

TEAM KENTUCKY TRANSPORTATION CABINET

NEW LOGO BRANDING INFORMATION AT A GLANCE

TEAM KENTUCKY®

TRANSPORTATION CABINET

TEAM KENTUCKY brand colors



KYTC brand colors



2 color: PMS 109U + Black

Gold #FFC600 • CMYK 1-25-100-0

Dark Gray #949494 • CMYK 44-36-37-2

Light Gray #DFDFDF • CMYK 11-8-9-0

Use with Grayscale Images

Grayscale pictures tend to compete less with the brand colors and add consistency.



PRIMARY Font Family:

Proxima Nova Regular

Proxima Nova Italics

Proxima Nova Bold

Proxima Nova Bold Italics

Proxima Nova Black

Proxima Nova Black Italics