

KENTUCKY  
**STRENGTHENING FAMILIES**<sup>SM</sup>



## **Image Consistency Guidelines**

## INTRODUCTION

The *Kentucky Strengthening Families Image Consistency Guidelines* have been developed to assist partners align communication related to Kentucky Strengthening Families. This ensures a consistent message, brand and formatting are maintained. By utilizing consistent materials and graphics, the awareness of Kentucky Strengthening Families can be heightened across the Commonwealth.

Kentucky Strengthening Families images are used to brand the initiative; therefore they **must** be used consistently to protect the brand's integrity. **All** materials that are developed to promote the Kentucky Strengthening Families initiative must include one of the official Kentucky Strengthening Families graphics.

These images should always be produced from the graphics provided by Kentucky Strengthening Families. It must always consist of all of its necessary elements, in their originally designed format, unless otherwise provided/approved by Kentucky Strengthening Families Operations Team.

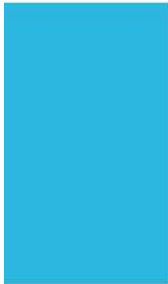
## COMMUNICATING THE PROTECTIVE FACTORS

Kentucky has adopted the following six protective factors which also includes family-friendly definitions beside each protective factor. When communicating the protective factors with families, please include the definitions listed below. You can also find other suggestions of what each protective factor and everyday actions for families on the KYSF brochure which can be found at [bit.ly/kystrengtheningfamilies](http://bit.ly/kystrengtheningfamilies).

1. **Parental Resilience** – “Parents Bounce Back”
2. **Social Connections** – “Families Have Friends They Can Count On”
3. **Knowledge of Child Development** – “Families Learn How Their Children Grow and Develop”
4. **Concrete Support in Times of Need** – “Families Get Their Meet Basic Needs Met”
5. **Social and Emotional Competence of Children** – “Families Teach Children How to Have Healthy Relationships”
6. **Nurturing and Attachment** – “Families Ensure Their Children Feel Loved and Safe”

## OFFICIAL COLOR PALETTE

The approved signature colors for the Kentucky Strengthening Families brand are teal and green. These colors should be used as needed to brand the initiative in communication materials such as presentations and flyers.

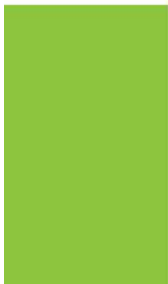


**PANTONE:** 638U

**CMYK:** C: 71, M: 17, Y: 0, K: 0

**RGB:** R: 39, G: 168, B: 224

**HEX:** #27ABE0



**PANTONE:** 382U

**CMYK:** C: 50, M: 0, Y: 99, K: 0

**RGB:** R: 141, G: 198, B: 63


**HEX:** #8DC63F



The following is the color palette of the Kentucky Strengthening Families protective factor tree.



# Branding Colors

	<p>PANTONE: 638U</p> <p>CMYK: C: 71, M: 17, Y: 0, K: 0</p> <p>RGB: R: 39, G: 168, B: 224</p> <p>HEX: #27A8E0</p>	
	<p>PANTONE: 382U</p> <p>CMYK: C: 50, M: 0, Y: 99, K: 0</p> <p>RGB: R: 141, G: 198, B: 63</p> <p>HEX: #8DC63F</p>	
	<p>PANTONE: 123U</p> <p>CMYK: C: 0, M: 42, Y: 99, K: 0</p> <p>RGB: R: 249, G: 161, B: 27</p> <p>HEX: #F9A11B</p>	
	<p>PANTONE: 185U</p> <p>CMYK: C: 12, M: 100, Y: 75, K: 2</p> <p>RGB: R: 208, G: 26, B: 64</p> <p>HEX: #D01A40</p>	
	<p>PANTONE: Orange 021U</p> <p>CMYK: C: 0, M: 80, Y: 95, K: 0</p> <p>RGB: R: 240, G: 90, B: 40</p> <p>HEX: #F05A28</p>	
	<p>PANTONE: 253U</p> <p>CMYK: C: 47, M: 99, Y: 1, K: 0</p> <p>RGB: R: 152, G: 37, B: 142</p> <p>HEX: #98258E</p>	
	<p>PANTONE: 725U</p> <p>CMYK: C: 36, M: 60, Y: 81, K: 24</p> <p>RGB: R: 138, G: 93, B: 59</p> <p>HEX: #8A5D3B</p>	

A white and black version of the graphics can be used when the background offers sufficient contrast to highlight the logo. Partners can also choose to use any of the following approved Kentucky Strengthening Families images below. If you have any questions, email [kysf@ky.gov](mailto:kysf@ky.gov) for assistance.

