

# About this Guide

## Welcome and Introduction

**Welcome** to the *Kentucky Homeownership Protection Center's Style Guide and Standards*. This guide has been developed by Kentucky Housing Corporation (KHC) to provide direction to Kentucky Homeownership Protection Center (Protection Center) partners for printed and electronic forms of communication to the public and media.

The Protection Center was established by the 2008 Kentucky General Assembly to address the foreclosure crisis in Kentucky. The Protection Center is a joint effort of the Department of Financial Institutions (DFI), KHC, and many other organizations across the state. The Protection Center is administered by KHC, under the direction of Governor Steve Beshear, to provide support to homeowners who are in default or in danger of default on their mortgage loan. KHC collects and reports data on the results to the Governor's Office.

Due to the close relationship KHC maintains with the Governor's Office in this campaign, all materials concerning the Protection Center must be approved by KHC to ensure all aspects of the campaign are accurately reported to the Governor's Office. Some materials may need approval from the Governor. When needed, the KHC Communications Department will obtain the necessary approval.

The KHC Communications Department is available to provide assistance to all work groups or partners in communications and marketing planning, creating, and editing for Protection Center materials. For assistance, please call Nicole Morris toll-free in Kentucky at (800) 633-8896 or (502) 564-7630, extension 459; TTY 711; or e-mail [nmorris@kyhousing.org](mailto:nmorris@kyhousing.org).

## Why a Style Guide?

### Program Image in Media and Print

Program image is the way the public, partners, stakeholders, and media think about the Protection Center and its credibility. Everything we produce and distribute, whether it is in print, electronic, or by verbal communications, sends a message to the receiver. In fact, each of you represents the Protection Center, as a human advertisement, for its programs, products, and services. Because this is a statewide campaign, it is important to have structure in all communications so that we are cohesive and that we communicate clearly, persuasively, and, above all, professionally.

### Importance of Marketing and Branding

Marketing and branding are buzz words often heard in the media. For many, branding is associated with a logo or symbol. The Protection Center logo symbolizes keeping your home safe; however, it does not necessarily need a literal translation. Think of McDonald's golden arches or the Nike swoosh—these two impressive logos embody their companies well and have been around for many decades. Ideally, a logo enhances potential clients' and partners' crucial first impressions of the campaign. The logos, over time and use, also become the company's

brand, through exposure, like Coca-Cola, IBM, UPS, FedEx, Citibank—all who do not translate their name into other languages to maintain a consistent identity.

Developing and consistently marketing the Protection Center brand will define the campaign across the state. Familiarity with one look, across all publications, in all exposure opportunities, will help the Protection Center further build and maintain a solid brand through one consistent identity.

Branding takes time. Building a brand takes work and it results from established credibility and goodwill. Every organization has a brand, but not every organization manages the brand. Having an effective, consistent identity is valuable long term. Over time, as the identity builds the brand, the logo will become indistinguishable from the brand in the minds of the public and our partners.

Our brand is integrated in the materials and correspondence distributed about the campaign. It is important that all correspondence be well-written and properly formatted with the correct font, margin spaces, and logo placement.

To build our brand, this guide is intended to help partners convey messages effectively while representing the Protection Center at its best by:

- Creating formatted documents and correspondence consistently and accurately through written and electronic formats.
- Understanding logo usage.
- Working with the lead marketing team at KHC to maintain consistency and cohesiveness across the state.

If you have questions about the process or how to approach the Protection Center in your community, please contact the KHC Communications Department to assist you at the previously noted telephone number or e-mail address.

# Style Guide

## Name Usage

The first time the Protection Center is referenced, in either printed or audible materials, it **MUST** be, the “Kentucky Homeownership Protection Center (Protection Center)...” This establishes the name of the organization and which shortened version is uniformly acceptable.

At no time should the Protection Center be referred to as, the “Center,” “HPC,” “PMKH” or “Homeownership Protection Center.” “*Protect My Kentucky Home*” is the tagline, not the name of the organization, just like “*Just Do It*” is not the company name; it is the tagline for Nike. If the tagline is being used as part of the title for an event, such as the “*Protect My Kentucky Home Information Fair*,” *Protect My Kentucky Home* should be italicized.

