



# INK CES



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## BRAND GUIDELINES

2025





Welcome to the NKCES Brand Guidelines. This guideline is to help drive consistency across the NKCES brand because our brand is the outward expression of our mission, values, and purpose in the NKY education community.

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# CONNECT SERVE

## MISSION

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*WHY DO WE EXIST?  
Our fundamental purpose*

At NKCES, we **connect, grow, and serve**  
our community of educators.

## VISION

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*WHAT IS OUR COMPELLING FUTURE?  
Aspirational, inspiring us along our journey as our best selves*

**Creating a world yet to be** with an unwavering  
commitment to lead and cultivate high-performing,  
inclusive educational communities.

## VALUES

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*HOW WILL WE BEHAVE?  
Realistic, decision-making filters for principles that set us apart*



## GOALS

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*WHEN WILL WE KNOW WE'VE MADE PROGRESS?  
Targets with timelines to inform celebrations/adjustments*

1. Strengthen relationship-building and collaboration to nourish meaningful relationships with all educators and leaders.
2. Increase organizational capacity to grow all educators and leaders.
3. Provide high-quality professional opportunities to meet the diverse needs of all educators and leaders.

LET'S TALK THE  
**NKCES BRAND**

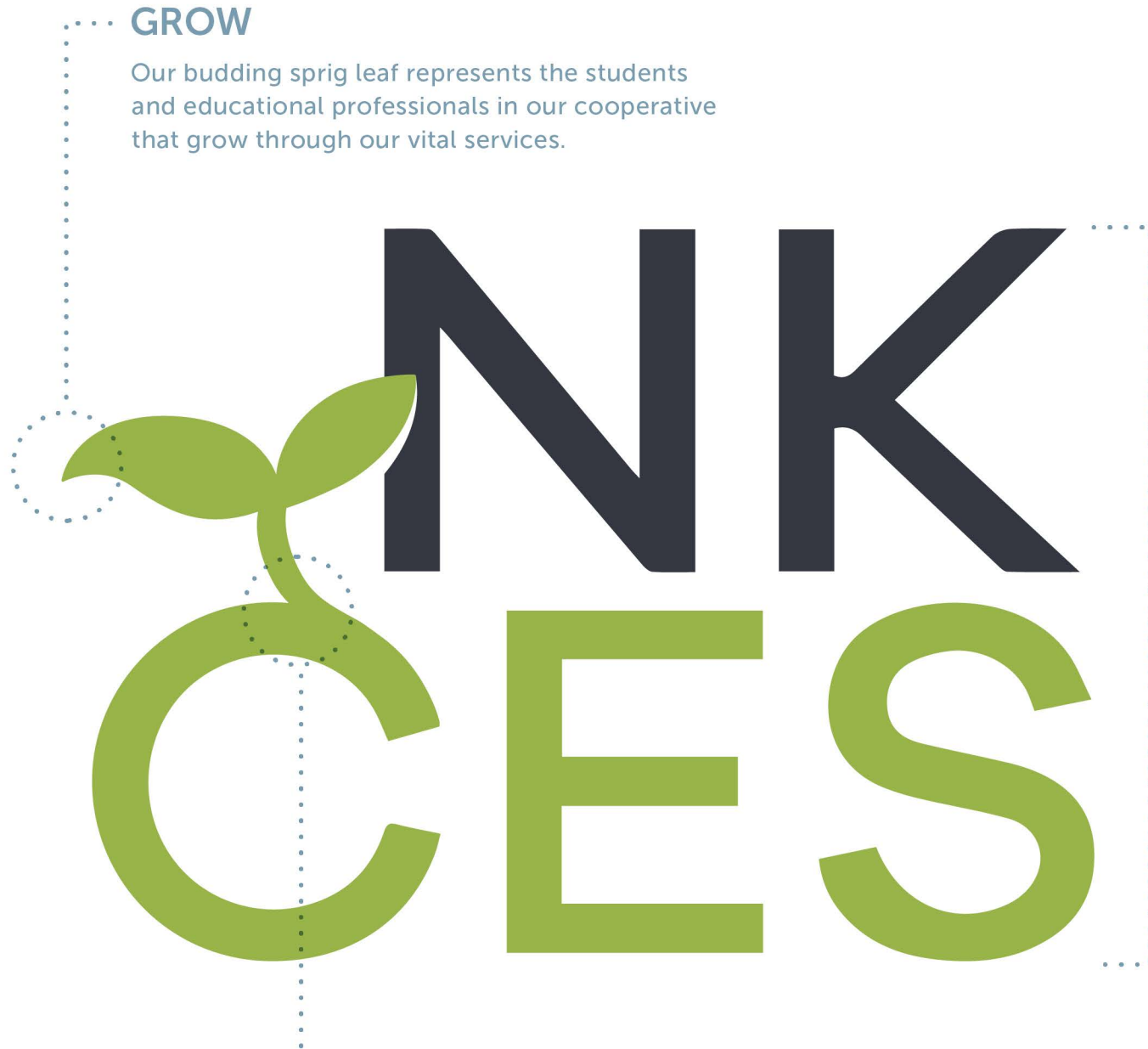




## OUR LOGO

With a bold, simple, and clean design, our logo has evolved to better represent our story, mission and values.

Our logo should be used consistently and persistently across our branded touchpoints. The following pages outline the color options that can be used, appropriate lockups with the tagline or the full name, and the NKCES seal.



