Branding Guidelines

Effective: March 2020

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Our New 2020 Council Logo

The New Mark

Unlike the former logo, the new mark shows progress bars behind the person reaching for the star with one hand. The figure's firm and strong posture superimposed over the bar chart signifies energy, momentum, progress and better lives. This combination of symbols reflects our leadership in reform, positive progress and vision, and also emphasizes CPE's focus on people.

We have designed several versions of this mark for usage in artwork or in situations where a full logo is not necessary. Do not attempt to use this mark to create your own logo.

The Primary Logo

The primary logo is the agency's acronym with the mark and the tagline.

The switch to an acronym reflects what the majority of our constituents (72%) call us: "CPE," not "KY CPE" or "the Kentucky Council on Postsecondary Education." However, because many agencies both within and outside Kentucky share the CPE acronym, we've designed one version with both the acronym and full name.

As part of implementing President Thompson's priority of promoting the value of a college credential, the Council has adopted Higher Education Matters as its tagline. This tagline advocates the value of higher education and reiterates the state's return on investment in higher education.

Since our primary logo includes the Higher Education Matters tagline, there is no need to pair the logo with other forms of the Higher Education Matters artwork.

Primary logo with tagline

Logo without tagline

Logo with full name

Logo with full name (alternate)

Using the Logo

Spacing

When using the logo, make sure a buffer of space is surrounding it. A good gauge is to use the head of the figure to determine the spacing – if the circle fits between the corners of the logo and the items surrounding it, the spacing is fine.

Size

The minimum size of the full-name logo is three-quarters of an inch (.75”) high, or 225 pixels. Anything smaller causes the full name of the Council below it to be illegible.

Design Variations

To accommodate situations where there may be a lack of horizontal space, a vertical version of the logo is available. This logo should only be used when space prohibits usage of the primary logo. In addition, button versions have been developed if a decorative version is needed.

Color Variations

Our primary logo contains the three color bars. This should be used when the background is either black or white. For any other color background, you should use a monochrome logo which contrasts with the background color.

White Background

Black Background

Dark Background

Light Background

How Not to Use the Logo

When using the CPE logo, always check for legibility of all logo text and that the logo is not distorted, rotated or stretched. Also, do not break the logo apart to create another version.

Don't reduce the height without proportionately decreasing the width.

Do not reduce the width without proprotionately reducing the height.

Do not rotate or tilt the logo.

Do not reorganize the composition of the logo.

Higher Education Matters

Do not separate the text elements from the mark of the logo.

Do not pair the logo with other Higher Education Matters artwork. Use the primary logo with the tagline.

In addition, the logo should not be altered or have any affects applied. These effects include drop shadows, glows, reflections, apply outlining or other artistic effects.

Do not apply drop shadows.

Do not apply glow effects.

Do not apply reflections.

Co-branding, General Guidelines

KYVL and GEAR UP Kentucky

KYVL and GEAR UP Kentucky should include the Council logo on all materials. This can be done through either co-branding (using both logos in a prominent place) or provision of the Council logo in a discreet area, such as a footer or inside cover page. The goal is to reinforce the unit's connection with the Council.

If a unit opts to co-brand, several examples of joint logos have been provided in the logo repository. If designing your own horizontal co-branded image, utilize enough spacing to prevent crowding with the Council logo proportionate to the logo of the unit. Below are examples for KYVL and GEARUP Kentucky.

Creating New Logos for Initiatives, Units, Events

CPE staff may not create, commission or adopt individual logos for events, initiatives or units without contacting the Communications Office prior to development.

The best way to develop the image of your event or group is through consistent use of color, type and imagery, and by using the Council's logo mark. This strengthens both the CPE brand, as well as the unit's affiliation with the Council's role as key to bettering the postsecondary education landscape for students, citizens, campuses, businesses and the state. Examples are below.

During the development phase of a logo, staff have the option of letting Communications staff develop the logo for them, or staff to develop it themselves. Either way, Communications staff must approve the logo prior to usage.

Our Color Palette

Due to the various differences across device monitors and printers, there will always be slight discrepancies when matching these colors. Using these specific color codes will help enforce consistency.

CPE's main colors are:

Blue	Orange	Green
hex(#005495)	**hex (#f36021)**	**hex(#85ad64)**
rgb(0,84,149)	**rgb(243,96,33)**	**rgb(133,173,100)**

Below is CPE's full color palette, with primary colors denoted in bold and variants of those colors below them. The variants are meant to supplement the primary color palette, with usage as accents or as additional colors as needed by a complex document design.