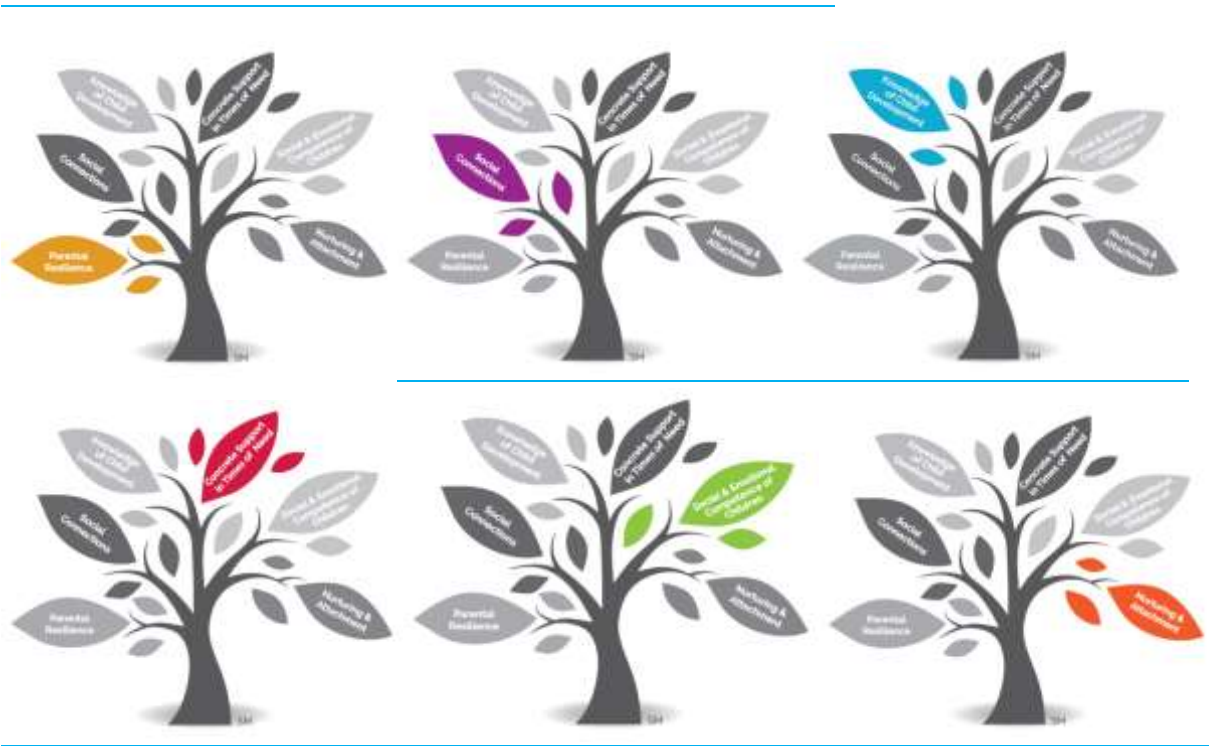
## KENTUCKY STRENGTHENING FAMILIES GRAPHICS

Logotype:

KENTUCKY  
**STRENGTHENING FAMILIES**<sup>SM</sup>

Protective Factors Logo:





Logo Files:

For access to the official graphics, contact [kysf@ky.gov](mailto:kysf@ky.gov). **NOTE: We will update the image request procedure once it is finalized.**

### Logo Use Limitations:

- Never use the logo in a sentence or as a phrase in text.
- Never use the logo out of focus or with a shadow or highlight.
- Do not superimpose the logo over or alter it with any other design element.
- Do not surround the logo with a box or lines of any kind.
- Do not distort the logo or reproduce it at an angle.
- Do not create outline versions of the logo.
- Do not use the logo as a word within a headline sentence or text copy.
- Do not use the logo with another logo symbol or letters without an adequate margin surrounding each logo.
- Do not reproduce the logo in vertical format.
- Do ensure the logo appears clearly and has contrast to the background or photo

### Referencing Kentucky Strengthening Families:

When referencing Kentucky Strengthening Families in body copy or headings, the entire name must be spelled out the first time it is referenced. If mentioned multiple times, the acceptable abbreviation for body copy is KYSF. Do not abbreviate Kentucky Strengthening Families in paragraph titles or headings.

## **KENTUCKY STRENGTHENING FAMILIES TREE: IDENTIFICATION**

The Kentucky Strengthening Families tree image is central to representing the framework. It **must** be used consistently to protect the brand's integrity. **All** materials that are developed to promote services related to the protective factors should include the full tree image.

The logo should always be produced from the graphics provided by Kentucky Strengthening Families. It must always consist of all of its necessary elements, in their originally designed format, unless otherwise provided/approved by Kentucky Strengthening Families Operations Team.

## **ACKNOWLEDGEMENT FOR USE OF KENTUCKY STRENGTHENING FAMILIES IMAGES**

Any promotional materials should include the following statement:

Kentucky Strengthening Families is funded by the Governor's Office for Early Childhood (GOEC) through the Race to the Top - Early Learning Challenge Grant and the Kentucky Department for Public Health through the Early Childhood Comprehensive Systems Grant Program.

Materials should also include the following website for more information:

[bit.ly/kystrengtheningfamilies](http://bit.ly/kystrengtheningfamilies). The images are service marked and should include the service mark (SM) emblem.

## **KENTUCKY STRENGTHENING FAMILIES INFORMATIONAL MATERIALS**

A fact sheet and brochure for the professional audience is available on the Governor's Office of Early Childhood website. To download the materials, please visit <http://kidsnow.ky.gov/Improving-Early-Care/Pages/-Kentucky-Strengthening-Families.aspx>.