Our Brand

The University of Kentucky will be recognized world-wide for excellence in teaching, research and service. UK will provide the support needed to ensure that all members of the UK community can be engaged effectively in international education and research. Every student will develop a broad international perspective through curricular, co-curricular, on-campus, and/or off-campus experiences.

Our Voice

The University of Kentucky International Center aims to convey a voice that reflects the values and personality of the UKIC. Our voice is reflected across all units - International Student and Scholar Services, Education Abroad and Exchanges, Confucius Institute, Office of China Initiatives, International Health, Safety and Security, Global Health Initiatives and Recruitment.

VALUES

- Global Perspective
- Community
- Engagement
- Change-Agent
- Knowledge-Generator
- Advocacy

COLOR PALETTE

1. CMYK 100-75-0-0
   RGB 0-51-160
   HEX #0033A0

2. CMYK 81-42-0-0
   RGB 33-128-196
   HEX #2180C4

3. CMYK 68-27-0-0
   RGB 73-155-213
   HEX #499BD5

4. CMYK 40-2-0-0
   RGB 142-211-244
   HEX #8ED3F4

PERSONALITY

- Ambitious
- Welcoming
- Resourceful
- Exciting
- Honest
- Supportive

WHAT WE’re NOT

- Close-minded
- Only for international students and education abroad
- Only provide services for students
- An admissions office

WHAT WE DON’T DO

- Prioritize one culture over another
- Be too relaxed or serious
- Be pushy or repetitive
- Ignore U.S. students
- Operate in isolation

Design Do’s

- Clean cut design
- Bold, but not too loud

UKIC Typography

- BEBAS NEUE
- Helvetica Condensed
- Lobster 1.3

UK Typography

- Avenir Next LT Pro
- Mercury Text G1
- Helvetica Neue S5

SOCIAL MEDIA CONTENT SERIES

<table>
<thead>
<tr>
<th>DAY</th>
<th>THEME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>#SundayFunday #ISLTTips</td>
</tr>
<tr>
<td>Monday</td>
<td>#MotivationMonday</td>
</tr>
<tr>
<td>Tuesday</td>
<td>UKIC Story Highlight</td>
</tr>
<tr>
<td>Wednesday</td>
<td>#WildcatWednesday #SeeGlobal</td>
</tr>
<tr>
<td>Thursday</td>
<td>Student Profile</td>
</tr>
<tr>
<td>Friday</td>
<td>#CaptionThis</td>
</tr>
<tr>
<td>Saturday</td>
<td>Break Day</td>
</tr>
</tbody>
</table>

SOCIAL MEDIA CONTENT MIX

- Start a Conversation (x1)
- Inform (x1)
- Inspire (x2)
- Share resources and knowledge (x3)
- Share news and events (x3)
- Entertain (x4)