



Kentucky's Bluegrass Region

BRAND GUIDELINES

1.0 / LOGO

The Greater LEX logo uses the Miller Display and Miller Banner typefaces with customization to the letter forms.

Three logo configurations accommodate various media dimensions. Each logo is designed as a unit and elements should not be resized or altered. Whenever possible, the primary logo configuration should be used.



Kentucky's Bluegrass Region

PRIMARY LOGO CONFIGURATION



**Kentucky's
Bluegrass Region**

NARROW WIDTH LOGO CONFIGURATION



Kentucky's Bluegrass Region

NARROW DEPTH LOGO CONFIGURATION

2.0 / LOGO CLEARSPACE

The shaded area indicates the clearspace around the logo.
Text and other graphic elements should sit outside of this area.

The width of the clearspace equals the height of “LEX”
in all logo configurations.

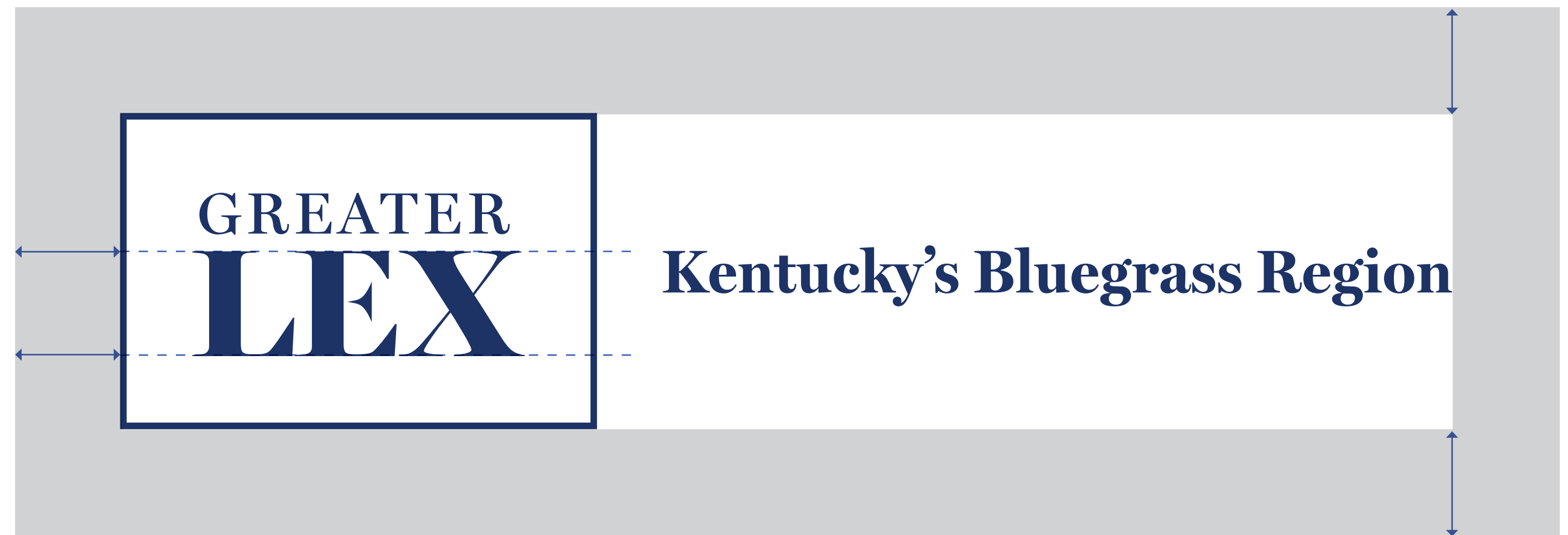
CLEARSPACE AROUND LOGO EQUALS HEIGHT OF THE WORD “LEX”



PRIMARY LOGO CLEARSPACE



NARROW WIDTH LOGO CLEARSPACE



NARROW DEPTH LOGO CLEARSPACE

3.0 / LOGO USAGE

All logo configurations are designed to be sized and placed without altering or resizing individual elements within the logo. Incorrect logo usage is shown on the following page.



