



# UK College of Agriculture Logo Policy

The official **UK Graphic Standards Manual** (<http://www.uky.edu/Graphics/>) outlines the policy for how we, as an institution, promote the university and college including the use of logos. *“The most basic yet comprehensive component of a strong institutional image is a unified visual presentation. Collectively, all elements of the University of Kentucky must present to the world a consistent image that reflects our quality, professionalism and mission.”*

Please visit the **UK Ag Marketing Resources web site** (<http://ces.ca.uky.edu/marketing/>) for COA approved logos and other resources. Following is a brief summary of our college policy for logo use.

<p>1. All communication must include the <b>official or primary college logo</b>, also referred to as a UK Unit Signature.</p> <p>View guidelines: <a href="http://ces.ca.uky.edu/marketing/collegelogos">http://ces.ca.uky.edu/marketing/collegelogos</a></p>	
<p>2. UKPR approved a <b>secondary logo for the college</b> to be used more as a design element and not in place of the official logo. All secondary logos must be approved by UKPR through Ag Communications.</p> <p>Banner versions of this secondary logo are available for the three tiers within the college research, academics and extension.</p> <p>Departments, units and others can further define themselves by using the logo designs to the right which are being developed by Ag Communications. Please use these to insure compliance.</p> <p>View guidelines: <a href="http://ces.ca.uky.edu/marketing/secondary">http://ces.ca.uky.edu/marketing/secondary</a></p>	
<p>3. Graphics or design elements within the college are not officially approved primary or secondary logos. They are considered design elements only. Examples include the Equine Initiative foal.</p> <p>On apparel, a modified secondary logo, such as the entomology example shown here, may be used as a design element, but the primary UK logo must still be displayed somewhere on the item.</p>	