






Contents

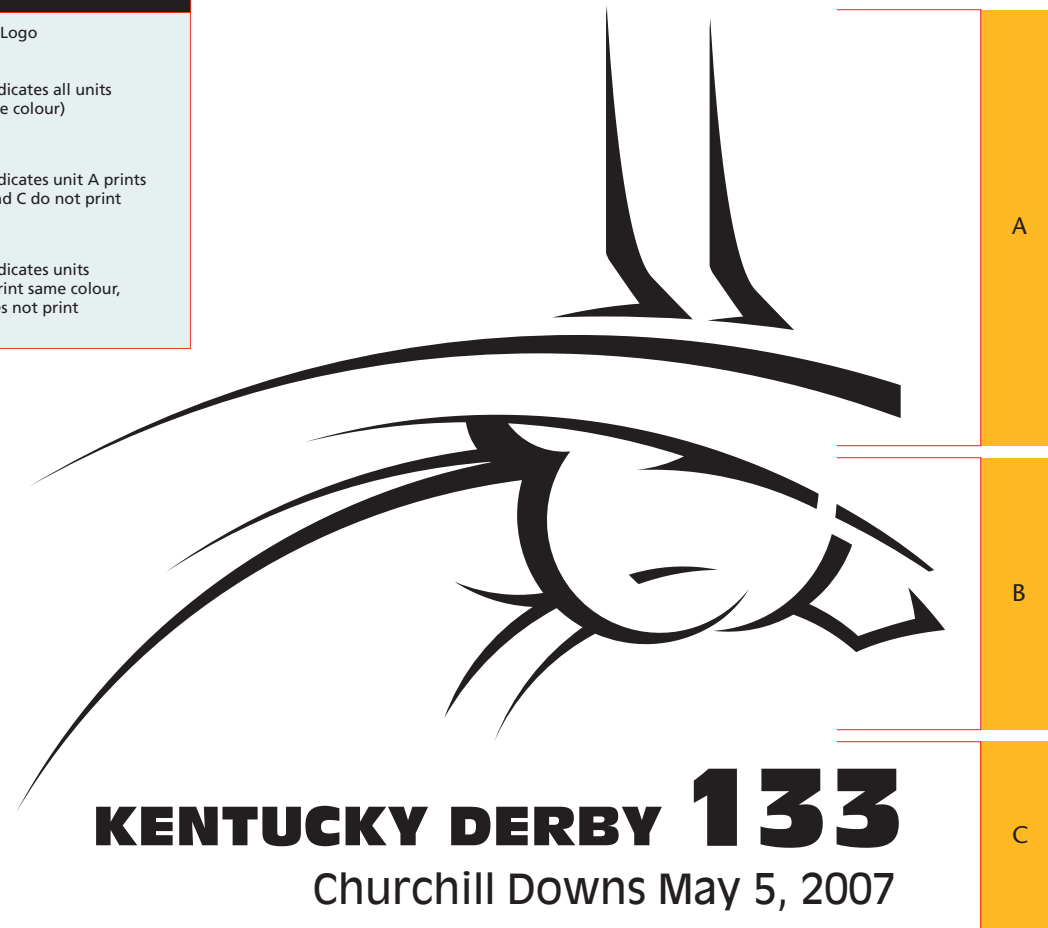
<p>Logo</p>			<p>Segmentation / Units</p> 	<p>Copyright Protection</p> 	<p>Co-Sponsor</p> 
			<p>Segmentation / Colour</p> 	<p>Colour Palettes</p> 	<p>Font</p> 
			<p>Supergraphic</p> 	<p>Super Frame</p> 	<p>Super Dimensional</p> 
<p>KENTUCKY DERBY</p>	<p>133</p> <p>Churchill Downs May 5, 2007</p>		<p>Number Logo</p> 	<p>Number Block</p> 	<p>Hypergraphic</p> 
			<p><i>For detailed information about each component shown, click image.</i></p> <p>The Kentucky Derby logo is the brand image for the greatest Thoroughbred race in the world. These rules for it's use will assure brand compliance and successful presentation of this year's mark which celebrates the one-hundred-thirty-third running at Churchill Downs.</p>		

Unit Segments

Approved Unit Segmentation

Segmented One-Colour Logo

-  Symbol indicates all units print (same colour)
-  Symbol indicates unit A prints while B and C do not print
-  Symbol indicates units A and B print same colour, unit C does not print

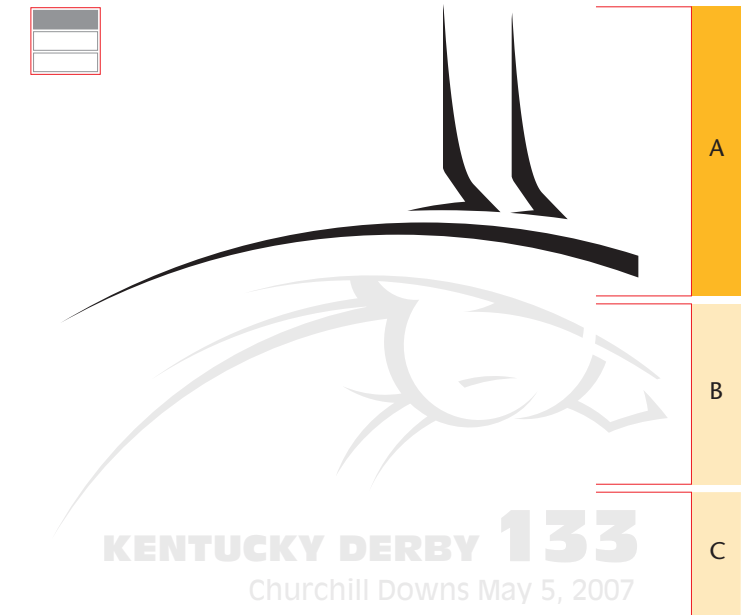
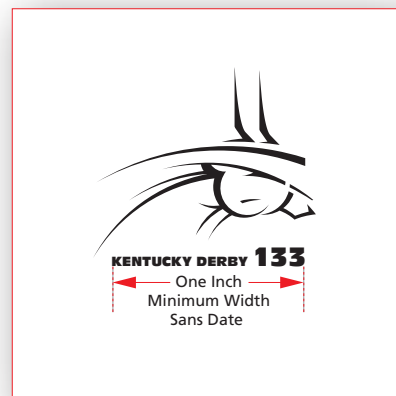