Kentucky's Bluegrass Region

PRIMARY LOGO



**Kentucky's
Bluegrass Region**

NARROW WIDTH LOGO



Kentucky's Bluegrass Region

NARROW DEPTH LOGO



Kentucky's Bluegrass Region

NON-BRAND COLOR



Kentucky's Bluegrass Region

SPLIT COLOR TREATMENT



Kentucky's Bluegrass Region

ALTERED GRAPHICS



Kentucky's Bluegrass Region

FONT SUBSTITUTION

3.1 / INCORRECT LOGO USAGE



Kentucky's Bluegrass Region

STRETCHED PROPORTIONS



Kentucky's Bluegrass Region

ANGLED ORIENTATION



Kentucky's Bluegrass Region

TINT



Kentucky's Bluegrass Region

COLOR FILL



Kentucky's Bluegrass Region

DROP SHADOW



Kentucky's Bluegrass Region

ALTERED FORMAT

4.0 / COLOR PALETTE

The logo appears in **Navy Blue** or **White**, depending on the lightness or darkness of the color field. **Cerulean Blue** is used as an accent for graphic elements.

Black is used only if color is unavailable.

Navy Blue (Primary Color)

C-81 / M-65 / Y-0 / K-52

R-34 / G-53 / B-102

HEX / #223566

Cerulean Blue (Accent Color)

C-80 / M-65 / Y-0 / K-0

R-71 / G-100 / B-175

HEX / #4764AF

White (Primary Color)

C-0 / M-0 / Y-0 / K-0

R-255 / G-255 / B-255

HEX / #FFFFFF

Black (Color Unavailable)

