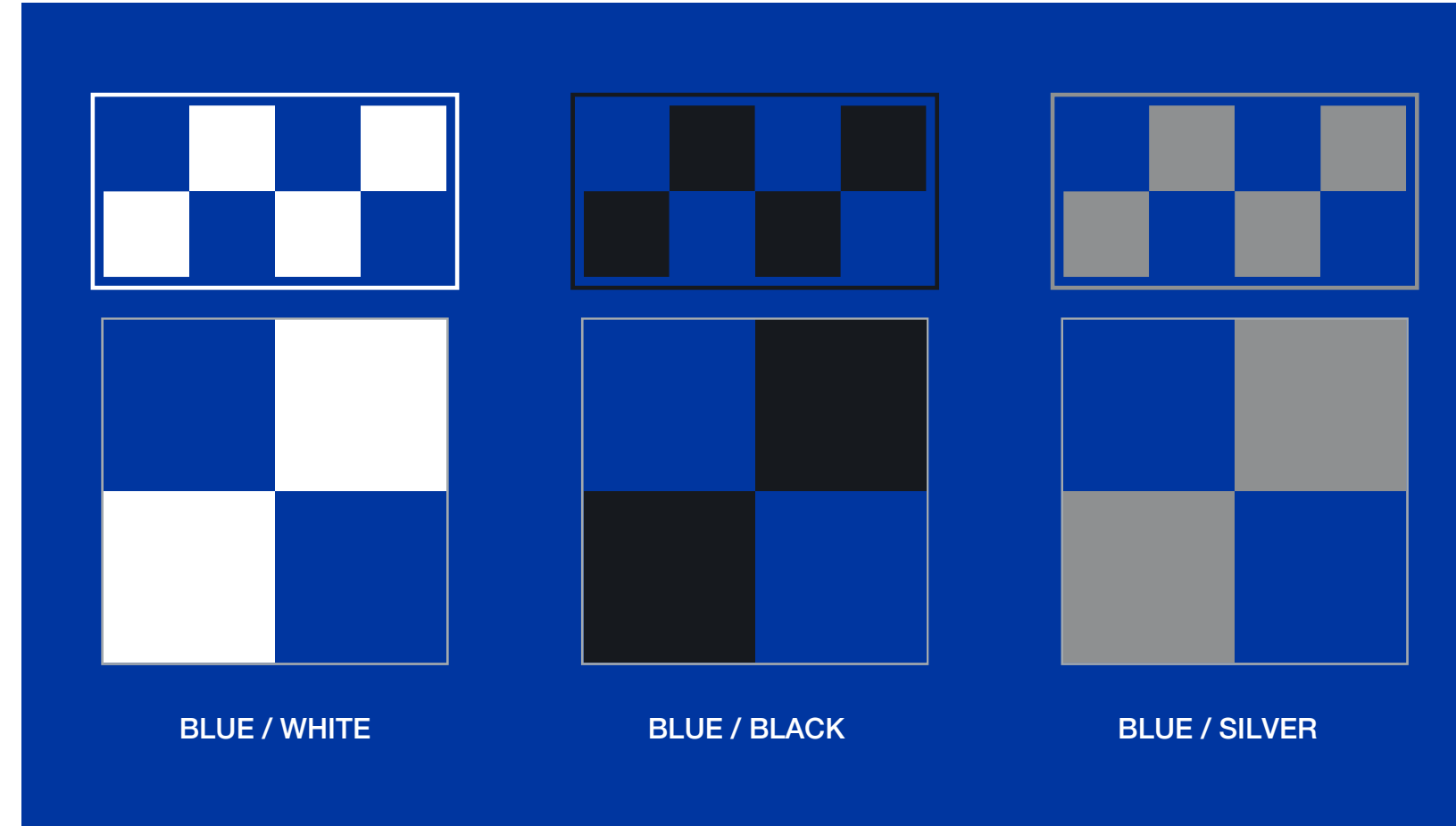
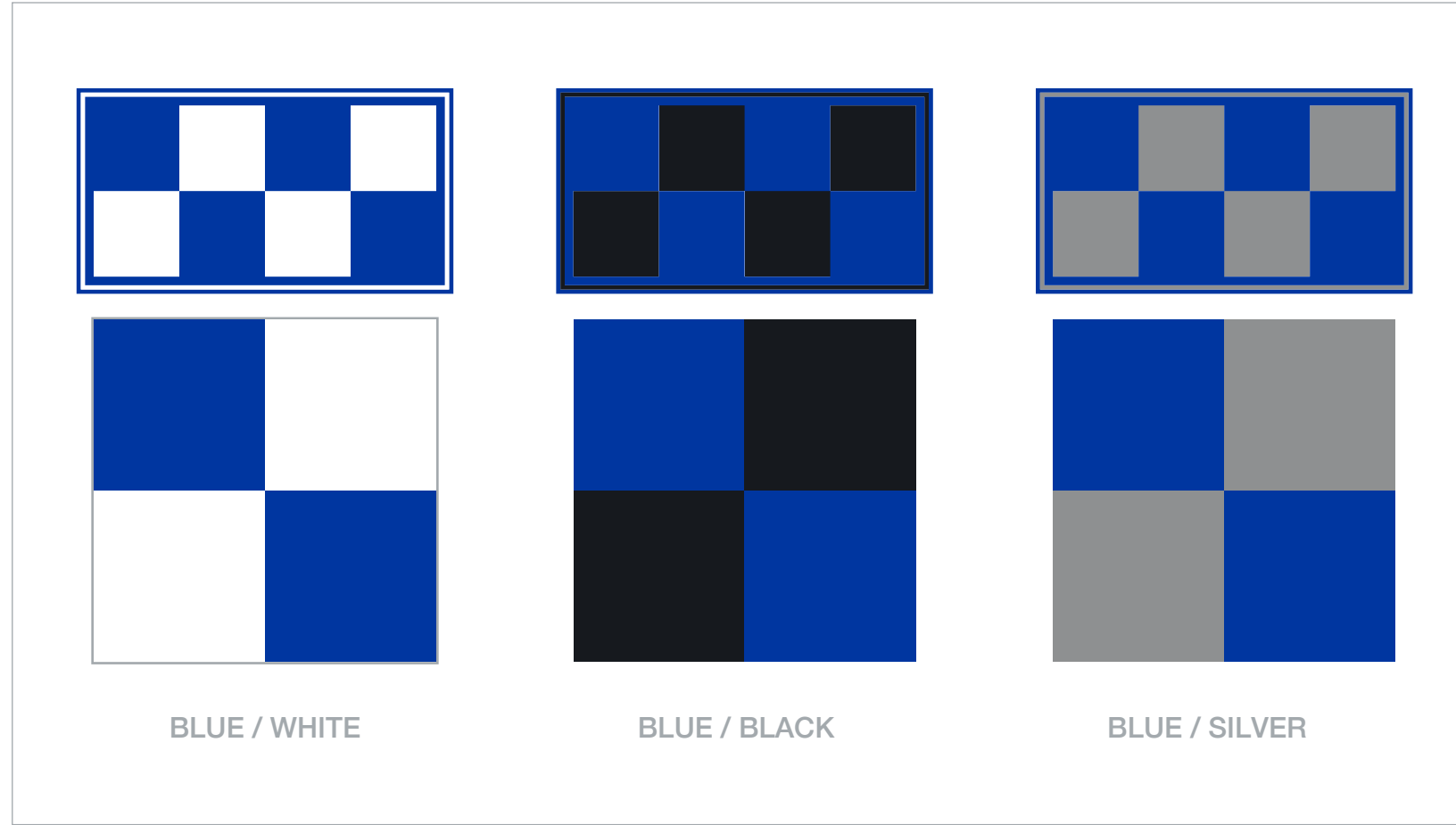
UNIVERSITY OF KENTUCKY – ATHLETIC IDENTITY