The Unit-segmented Kentucky Derby 133 logo consists of three segments as shown (A,B,C).

When the Unit-segmented logo is printed in separate segments, these rules must be followed to maintain brand standard. The Unit-segmented logo always prints one-colour only.

Also show Copyright Information

Also show Colour Segmentation



The Kentucky Derby 133 logo may be printed in unit-specific applications. The allowed applications are shown above in these configurations **ABC, AB, A**. (Units that don't print are displayed here as tint.) When printing logo unit segmentation, no colour segmentation is allowed.

[Return to Contents](#)

Colour Segments

Approved Colour Segmentation

- Symbol indicates units print all same colour
- Symbol indicates units B and C print same colour
- Symbol indicates units A and B print same colour
- Symbol indicates units A and C print same colour



The Colour segmented Kentucky Derby 133 logo consists of three units.

Unit **A**. includes the venerated spires of Churchill Downs accented by a graceful swoosh streaming across the page like the wind's current trailing behind a racing Thoroughbred.

Unit **B**. consists of the stylized head of that racing horse.

Unit **C**. is the event name and number of years the Kentucky Derby has run consecutively and in diminutive font, the venue with date complete the unit.

[Also show Unit Segmentation](#)

[Also show Copyright Information](#)

Segmented Logo / Colour

Any combination of approved colours are allowed in approved unit combination.

Two-Colour Logo
A-B: PMS 7409
C: PMS 7509

Two-Colour Logo
A-B: PMS 7409
C: Reversed

Two-Colour Logo
B-C: PMS 7455
A: PMS 7409

Two-Colour Logo
B-C: PMS 5285
A: Reversed

Two-Colour Logo
A-C: PMS 329
B: PMS 7455

Two-Colour Logo
A-C: PMS 329
B: Reversed

Segmented Logo on Black Field

The Colour Segmented logo must print all units.

PMS

7409	7509
485	507
7455	5285
5635	329
Black	
329	5635

FONT

BOLD	Antique Olive Compact
MEDIUM	Antique Olive

[Return to Contents](#)

Colour



KENTUCKY DERBY 133

Churchill Downs May 5, 2007

PMS 7409

The preferred colour for the Kentucky Derby 133 logo is PMS 7409. It may be printed in any of the approved colours shown in the palette at right as one-colour.

The colour selections allow both a bright and muted palette. The combination of both bright and muted palettes will extend this graceful logo to be used in any circumstance.

[Also show Colour Segmentation](#)

[Also show Unit Segmentation](#)

Palette

One Colour Bright



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

PMS 7409



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

PMS 485



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

PMS 7455



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

PMS 5635



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

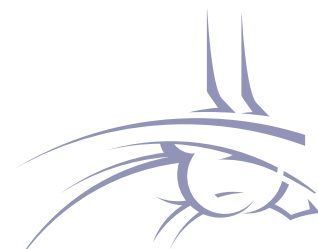
PMS Black



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

PMS 329

One Colour Muted



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

PMS 5285



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

PMS 7509



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

PMS 507



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

PMS 5635



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

PMS Black



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

PMS 329

PANTONE® PMS numbers are provide for colour reference. The following 4-colour, RGB, and Hex numbers relate to the official logo colours to match PMS colours at right.

4-colour Process	Web Safe RGB	Hex Value	PMS Bright
C:5 M:35 Y:100 K:0	R:241 G:172 B:2	#f1ac02	7409
C:8 M:98 Y:100 K:1	R:220 G:36 B:31	#dc241f	485
C:84 M:70 Y:0 K:0	R:61 G:91 B:177	#3d5bb1	7455
C:44 M:26 Y:39 K:1	R:151 G:166 B:155	#97a69b	5635
C:100 M:90 Y:100 K:100	R:0 G:0 B:0	#000000	Black
C:100 M:36 Y:67 K:25	R:0 G:98 B:90	#00625a	329

			PMS Muted
C:53 M:48 Y:19 K:1	R:133 G:129 B:164	#8581a4	5285
C:14 M:32 Y:16 K:0	R:219 G:173 B:114	#dbad72	7509
C:16 M:52 Y:16 K:0	R:210 G:140 B:166	#d28ca6	507
C:44 M:26 Y:39 K:1	R:151 G:166 B:155	#97a69b	5635
C:100 M:90 Y:100 K:100	R:0 G:0 B:0	#000000	Black
C:100 M:36 Y:67 K:25	R:0 G:98 B:90	#00625a	329

PANTONE®-identity colour has been provided for the guidance of the reader. The colours have not been checked by Pantone, Inc. Refer to current PANTONE Colour Publications for the colour standard. PANTONE® is a registered trademark.