C-0 / M-0 / Y-0 / K-100

R-0 / G-0 / B-0

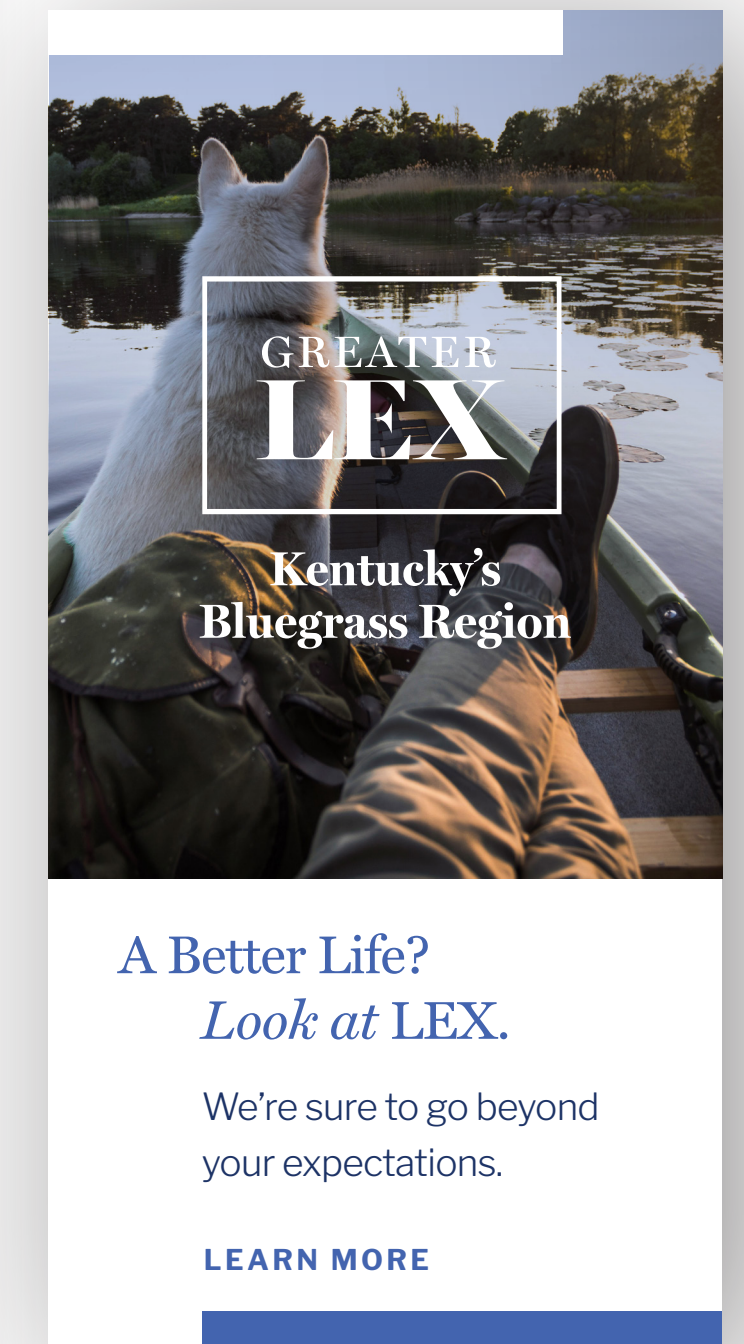
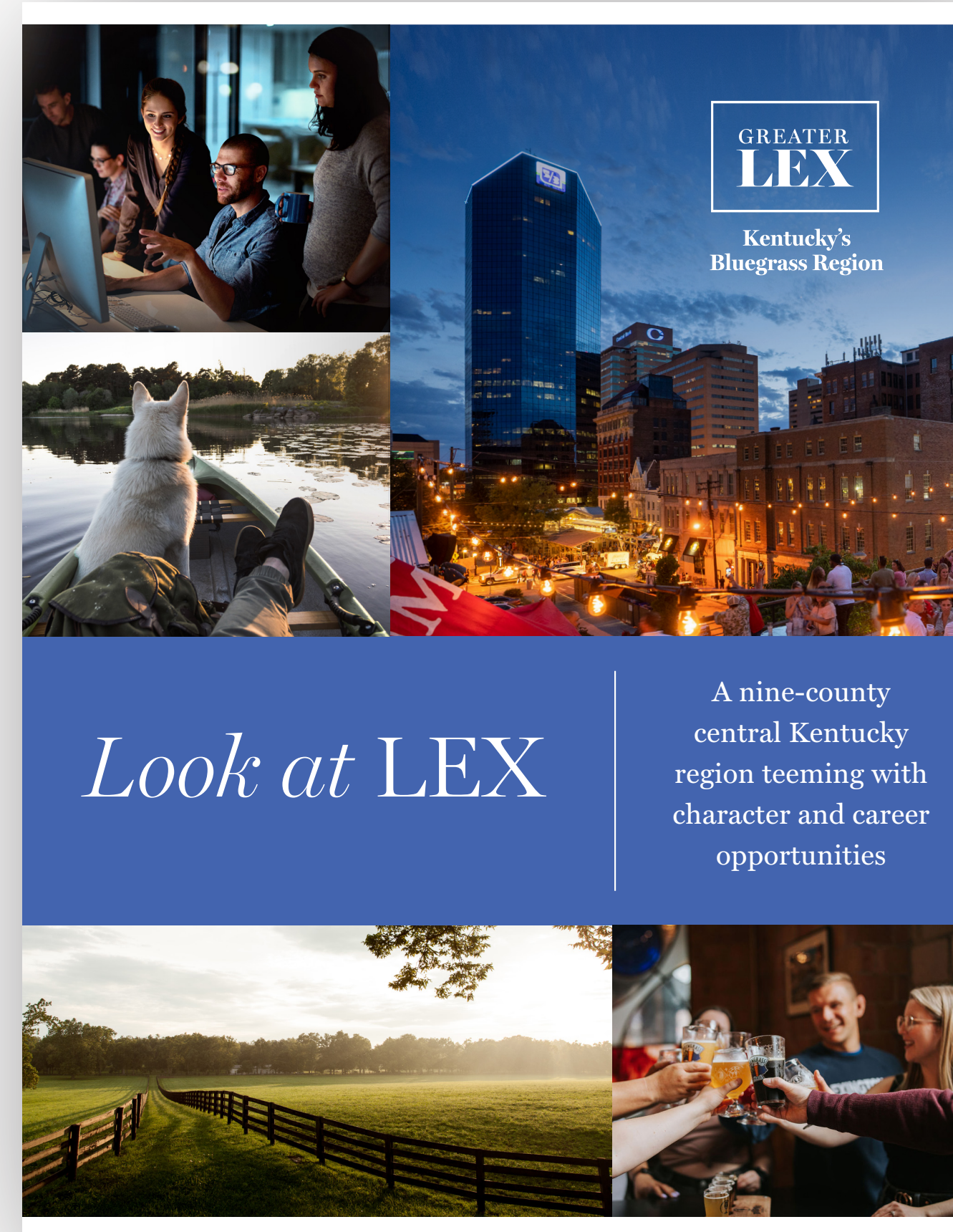
HEX / #000000

