

Kentucky Proud Logo Guidelines

At its essence, our Kentucky Proud logo is our visual greeting. Using it correctly and consistently helps consumers recognize it quickly and increases its effectiveness. Here's how to use it correctly.

- Official Kentucky Proud logo colors are red (PMS 187), blue (PMS 294), and green (PMS 357). The logo may also be produced in black or white or as a one-color execution featuring the green (PMS 357 C) or brown (PMS 13-16 C) from our color palette.

Logo Options

Acceptable formats for the Kentucky Proud logo are pictured below. Use of the horizontal logo under the Point of Purchase Promotional Grant Program requires pre-approval for reimbursement.



Vertical & Horizontal - PMS Color



Vertical & Horizontal - Full Color



Vertical & Horizontal - PMS 357 C Green



Vertical & Horizontal - PMS 13-16 C Brown



Vertical & Horizontal - B/W



Vertical & Horizontal - Reversed

Logo Restrictions

- The logo's REGISTERED trademark status is important and must be consistently displayed.
- Do not use logo on a dark or busy background. When needed, you may place a white oval behind the logo.
- Never slant or compress the logo and never render the logo freehand.