[Return to Contents](#)

Font



KENTUCKY DERBY 133

Churchill Downs May 5, 2007

The Official font family for the Kentucky Derby 133 logo is Anique Olive. The font should never be altered, skewed, or in anyway manipulated to destroy the character of this font.

Antique Olive Compact

Antique Olive Compact is used for the bold

Antique Olive Regular

Antique Olive Regular is used for the light.

Antique Olive Italic

Antique Olive Italic may be used for information not shown in logo.

Font

Antique Olive Compact

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Antique Olive Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Antique Olive Italic

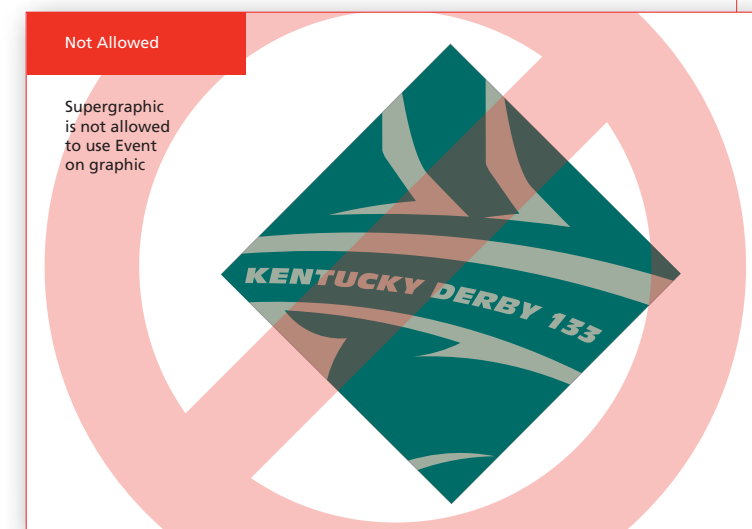
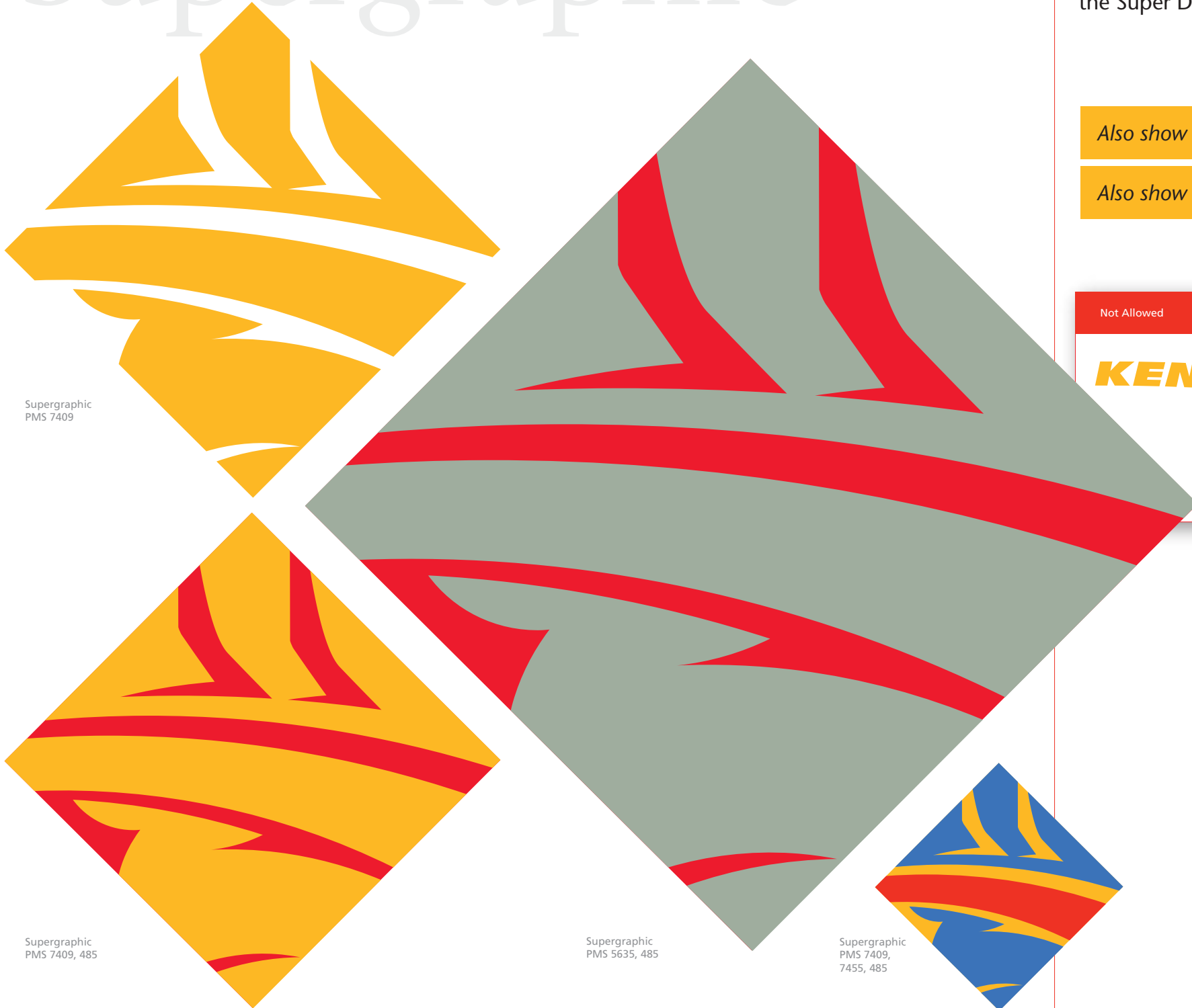
*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

Supergraphic

Super Graphic units are never to be separated. The Kentucky Derby 133 (Event) graphic is NEVER allowed to print by itself as shown below. When the event unit is used in combination with the Supergraphic, the image becomes the Super Dimensional Graphic.

