



Logo Standards

The Council on Postsecondary Education logo signifies the Council on Postsecondary Education identity system. The logo is the one common element to all advertising, identity and communication deliverables. Consistent and correct usage of the logo is necessary to sustain and grow a strong brand identity. These logo standards provide the guidelines for correct usage of the logo.

The CPE logo and name are valuable communication tools. As with anything of value, it must be handled with care. Therefore, these logo standards apply to all instances of the CPE logo.

Description of the Logo

The logo is comprised of two core components: the symbol and logotype. Specifications for each of these identity components are described below.

The Symbol

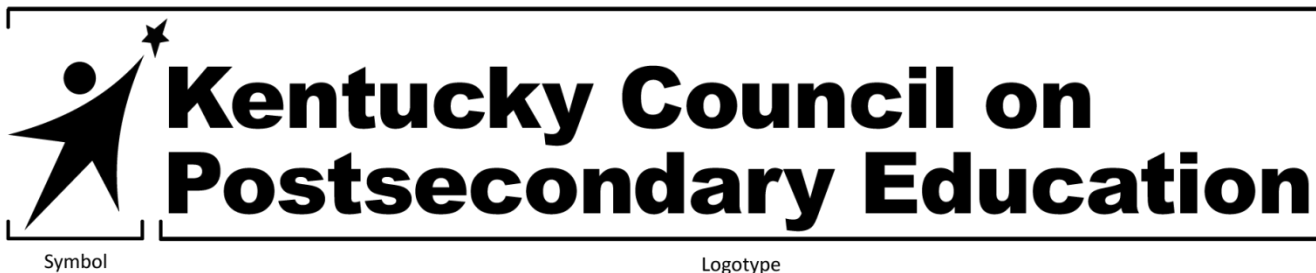
The CPE logo symbol represents a figure of a person reaching for a star with one hand. The other arm is open to invite people to follow this aspiration for innovation and improvement. The figure's firm and strong posture signifies stability and integrity. This figure symbolizes leadership in reform, progress and vision, and emphasizes the CPE's focus on people.

At the same time, the figure's body forms an arrow pointing to the star. The arrow stands for direction and focus. It depicts an energetic and dynamic agency, which constantly improves its performance and sets a positive example.

The Logotype



The typographic rendition of the complete communicative name of the Kentucky Council on Postsecondary Education forms the logotype. The logotype is Arial Black, with a kerning of -2, in title case.

Logo



Alignment

The default alignment of the CPE logo is the symbol to the far left, with logotype to its right with the text left-aligned. However, when the logo is placed on the right margin of a page or document, the reverse format should be used, with the symbol to the far right and the logotype to the left of the symbol with the text right-aligned, as shown on the next page.

 Kentucky Council on Postsecondary Education	DEFAULT LEFT ALIGNMENT: Use when logo appears in center of page or on left margin.
Kentucky Council on Postsecondary Education 	ALTERNATE RIGHT ALIGNMENT: Use only when logo appears on right margin of page.

Alternate Usage

The logo symbol without the logotype, as shown below, may be used for decorative purposes and in addition to the placement of the logo within a publication, not as a replacement.



General Do's and Don'ts

- Never create your own version of the logo.
- Never use the logo with, or as part of, another logo or symbol.
- Always have a safe zone around the logo. Above and below the logo, the safe zone should be proportionally equal to at least the height of one character in the logotype; To the right and left, allow a safe zone proportionally equal to the width of one character of logotype.
- Avoid reproducing the logo smaller than 5/8" in height.
- Never use the logo in headlines, sentences or phrases – instead, type the word: Council.
- Never distort the logo's proportions or alter its form.
- Never rotate the logo.
- Never use the logo as a bullet.

For more information, please contact Gabrielle Gayheart at gabrielle.gayheart@ky.gov or (502) 573-1555 ext. 132.