### GROW

Our budding sprig leaf represents the students and educational professionals in our cooperative that grow through our vital services.

### CONNECT

The growth {ie. our budding sprig leaf} is connected and growing directly from the united voice of our region's Cooperative.

### SERVE

Our acronym is stacked to represent the strong foundation of our Cooperative and it's educational services that lifts up and supports the Northern Kentucky region.

# LOGO COLOR & FORMAT OPTIONS

Shown here are the appropriate color and format options that can be used for the primary NKCES logo.



TWO COLOR ON WHITE



TWO COLOR ON GREEN



TWO COLOR ON GRAY



ONE COLOR ON WHITE



ONE COLOR ON GREEN



ONE COLOR ON GRAY



SECONDARY LOGO ON WHITE



SECONDARY LOGO ON GREEN



SECONDARY LOGO ON GRAY



# LOGOS WITH CONNECTIONS

Shown here are the appropriate lockups when the NKCES logo needs to be connected to the TAGLINE or connected to the FULL NAME.

**DO NOT** lockup the logo to both the tagline and the full name.



PRIMARY LOGO WITH TAGLINE



PRIMARY LOGO WITH FULL NAME



## NKCES SEAL

The NKCES seal can be used across brand assets as a main graphic element, background texture, or endorser mark.

It should **NOT** be used to represent the brand as a logo, by itself.

### GROW

Our budding sprig leaf can be extracted from the primary logo and used in this seal. The sprig is breaking from the circle, representing the unlimited opportunity and growth NKCES provides to its districts.



### 16 Districts

The 16 dots surrounding the seal represent the 16 districts that are apart of NKCES.





# COLOR PALETTE

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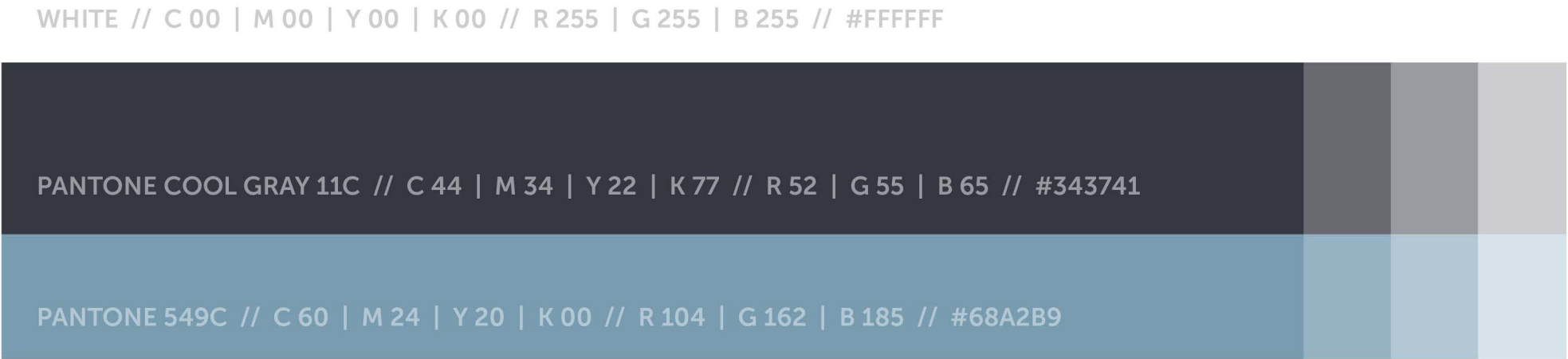
The NKCES color palette is simple, clean and modern. The color palette is rooted in the organization’s historic color palette but has evolved to reflect the new NKCES physical space.

**GROWTH GREEN**  
Represents the energy and growth that NKCES brings to the districts.

**SLATE GRAY**  
Represents the modern, industrial vibrancy of NKCES.

**MODERN BLUE**  
Represents the reliability and “blue sky” opportunities NKCES offers.

The primary colors are Growth Green and white with support from Slate Gray and Modern Blue.



## TYPOGRAPHY

NKCES primary font choice is MUSEO SANS. Multiple weights can be used to emphasize headlines, pull quotes or important words in body copy.

The following are the appropriate weights that can be used. Examples of how this font can be used can be found throughout this brand guidelines.

# MUSEO SANS

MUSEO SANS 300 | *300 ITALIC*

**MUSEO SANS 700** | ***700 ITALIC***

**MUSEO SANS 900** | ***900 ITALIC***

# ICON STYLE

The NKCES icon style is simple linework that clearly visualizes the concept it represents. Linework at any scale should be consistent and thin {examples shown here}.



# PATTERN STYLE

The NKCES pattern style is inspired by the textiles, natural patterns, angles, etc. in the NKCES interior space. Patterns can be used on different color backgrounds and can be used as border accents, background textures, and/or graphic accents in a composition.

See examples throughout this guideline and in the Brand Activation section.





# LET'S LOOK AT **BRAND ACTIVATION**













HOME ▾ DEPARTMENTS EMPLOYMENT REGIONAL SCHOOL PROGRAMS #inspireNKY QUICK LINKS ▾

SEARCH

#inspireNKY

We're inspired by Northern Kentucky's educators, students and families, who are finding innovative ways to connect, grow, and serve during this historic time.

Share your stories/photos/videos on social media with #inspireNKY

Tweets by @NKCESKids1st

NKCES Retweeted

Misti Carr

@MistiACarr

these tips! A truly helpful resource - thank you @JakeMillerTech <https://twitter.com/JakeMillerTech/status/1253275674636218368>

NKCES Retweeted

Henry Webb

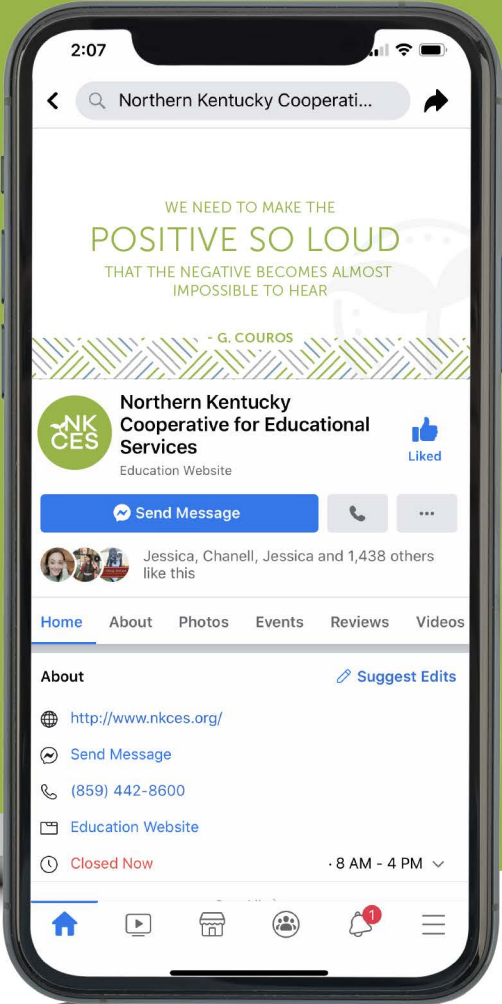
@Dr\_HenryWebb

Congratulations! Great News, proud of officer Poynter! Our SRO's are amazing. <https://twitter.com/ScottHSFootball/status/1253439188772564993>

EVENTS

View All Events <>

|          |          |        |        |
|----------|----------|--------|--------|
| April 30 | April 30 | May 01 | May 01 |
|----------|----------|--------|--------|





# LET'S TALK THE **RSP BRAND**



## OUR LOGO

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With a bold, impactful seal, our community unites around the strength and integrity of every student, faculty member, staff member, and family. The scorpion symbolizes strength and resilience, while maintaining a clear connection to NKCES.