Also show Supergraphic Dimensional

Also show Supergraphic Frame



PMS

7409

485

7455

5635

Black

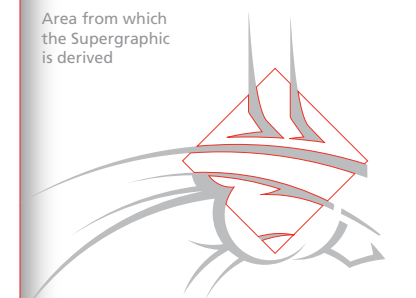
329

FONT

BOLD **Antique Olive Compact**

MEDIUM **Antique Olive**

Area from which the Supergraphic is derived



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

Supergraphic
PMS 7409

Supergraphic
PMS 7409, 485

Supergraphic
PMS 5635, 485

Supergraphic
PMS 7409,
7455, 485

[Return to Contents](#)

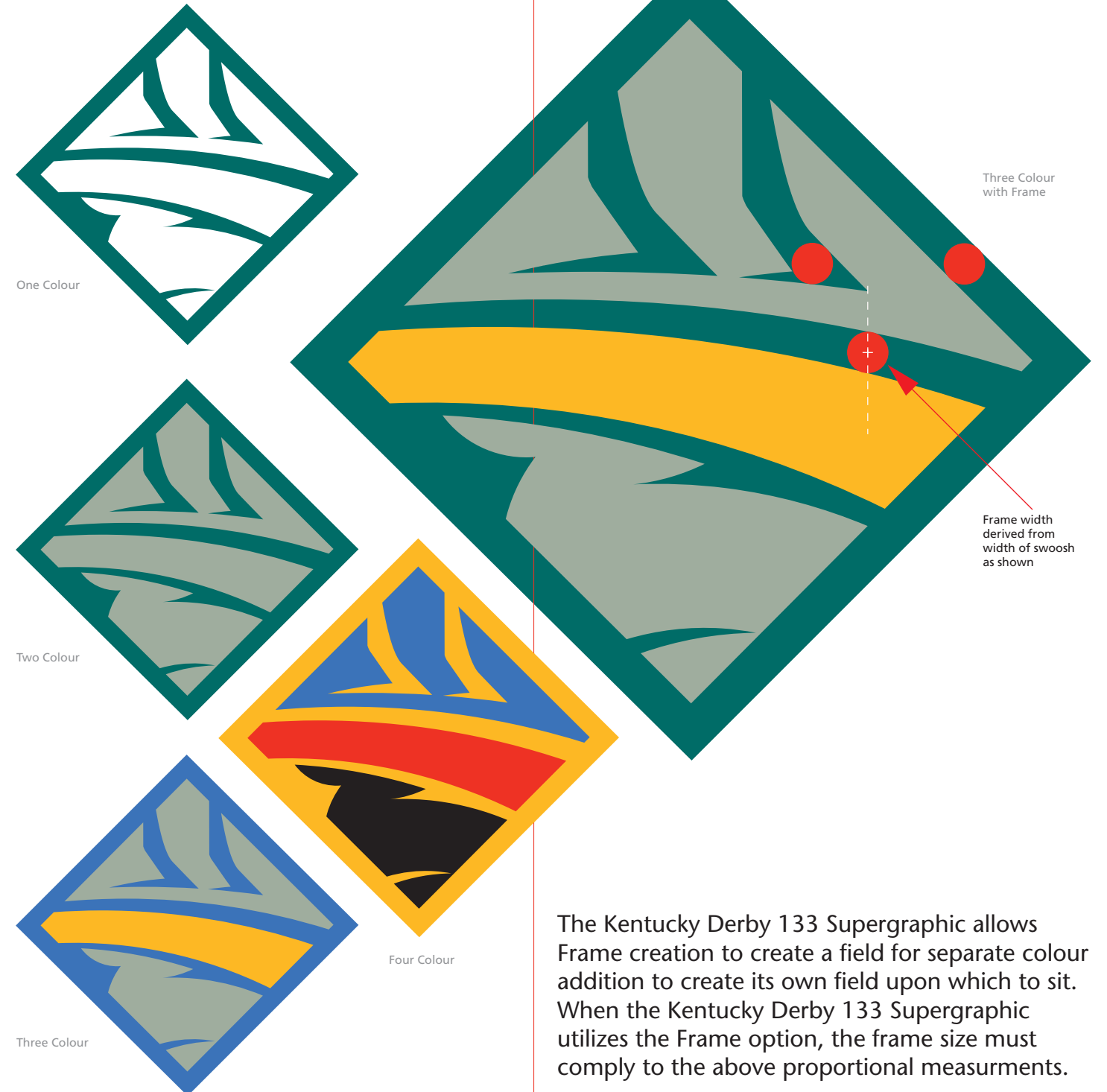
Super Frame



The Supergraphic is derived from the heart of the Kentucky Derby 133 logo. The Supergraphic Frame logo augments the Supergraphic to allow multiple bands of colour to enhance its presentation.

[Also show Supergraphic No Frame](#)

The Kentucky Derby 133 Supergraphic Frame graphic may be printed in One, Two, Three, and Four colour presentations. Colours must conform to official palette.