4.1 / COLOR USAGE

Cerulean Blue is used as an accent color for headings, color blocking, graphic elements and captions.

Navy Blue is used for text.

White is used for knock-out type on a darker field.





Kentucky's Bluegrass Region

NAVY BLUE LOGO ON WHITE BACKGROUND



Kentucky's Bluegrass Region

NAVY BLUE LOGO LIGHT PHOTO BACKGROUND



Kentucky's Bluegrass Region

WHITE LOGO ON NAVY BLUE BACKGROUND



Kentucky's Bluegrass Region

WHITE LOGO ON DARK PHOTO BACKGROUND

5.0 / TYPEFACES

The text typefaces are **Miller Text** (Adobe and My Fonts) and **Libre Franklin** (Adobe and Google Fonts). **Miller Display** (Adobe and My Fonts) is used for larger headlines only.

MILLER DISPLAY (18PT AND LARGER)

Headline

MILLER TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#?&*\$%

LIBRE FRANKLIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#?&*\$%

5.1 / HEADLINES

Miller Display is used for headlines larger than 18pt.

Miller Text is used for all text and headings smaller than 18pt.

Look at LEX.

MILLER DISPLAY

Look at LEX.

MILLER TEXT

Look at LEX.

MILLER DISPLAY

Look at LEX.

MILLER TEXT

5.2 / TYPE IN USE

Miller Text and **Libre Franklin** can be paired to create visual hierarchy when working with more complex layouts.



Better in the Bluegrass

Only 75 miles from Cincinnati and Louisville, the picturesque Greater LEX area juxtaposes stunning downtown skylines, historic small towns and rolling Bluegrass hills.

Sequiant essimus restis audiasp erspissi deliquam nam am quibus eum volescius esendam volorecepel is autem faccus, sum explaciatem susaecte nossum ea dunt desti di ab ipsapitatum reniass inct.



Affordable Cost of Living

With median home costs nearly 30% below the national average, you're sure to find the perfect place to rest your head.

Parumquidit, niscit, quia vollitius excerrovidis si nimi, quam volum volupicil int. Caboratium, sum dolupta splelit illisci atectem in paritiunt officim usaperia sum.



Feels Like Home

Here, you can expect more – a welcoming and inclusive environment, thousands of meaningful jobs and world-class bourbon and brews.



Greater LEX Region

Boriaspero maionectur, sundandemquo conse si tet volenis aperitae nisi restia quidunt fugitam quodis aut



9 County Region	30% Median Home Cost 30% below national average	16,000 Open Jobs	90% of population has high school degree or higher	#7 School in Kentucky
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Bourbon and Brews

Bursting with southern charm, the Greater LEX area offers an incredible mix of outdoor adventures, arts and culture, scenic views, and local breweries.



Good Jobs with Global Brands

Greater LEX is a growing magnet for careers in advanced manufacturing, healthcare, software & IT, clean technology and hospitality.

Nam quis et expedit magnis et esequat plaborum, simus, none et omnient qui reperit atempos quibus eum volescius.



Bourbon and Brews

Bursting with southern charm, the Greater LEX area offers an incredible mix of outdoor adventures, arts and culture, scenic views, and local breweries.



6.0 / SOCIAL MEDIA ICON

The social media icon is designed for small size usage and is a variation on the logo.



NAVY BLUE / WHITE TEXT



Kentucky's Bluegrass Region