Blue **hex(#005495) rgb(0,84,149)**					
Variants:	hex(#0691fb) rgb(6,145,251)	hex(#0070c5) rgb(0,112,197)	hex(#004478) rgb(0,68,120)	hex(#003259) rgb(0,50,89)	hex(#6690b0) rgb(102,144,176)

Blue 2 **hex(#009fd6) rgb(0,159,214)**					
Variants:	hex(#1cc4fb) rgb(28,196,251)	hex(#05c0ff) rgb(5,192,255)	hex(#007399) rgb(0,115,153)	hex(#005a78) rgb(0,90,120)	hex(#66b5d1) rgb(102,181,209)

Orange **hex(#f36021) rgb(243,96,33)**					
Variants:	hex(#ffa976) rgb(255,169,118)	hex(#ff8f4d) rgb(255,143,77)	hex(#c84f08) rgb(200,79,8)	hex(#ae3b00) rgb(174,59,0)	hex(#e09d76) rgb(224,157,118)

Gold **hex(#e39617) rgb(227,150,23)**					
Variants:	hex(#ffca72) rgb(255,202,114)	hex(#eeb046) rgb(238,176,70)	hex(#b2730a) rgb(178,115,10)	hex(#8b5700) rgb(139,87,0)	hex(#d7b171) rgb(215,177,113)

Yellow **hex(#ffd65c) rgb(255,214,92)**					
Variants:	hex(#ffeaab) rgb(255,234,171)	hex(#ffdf7f) rgb(255,223,127)	hex(#e8bb36) rgb(232,187,54)	hex(#c09516) rgb(192,149,22)	hex(#e6d194) rgb(230,209,148)

Green **hex(#85ad64) rgb(133,173,100)**					
Variants:	hex(#d5e9c5) rgb(213,233,197)	hex(#aecf94) rgb(174,207,148)	hex(#659141) rgb(101,145,65)	hex(#497525) rgb(73,117,37)	hex(#a8bc97) rgb(168,188,151)

Teal **hex(#00767b) rgb(0,118,123)**					
Variants:	hex(#00d7e1) rgb(0,215,225)	hex(#009198) rgb(0,145,152)	hex(#005c61) rgb(0,92,97)	hex(#004043) rgb(0,64,67)	hex(#66a0a3) rgb(102,160,163)

Purple **hex(#4f57a6) rgb(79,87,166)**					
Variants:	hex(#a4a9dd) rgb(164,169,221)	hex(#737ac0) rgb(115,122,192)	hex(#363f93) rgb(54,63,147)	hex(#212979) rgb(33,41,121)	hex(#8d91b8) rgb(141,145,184)

Red **hex(#c4122e) rgb(196,18,46)**					
Variants:	hex(#f16178) rgb(241,97,120)	hex(#dd3751) rgb(221,55,81)	hex(#a0041c) rgb(160,4,28)	hex(#7a0013) rgb(122,0,19)	hex(#c86f7d) rgb(200,111,125)

Tan **hex(#cfa46c) rgb(207,164,108)**					
Variants:	hex(#ffebd0) rgb(255,235,208)	hex(#f7d4a7) rgb(247,212,167)	hex(#a97b3e) rgb(169,123,62)	hex(#815518) rgb(129,85,24)	hex(#cdb89c) rgb(205,184,156)

Taupe **hex(#a28c79) rgb(162,140,121)**					
Variants:	hex(#f3ebd8) rgb(243,235,216)	hex(#cbb3a3) rgb(203,179,163)	hex(#7e6855) rgb(126,104,85)	hex(#5c4430) rgb(92,68,48)	hex(#a18b78) rgb(161,139,120)

Grays					
Variants:	hex(#d6d6d6) Rgb(214,214,214)	hex(#adadad) Rgb(113,113,113)	hex(#858585) rgb(133,133,133)	hex(#5c5c5c) rgb(92,92,92)	hex(#333333) rgb(51,51,51)

Our Typefaces

The typography chosen for our materials acts as the voice of the agency. Whether in Council materials or in designed reports, the fonts chosen for our publications reflect the tone for our branding strategy: aspirational, focused and credible.

Foundational Fonts

Due to its wide availability across platforms and devices, the preferred typeface for materials related to Council business, such as policies and meeting materials, is Arial. This font family is clean, modern and timeless, and is also the font used for the word mark of the CPE logo. All weights and styles of this font are available for use.

Arial (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Accent Fonts

Our secondary fonts play a complementary role in designed elements, such as promotional fliers, graphics, or acting as headings/cover art for presentations and formal reports. These fonts are proprietary, and are part of Microsoft Office suite.

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Restricted Use

Lastly, our tertiary font is for special applications only, with use limited to certain publications, such as cover art and graphical elements. These fonts are available for free through Google.