The Kentucky Derby 133 Supergraphic allows Frame creation to create a field for separate colour addition to create its own field upon which to sit. When the Kentucky Derby 133 Supergraphic utilizes the Frame option, the frame size must comply to the above proportional measurements.

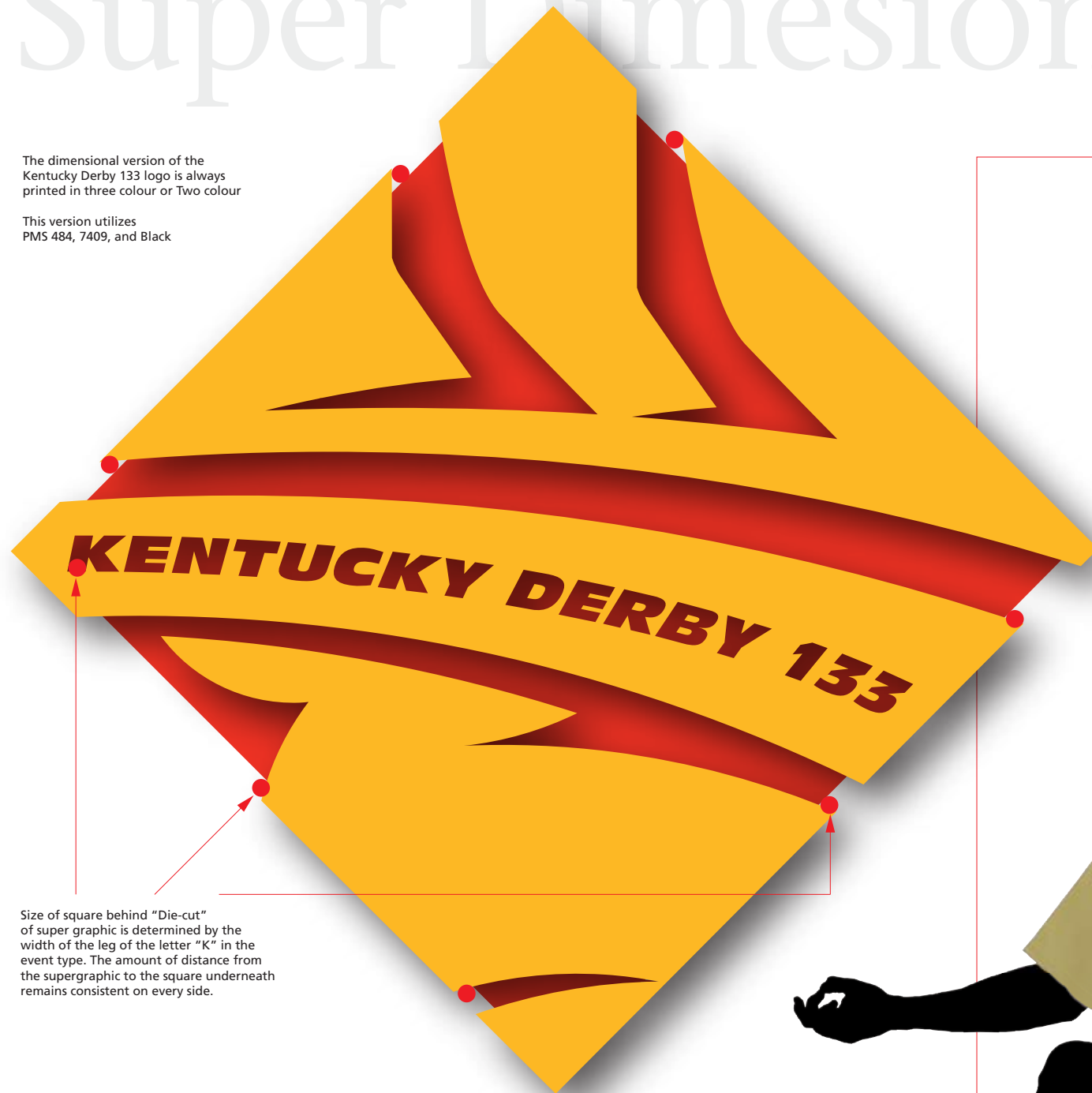
[Also show Official Palette](#)

[Return to Contents](#)

Super Dimensional

The dimensional version of the Kentucky Derby 133 logo is always printed in three colour or Two colour

This version utilizes PMS 484, 7409, and Black



Size of square behind "Die-cut" of super graphic is determined by the width of the leg of the letter "K" in the event type. The amount of distance from the supergraphic to the square underneath remains consistent on every side.

The Super dimensional Graphic uses the event title and number punched out of the top layer and a drop shadow to emphasize the separation of layers.

The Super dimensional Graphic allows the Supergraphic to be printed in spatial perspective. This involves the creation of a two-layered look utilizing a drop shadow to space the layers apart.

The Super Dimensional graphic allows dimension to be created as if die-cut paper of the Supergraphic floats above a square of colour.

The Supergraphic Dimensional version can print in three colours shown here on a T-shirt utilizing PMS 7455, 485, and Black.

When printing without the shadow, the event and number graphic do not print and it becomes the Supergraphic (not dimensional).



This colour on colour version prints Two Colour PMS 485, Black



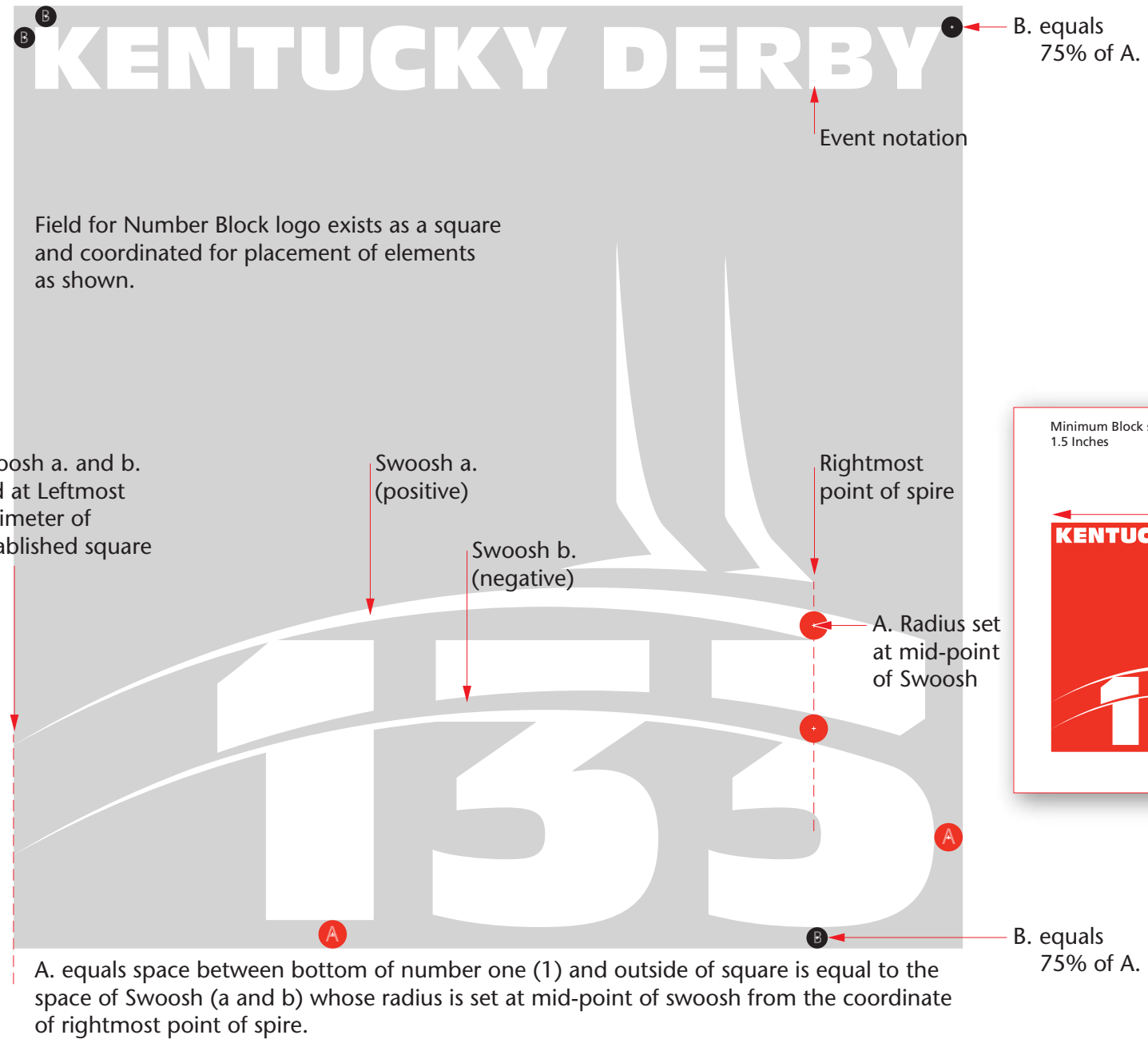
Three Colour PMS 5635, 485, Black

[Also show Supergraphic Frame](#)

[Also show Supergraphic Sans Event](#)

[Return to Contents](#)

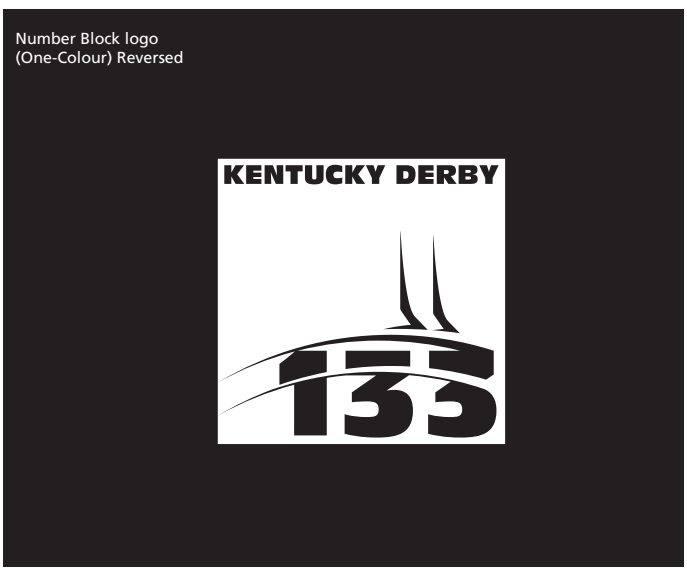
Number Block Logo Element placement



Number and Spires (no event notation) may print one colour only



Number Block logo (One-Colour) Reversed



Number Block logo PMS 7409



Number Logo Block (One-Colour)



The Number Block logo for Kentucky Derby 133 should be used only as shown and never printed in anything but one colour. The number & spires elements along with the swoosh shall be presented as punched out of the one-colour square with the event notation (Kentucky Derby) at the top.

The event notation (Kentucky Derby) along with the swoosh and number which signifies the year of the event is to be used in this square format only. The Number and spires with swoosh when printed without the square print without the event notation and in one colour only.

[Also show Colour Palette](#)

[Also show Copyright Information](#)

[Return to Contents](#)

Hypergraphic



Width of PMS 485 Frame is 25% of 2593 Frame

Width of PMS 158 Frame is 50% of 2593 Frame

Distance of width of swoosh at frame end delineates width of PMS 2593 Frame

Multi Coloured Alternate usage
PMS 7409 / 2593 / 158 / 485

The Kentucky Derby 133 Hypergraphic is created from the Supergraphic and as the name suggests, is an excited presentation of the Supergraphic. The colour palette allows for the use of the Bright Palette and in addition PMS 158, 2593, 2685.

The graphic is created from the supergraphic square on its side and adds a square (or a number of squares) of colour to frame in the elements of the spires, the track, and the racing Thoroughbred reminiscent of the colourful jockey silks at the Derby.

[Also show Colour Palette](#) [Also show Supergraphic](#)



Supergraphic area derived from full logo



Supergraphic showing square crop to form Hypergraphic shape



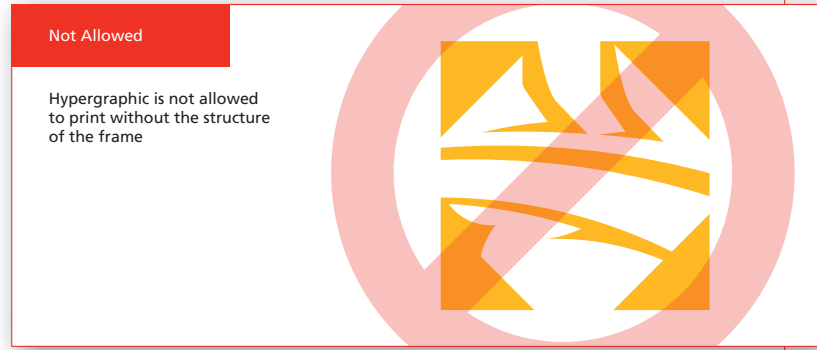
Hypergraphic shape formed from Supergraphic



Hypergraphic with addition of frame

Hypergraphic Derivations

The Kentucky Derby 133 Hypergraphic may be printed in One, Two, Three, and Four colour presentation with frame.



Two Colour



One Colour Reversed



Three Colour



Three Colour

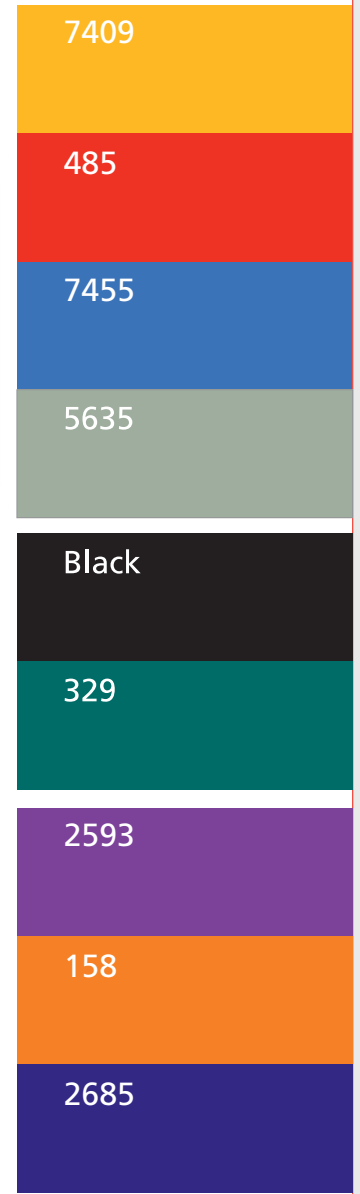


Four Colour



Four Colour

PMS



[Return to Contents](#)

The Kentucky Derby 133 logo and the various manifestations that make up this years Derby image are protected by copyright.

Any time the logo images are used, it must be accompanied by the circle "C" (©) to protect it from being copied illegally.

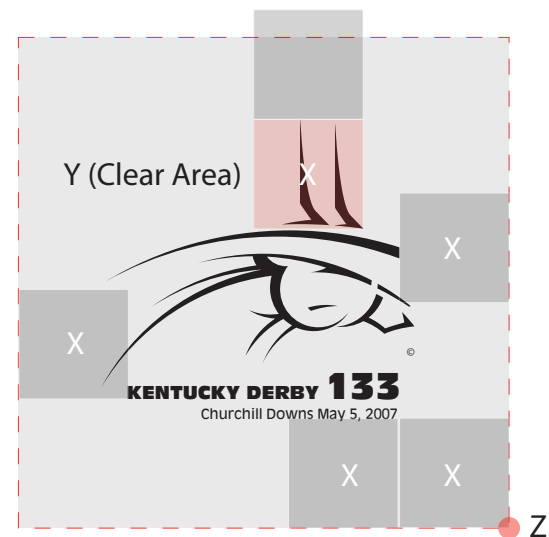
To view the correct placement and size for the © in the instance of each image here, click your mouse on the image and you will go to the page that discusses, in depth, the correct placement of the copyright symbol.

Your adherence to these rules will assure that the brand remains true.

Kentucky Derby 133 Safe Area

When the logo is printed, it must be presented in a manner that does not confuse the image with an competing graphics in the area. The full logo should maintain a clear area which is defined below by square "Y" (red dash square).

