

Logo Creation Policy

[Official logos](#) for recognized subunits of the University will be created by main campus marketing. Logos for new University of Kentucky College of Medicine subunits, official initiatives, or programs must adhere to the university's logo and brand standards.

For non-official entities or initiatives, the Strategic Communications team may create "graphic treatments," which are compliant with the University's brand standards, including approved fonts and colors, but may exclude prominent use of UK branding. These graphic treatments provide creative alternatives while maintaining brand compliance.

Examples of Graphic Treatments:

