

## New KYTC Branding

All Cabinets are unveiling a new logo as part of a recent branding effort, which aims to build consistency in how the state delivers messages to Kentuckians. Team Kentucky is building a better Kentucky and we play a vital role in building a better Kentucky through safe and reliable transportation systems. The new logo unifies all the great work each Cabinet is doing to build stronger communities in every corner of the Commonwealth.

The Kentucky Transportation Cabinet, along with every Cabinet in state government, has started the process of updating materials with their new respective logos, all of which have a common thread of Team Kentucky.

### OLD Cabinet logos:



### NEW Cabinet logos:



## WHO:

Through a phased and thoughtful approach, KYTC employees and contracted staff will begin transitioning the existing K-shield logo to the new Team Kentucky Transportation Cabinet logo.

## WHAT:

The logo change will primarily apply to **electronic and printed materials**. Because of the prominence of our logo on signage, apparel, and buildings, and the expense associated with changing the logo on some assets, there will be exceptions where the current logo will be maintained. Please discontinue using department/division/office-specific logos and use the new Cabinet Logo. If you need to identify your business unit by name, you may request one from the Print Shop (KDPS). It will feature your business unit name under the new logo in uppercase Arial font two-thirds the size of the agency name in the Cabinet logo. A gradual transition from the Kentucky Unbridled Spirit logo has been underway for a few years. Please replace any materials that contain the Unbridled Spirit logo with the TEAM Kentucky logo.

## WHERE:

This transition is Cabinet-wide and applies primarily to electronic and printed materials. This includes materials created or updated by consultants. If changes will require significant costs to the Cabinet, please seek direction from your business unit director, chief or commissioner. The transition is not intended to incur unnecessary costs. The **full-color** version of the Team Kentucky Transportation Cabinet logo is the preferred, primary logo that should be used on assets. **The single-color options are available for use if the asset has a dark background. Do not alter any of the approved logos.**

## Examples of where to change to the new logo:

- Website (KYTC maintained or consultant-maintained pages)
- Printed materials (i.e. fact sheets, project documents, banners)
- Social media account profile photos and cover/banner photos
- Email signatures
- Letterhead – *Continue to use your remaining stock. Order new letterhead from KDPS when it is time to restock.*
- Marketing materials (i.e. ads)
- PowerPoint Presentations
- Virtual meeting backdrops
- Giveaway items
- Business Cards- *Please use the following link to order business cards for **new hires or when it is time to restock your business card**. Continue to use your remaining stock of business cards. <https://transportation.ky.gov/Print/Pages/BusinessCards.aspx>*
- Giveaway items (i.e. Kentucky State Fair promotional items) – continue to use your remaining stock of supplies.

## Examples of where to keep the existing logo:

- Vehicle decals
- Safety apparel (vests, hats, jackets, etc)

- Outdoor building signage

## **WHEN**

Beginning Wednesday, Sept. 14, a gradual phasing in of the new logo will begin on public-facing materials (i.e. social media, press releases). **The new logo files and additional resources can be downloaded [here](#).** More materials will be added to the webpage soon, like PowerPoint templates. Please update relevant materials in your business area by Oct. 31 (refer to guidance about using up the current stock of assets).

**QUESTIONS: Business unit leaders may email questions to [Naitore.Djigbenou@ky.gov](mailto:Naitore.Djigbenou@ky.gov).**