Our logo should be used consistently and persistently across our branded touchpoints. The following pages outline appropriate use case scenarios.



## LOGO COLOR & FORMAT OPTIONS

In all scenarios, the primary logo can be used on any approved brand color background.



## SECONDARY GRAPHICS

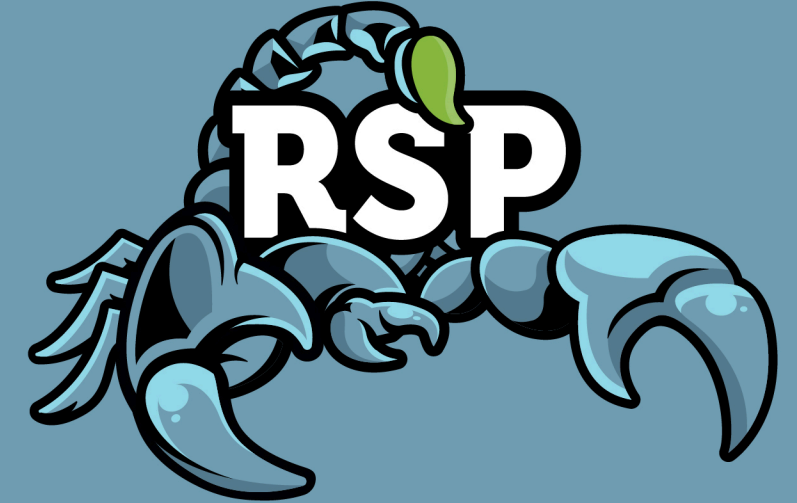
Our secondary RSP lockup and stand-alone scorpion can be used across branded touchpoints.

Both these assets can be used on any approved brand color background.

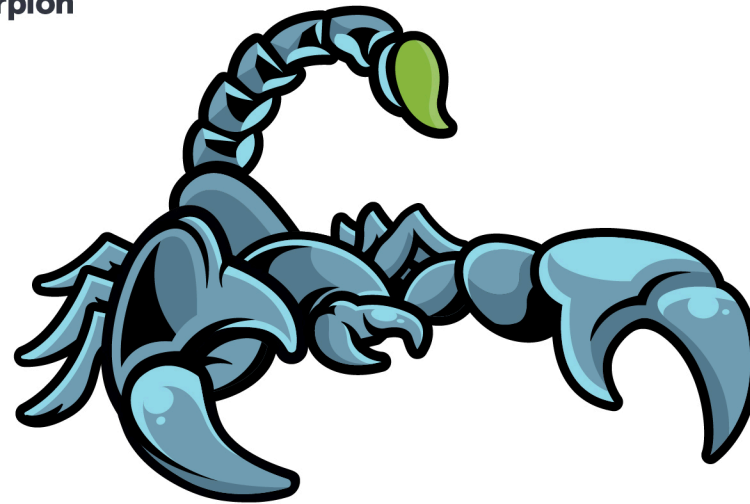
Secondary RSP lockup



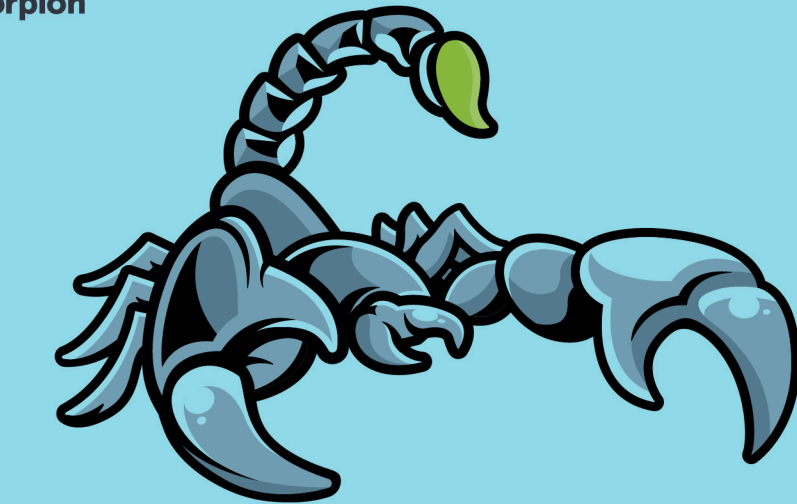
Secondary RSP lockup



Scorpion



Scorpion





# COLOR PALETTE

The RSP color palette is a vibrant blend of bold and bright hues. While rooted in the NKCES palette, it rebalances the colors and introduces a fresh light blue accent.

