Kentucky
GENEALOGICAL SOCIETY

Style Guide

FALL 2022

Kentucky
GENEALOGICAL SOCIETY

Preferred logo format for all Kentucky Genealogical
Society marketing and communication collateral.

CLEARANCE

The area around the Society logo must remain free of
imagery so nothing competes for the viewer's attention.

MINIMUM SIZE

Never print the Society logo smaller than 1 inch wide.

1 in.

USAGE

These examples illustrate how NOT to use the logo but do
not include all instances of misuse.

Don't use
unauthorized colors.

Don't stretch.

Don't squeeze.

Don't reconfigure the
elements of the logo.

Don't add a drop shadow.

Don't change the
font of the logo.

ONE-COLOR LOGO

STACKED LOGOS

REVERSE LOGO

REVERSE-COLOR LOGO

ICONS

May be utilized when "Kentucky Genealogical Society" is displayed in close proximity (i.e., social media).
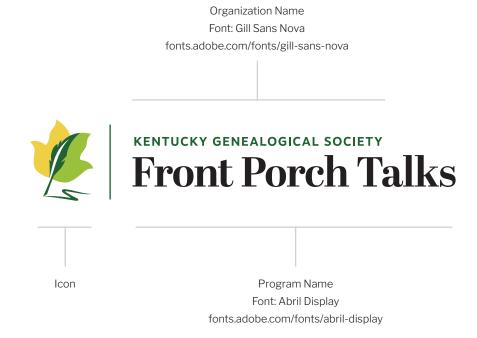
When creating a Society program logo lockup, follow the guidelines below. Please have designers use their best judgment regarding font sizes and any situations that fall outside of these guidelines. It is okay to break up long names into two lines to save room and create a more balanced logo lockup.

Organization Name
Font: Gill Sans Nova
fonts.adobe.com/fonts/gill-sans-nova

KENTUCKY GENEALOGICAL SOCIETY
Front Porch Talks

Icon

Program Name
Font: Abril Display
fonts.adobe.com/fonts/abril-display

SAMPLE LOCKUPS

KENTUCKY GENEALOGICAL SOCIETY
**Frankfort
Cemetery Records**

KENTUCKY GENEALOGICAL SOCIETY
**Hilton/Richardson
Ledgers and Journals**

In celebration of this historic year for the Society, a unique logo is available for use in anniversary-related communications through December 2023. The anniversary logo consists of the Society logo and a 50 extension.

Preferred logo format for the Society 50th Anniversary marketing and communication collateral.

One color format for the Society 50th Anniversary marketing and communication collateral.

Reverse color format for the Society 50th Anniversary marketing and communication collateral.

Print color values (CMYK and Pantone Matching System) should be used for anything that will be printed with ink. Examples include: print ads, brochures, forms, signs, banners, and apparel. Web color values (RGB and HEX) should be used for elements that will be displayed on a digital screen. Examples include: websites, emails, TV ads, digital display boards, and web banners. Tints of these colors can be used to expand the palette as needed.

HISTORIC GREEN

C 84   R 39
M 36   G 100
Y 100   B 50
K 30
#276432

Pantone 349 C

ROOTS GREEN

C 45   R 155
M 6   G 192
Y 100   B 60
K 0
#9BC03C

Pantone 367 C

SHARED YELLOW

C 7   R 240
M 15   G 207
Y 85   B 69
K 0
#F0CF45

Pantone 128 C

TULIP RED

C 2   R 238
M 65   G 120
Y 100   B 34
K 0
#EE7822

Pantone 158 C

TULIP PEARL

C 7   R 239
M 0   G 242
Y 32   B 190
K 0
#EFF2BE

Pantone 600 C

FAMILY GREEN

C 66   R 100
M 22   G 149
Y 100   B 63
K 6
#64953F

Pantone 7490 C

Libre Franklin and Source Serif Pro are the Society's primary typefaces and will be utilized in most the Society materials, including all printed materials, websites, social media, videos, etc. Libre Franklin is used for headings and subheads, while Source Serif Pro is used for subheadings, body copy, and call-outs. Tracking and leading should be adjusted to increase readability.

Libre Franklin: fonts.google.com/specimen/Libre+Franklin
Source Serif Pro: fonts.google.com/specimen/Source+Serif+Pro

HEADINGS + SUBHEADINGS

Libre Franklin Black

Libre Franklin Extra Bold

Libre Franklin Bold

Libre Franklin SemiBold

Libre Franklin Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,.:;?!$&%@") 1234567890

Libre Franklin Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,.:;?!$&%@") 1234567890

SUBHEADINGS + BODY COPY

Source Serif Pro Black

Source Serif Pro Bold

Source Serif Pro SemiBold

Source Serif Pro Regular

Source Serif Pro Light

Source Serif Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,.:;?!$&%@") 1234567890

Source Serif Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,.:;?!$&%@") 1234567890

When all type is the same size, height, and weight, it's difficult to know what is most important. Guide the reader by prioritizing messaging and giving greater prominence to the main points.

This section shows examples of acceptable treatments for blocks of content. Sizing and formatting of text is discretionary, but use these examples as a general guide.

Researching Kentucky Catholics

HEADLINE
Libre Franklin ExtraBold
32 pt, Tracking -20

THURSDAY, NOVEMBER 10, 2022

SUBHEADING
Libre Franklin SemiBold
12 pt, Tracking 50

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit essei.

BODY COPY
Source Serif Pro Regular
10 pt, Tracking 0

Connecting with the past.

CALLOUT
Source Serif Pro Bold Italic
28 pt, Tracking -20

NOTE FOR COPYWRITERS

With any communications (on-line, print, etc.), the first reference of the organization is **Kentucky Genealogical Society**. The second and following references should be **the Society**. *Avoid the acronyms KGS or KYGS as they are confusing to people unfamiliar with acronyms and organizational jargon.*