Oswald (download)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

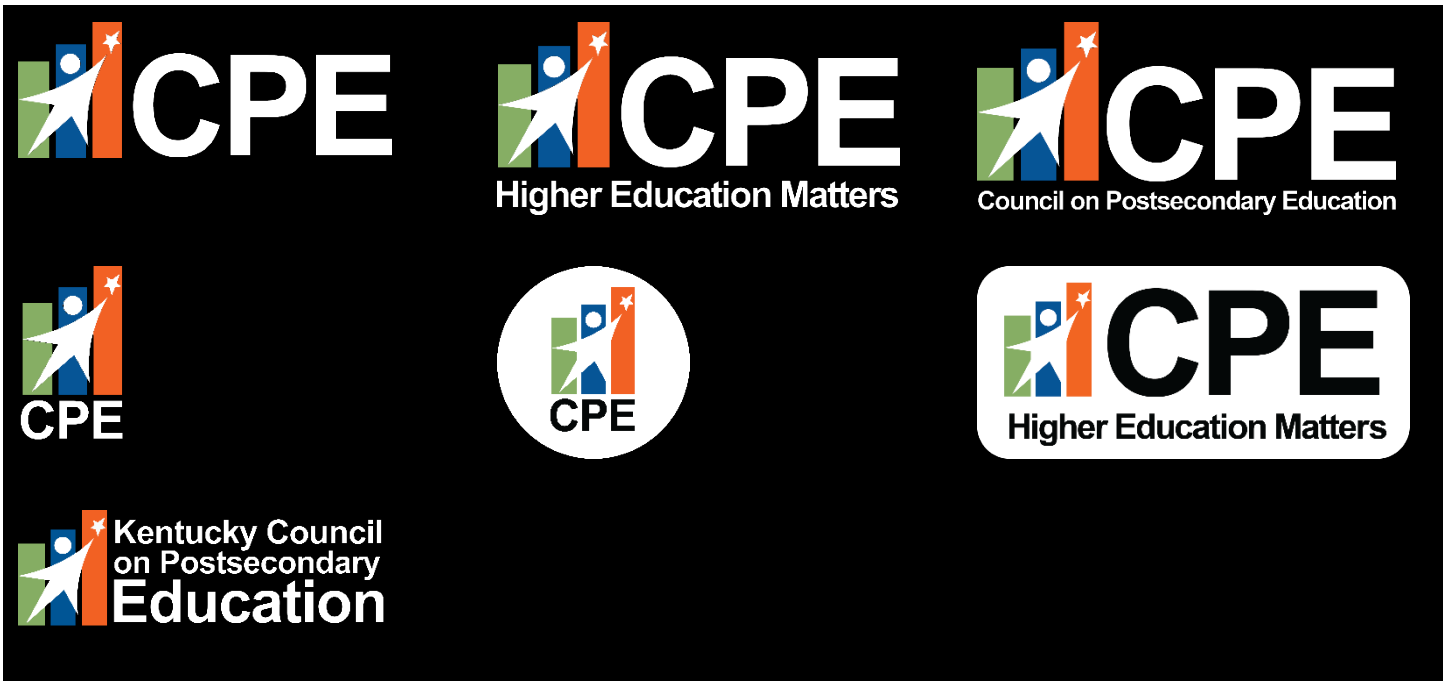
Roboto (download)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logos Available

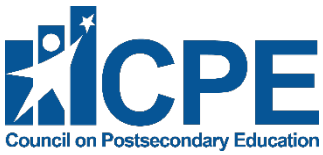
The Primary Logo – For white backgrounds

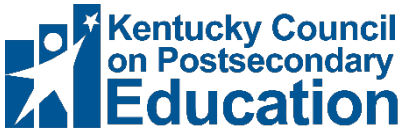
The Primary Logo – For black backgrounds



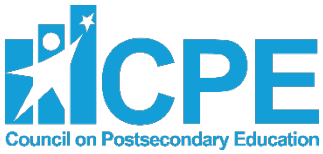
Color Variations

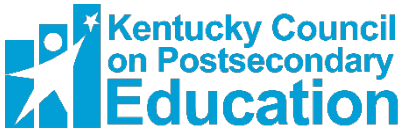
Blue



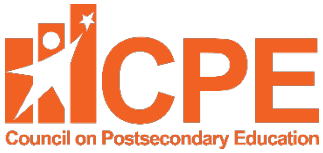


Blue2





Orange

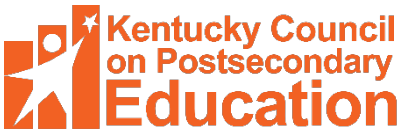


CPE
Higher Education Matters

CPE
Higher Education Matters

CPE

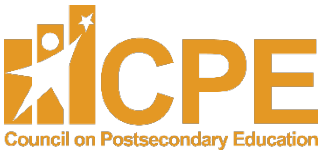
CPE


Kentucky Council
on Postsecondary
Education

Gold

CPE

CPE
Higher Education Matters

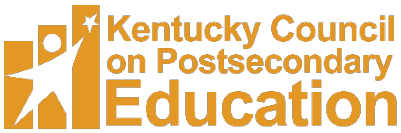

CPE
Council on Postsecondary Education

CPE
Higher Education Matters

CPE
Higher Education Matters

CPE

CPE


Kentucky Council
on Postsecondary
Education

Yellow

CPE

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Council on Postsecondary Education