PANTONE COOL GRAY 11C // C 44 | M 34 | Y 22 | K 77 // R 52 | G 55 | B 65 // #343741

WHITE // C 00 | M 00 | Y 00 | K 00 // R 255 | G 255 | B 255 // #FFFFFF

PANTONE 549C // C 60 | M 24 | Y 20 | K 00 // R 104 | G 162 | B 185 // #68A2B9

PANTONE 304C // C 35 | M 0 | Y 2 | K 00 // R 154 | G 220 | B 247 // #9ADCF7

**Colors used exclusively in the primary logo and secondary graphics. Not to be used as brand colors.**

PANTONE BLACK 6C // C 100 | M 61 | Y 32 | K 96 // R 16 | G 25 | B 33 // #101921

PANTONE 2301C // C 40 | M 100 | Y 00 | K 14 // R 145 | G 181 | B 49 // #91B531

## TYPOGRAPHY

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The RSP primary font choice is MUSEO.  
Multiple weights can be used to emphasize headlines, pull quotes or important words in body copy.

The following are the appropriate weights that can be used. Examples of how this font can be used can be found throughout this brand guidelines.

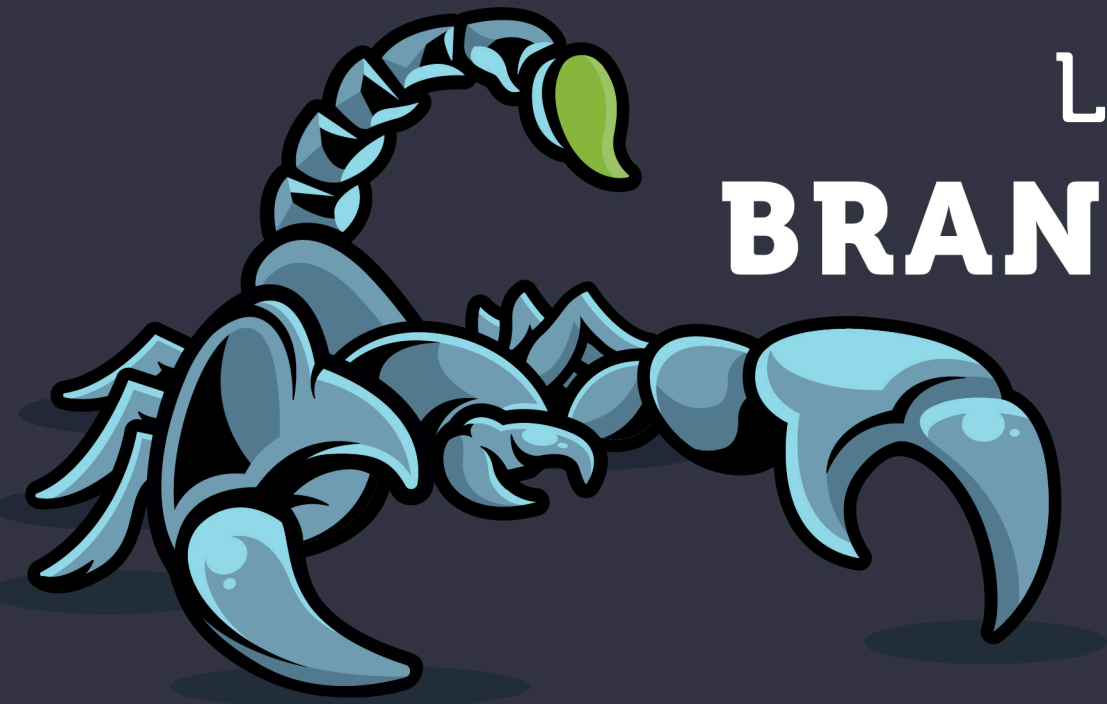
# MUSEO

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MUSEO 500 | *500 ITALIC*

MUSEO 700 | *700 ITALIC*

**MUSEO 900 | *900 ITALIC***



# LET'S LOOK AT **BRAND ACTIVATION**









# INK CES



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## BRAND GUIDELINES

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