PRIMARY LOGO
SPORT LOCK-UP



UNIVERSITY OF KENTUCKY – ATHLETIC IDENTITY

CHECKERBOARD PATTERN COLOR-UP OPTIONS
THIS APPLIES TO ALL THREE CHECKERBOARD PATTERNS



UNIVERSITY OF KENTUCKY – ATHLETIC IDENTITY

VERBIAGE

University of Kentucky ®
 UK ®
 Kentucky ®
 Wildcats™
 Kentucky Wildcats ®

Go Big Blue ®
 Big Blue Nation ®
 eRruption Zone™

100% SIZE TRADEMARKS

When resizing vector assets, please replace the ™ and/or ® with these size marks and color them accordingly.

TM ®

COLORS File usage	PANTONE Spot printing	C/M/Y/K 4c printing	R/G/B Video	HTML Web	MADEIRA Embroidery	ROBISON-ANTON Embroidery
Blue	PMS 286 C	100/75/0/0	0/51/160	0033A0	1134	1842
White	no ink - [or use Opaque White]	0/0/0/0	255/255/255	FF FF FF	1002	2297
Grey	PANTONE Cool Grey 3 C	8/5/7/16	200/201/199	C8C9C7	1011	2592
Black	PANTONE Process Black C	0/0/0/100	44/42/41	2C2A29	1000	2296
Metallic Silver	PMS 877 C Metallic - [Limited Use]	0/0/0/40	214/214/209	A5ACAF	1087	Aluminum (J Metallic)

UNIVERSITY OF KENTUCKY LOGO SLICK

The University of Kentucky has delegated the responsibility for this program to the University of Kentucky Office of Trademark and Licensing. A formal Licensing program has been established to ensure University control of its identity, facilitate the process of securing authorization for legitimate third party uses, and to ensure that the University secures a legitimate royalty from the promotional use of the marks.

Office of Trademark Licensing

Joe Craft Center
 338 Lexington Avenue
 Lexington, KY 40506

Nathan Schwake
 859-257-8022
 nathan.schwake@uky.edu

Heath Price
 Fermata Partners
 The University's Trademark Licensing Agency
 hp@fermatapartners.com

The University owns and controls its name(s) and other marks, logos, insignias, seals, color schemes, designs and symbols which include the use of, but are not limited to: "Kentucky ®" "University of Kentucky ®", "Kentucky Wildcats ®", "Wildcats TM", "UK®," "UK Wildcats ®", the interlocking UK marks ® with or without the `cat' ®, any wildcat mark ®, the UK Academic logo with Memorial Hall silhouette ®, and The University's Seal ®. These marks are used for sale, promotional, and advertising purposes and are well known and recognized by the general public and associated with the University in the public mind.

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color.

The color and grayscale guides shown here are for reference only. When printing with process colors, use only the process color specifications listed on this slick.