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Higher Education Matters

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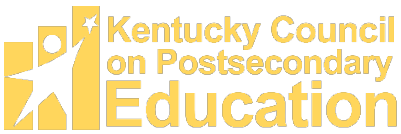
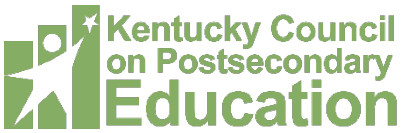
Higher Education Matters

CPE

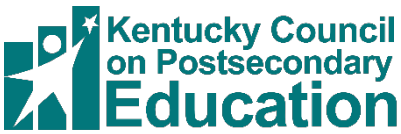
CPE


Kentucky Council
on Postsecondary
Education

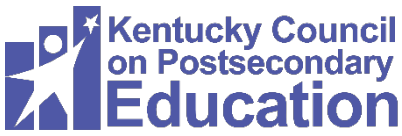
Green



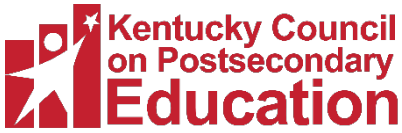
Teal



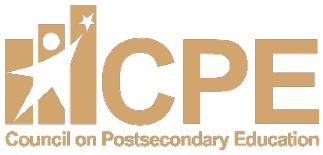
Purple



Red



Tan



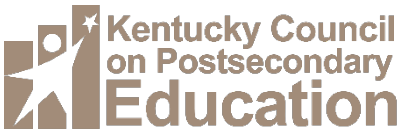
Taupe

CPE
Higher Education Matters

CPE
Higher Education Matters

CPE

CPE


Kentucky Council
on Postsecondary
Education

Black

CPE

CPE
Higher Education Matters

CPE
Council on Postsecondary Education

CPE
Higher Education Matters

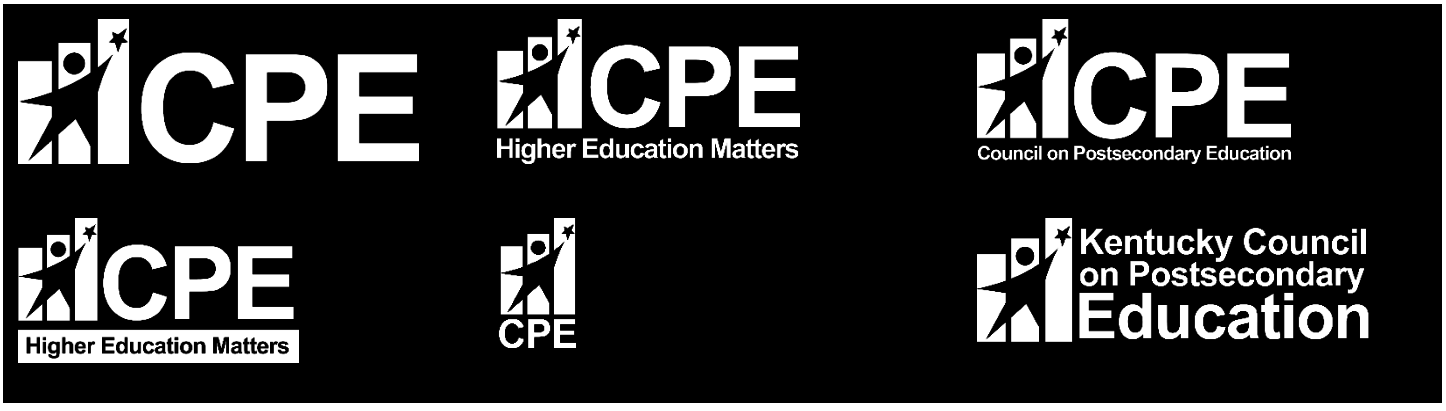
CPE
Higher Education Matters

CPE

CPE

Kentucky Council
on Postsecondary
Education

White


CPE
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Council on Postsecondary Education
CPE
Higher Education Matters
CPE
Kentucky Council
on Postsecondary
Education