



Kentucky Crossroads COMMUNITY IMAGE WORKSHOP

This eight-county region of central Kentucky is a combination of historical sites, entertainment attractions, and small-town amenities that create a perfect cross-section of rural Kentucky life. A three-day tour around the eight-county area allowed the team to familiarize themselves with the local communities and afforded time for them to meet with stakeholders in each county. After assessing the current marketing and branding that exists on the local level along with an understanding of the state-wide “Unbridled Spirit” campaign, the team made the following observations and recommendations.

A successful Kentucky Crossroads brand must be diverse and adaptable, allowing any of the four tiers to take advantage of the created brand system. This particular system has two primary treatments: A horizontal typeset and a lettered icon. The icon illustrated at the right is a simple, yet highly visible, rounded-corner square with the letters “KC” and a wooden road sign followed by the Kentucky Crossroads modifier. This design is self-contained and allows for usage at extremely small sizes by placing graphic dominance on the large letters “KC” and the sign.

The second usage is the horizontal typeset which will be used more during the introductory phase of the branding campaign. The color palette uses a rich indigo blue, paying tribute to the bluegrass of Kentucky along with recognizing the predominate usage of blue in both state-wide marketing and the University of Kentucky identity systems. Complementary colors from a wood-tone family are used to create extra depth and cause the sign symbol to pop from the logo.