## Font Information

The Protection Center standard font is Arial, 11 point, regular. There is some flexibility on the font size, depending on the audience and spacing needs for particular publications, but should never be smaller than 10 point. Use an additional sheet of paper for letters rather than shrinking the font below 10 point. All printed materials distributed by the Protection Center campaign should follow this standard unless otherwise noted by KHC.

If a workgroup collaborating with KHC staff on the Protection Center campaign would like to produce localized materials featuring some situation or person unique to their area, final authorization of the materials must be approved by the KHC Communications Department. To allow more flexibility with such materials, the fonts used in the logo may be used for banners and to highlight important points. All blue type in the Protection Center logo is Boston font, while all red type is Experttype font.

### Justification

Do not use right margin or full justification. It creates inconsistent spacing between words and sentences. Certain materials may be justified differently to allow for design creativity, but such materials must be approved by KHC.

### Spell Check

Found under the “Tools” menu in Word, this is a **must** for all letters and printed materials. It does not eliminate every misspelled word, but it will catch most.

# Logo Usage

The Protection Center logo should be used on a white background. If there is a need for the logo to appear on a dark background, the logo should be white. The Protection Center logo should never appear over a photo, gradient or texture without written permission from KHC.

## Logo Display Options

Kentucky Housing Corporation has created many different options for the Protection Center logo to allow for difference in layout and feel across many different publications and media types.

Full Color:



KENTUCKY HOMEOWNERSHIP  
PROTECTION CENTER  
*Protect My Kentucky Home*

100% Black:



KENTUCKY HOMEOWNERSHIP  
PROTECTION CENTER  
*Protect My Kentucky Home*

Reversed Logo Options:



## Brand Size and Space Limitations

### White Space

There should be a minimum clearance of ¼” surrounding the logo.



### Sizing

The size of the logo can vary depending on use, but it should never be smaller than 1” wide in print and 150 pixels wide on the Web.

## Inappropriate Logo Use

Listed below are general guidelines for what NOT to do to the Protection Center identity. The Protection Center logo should only be used in the way KHC distributes it. Do not alter the logo in any way.

- No rearranging elements
- No font substitutions
- No resizing elements
- No distorting or stretching
- No color changes
- No screen captures
- No placing on a distracting background

## Special Requests or Questions

For alternate electronic versions of the Protection Center logo or questions about limitations on usage, please contact the KHC Communications Department at the previously noted telephone number or e-mail address.

## Logo/Brand Colors

Materials for the Protection Center should be in the campaign colors of red and/or blue (below), or grayscale for black and white publications. No other colors may be used for graphics or design without written permission from KHC.



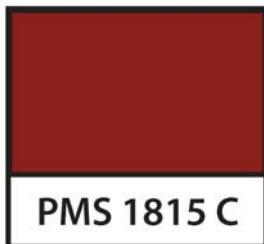
**Protection Center Blue:**

Pantone Matching System = 534 C

CMYK = 99/72/22/6

RGB = 0/82/136

#015289



**Protection Center Red:**

Pantone Matching System = 1815 C

CMYK = 28/97/100/31

RGB = 138/33/26

#8B1F03

## **Web Site Address Usage**

The Protection Center Web site address is [www.ProtectMyKYHome.org](http://www.ProtectMyKYHome.org). To facilitate the public's recognition and retention of the Web site address, all materials displaying the Web site must include the "www" before the address, as well as capitalizing the "P," "M," "KY," and "H" in the address. At no time should the Web site be listed as "protectmykyhome.org" or "www.protectmykyhome.org." Only "www.ProtectMyKYHome.org" is acceptable.

All partners working with the Protection Center are highly encouraged to add a Protection Center link to their Web site to help draw more Kentuckians to the assistance available from the Protection Center. To place a link, visit the Protection Center Web site, [www.ProtectMyKYHome.org](http://www.ProtectMyKYHome.org) and click on "Link to Us" on the left side. The agency's Web developer can then copy the appropriate code onto the site to display the preferred Protection Center logo version.