

KENTUCKY HISTORICAL SOCIETY

NEW LOGO BRANDING INFORMATION AT A GLANCE



KENTUCKY
HISTORICAL
SOCIETY

Brand Colors



COLOR CODES

CMYK C16 M43 Y80 K1
RGB R212 G151 B77
HEX D4974D

COLOR CODES

CMYK C78 M56 Y29 K8
RGB R72 G104 B137
HEX 486889



Primary Font Family

AVENIR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

AVENIR NEXT CONDENSED

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

For digital copies of the logo,
please contact KHS Marketing at
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