Square "X" is arrived at by the point at the far right edge of the spires and extending a line both horizontally and vertically to create the square which is bound by the highest point of the spires as shown. That square is the size by which the clear area is defined, as shown by the distance of "X" away from the points so marked and creating a larger square (Y) from the coordinates plotted from the "X" square space away from the bottom right edge of the logo creating point "Z". The square created (Y) should remain clear of images and type.



Kentucky Derby 133 Unit / Colour Segmentation



Full Logo / Segmentation



Logo with no date



Logo with no venue or date



Logo as spires and swoosh

Kentucky Derby 133 Supergraphic



One colour



Two colour



Three colour



Dimensional

Kentucky Derby 133 Number logo



Number & Spires w/ Swoosh



Number Block

Kentucky Derby 133 Hypergraphic



Four Colour Hypergraphic

The Kentucky Derby 133 logo and the various manifestations that make up this years Derby image are protected by copyright.

Any time the logo images are used, it must be accompanied by the circle "C" (©) to protect it from being copied illegally.

When the Colour Segments are printed as allowed, the copyright protection must accompany the image with the circle "C". Consistency of the placement for the circle "C" maintains the integrity of the mark. Shown here are examples that should cover any usage you may encounter.

The Circle "C" should be a sans serif font, shown here is Myriad Roman.

Kentucky Derby 133 / Colour Segmentation

When printing the Full logo as Colour Segments, (Units A-B-C) at the width of four and a half inches (4.5") and up to twelve inches wide, the © must appear as shown in twelve point type. Logos printed larger than twelve inches wide must display the copyright symbol proportionately as if logo width were 4.5 inches wide and the © were twelve point type.

To register the symbol correctly on each usage, the guides indicate the placement shall be flush right off the tip of the horses' nose and positioned horizontally off the bottom of the swoosh of the neck.

Full logo Colour Segments Units A-BC
4.5 Inches wide to twelve inches wide

12 Point



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

When printing the Full logo as Colour Segments Units AC-B at the width of less than four and a half inches (4.5"), the © must appear as shown in six point type.

Placement is consistent with larger logo

Full logo Units AC-B
Smaller than 4.5 Inches wide to the minimum of 1.0 inch wide

6 Point



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

When printing the AB-C Colour Segmented logo at the width of four and a half inches (4.5" or wider, the © must appear as shown in twelve point type.

To register the symbol correctly on each usage, the guides indicate the placement shall be flush right off the tip of the horses' nose and positioned horizontally off the bottom of the swoosh of the neck.

Colour Segmented logo Units AB-C
4.5 Inches wide to twelve inches wide

12 Point



KENTUCKY DERBY 133
Churchill Downs May 5, 2007

Colour Segmented logo Units AB-C

1.0 Inches wide
(May not print smaller than one inch wide measure of Unit C as shown)

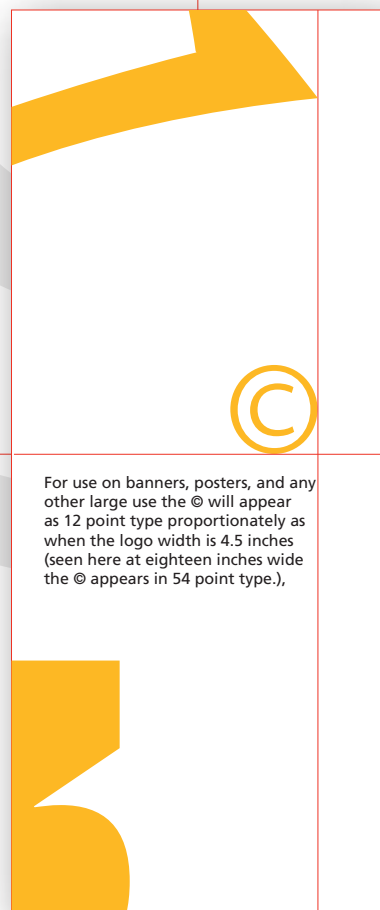
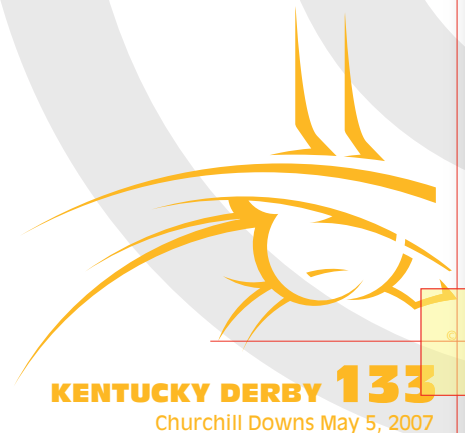
6 Point



The Kentucky Derby 133 logo printed in the allowed Colour Segmentations uses the dominate colour to print the ©.

Dominate colour is determined by the segmentation. In the instance of segmentation being AB-C, the AB colour is dominate. In the instance of AC-B, AC is dominate. In the instance of AC-B, the B colour is used.

The other option for printing the © in any Colour Segmentation use is Black.



For use on banners, posters, and any other large use the © will appear as 12 point type proportionately as when the logo width is 4.5 inches (seen here at eighteen inches wide the © appears in 54 point type.),

The Kentucky Derby 133 logo and the various manifestations that make up this years Derby image are protected by copyright.

Any time the logo images are used, it must be accompanied by the circle "C" (©) to protect it from being copied illegally.

When the Unit Segments are printed as allowed, the copyright protection must accompany the image with the circle "C". Consistency of the placement for the circle "C" maintains the integrity of the mark. Shown here are examples that should cover any usage you may encounter.

The Circle "C" should be a sans serif font, shown here is Myriad Roman.

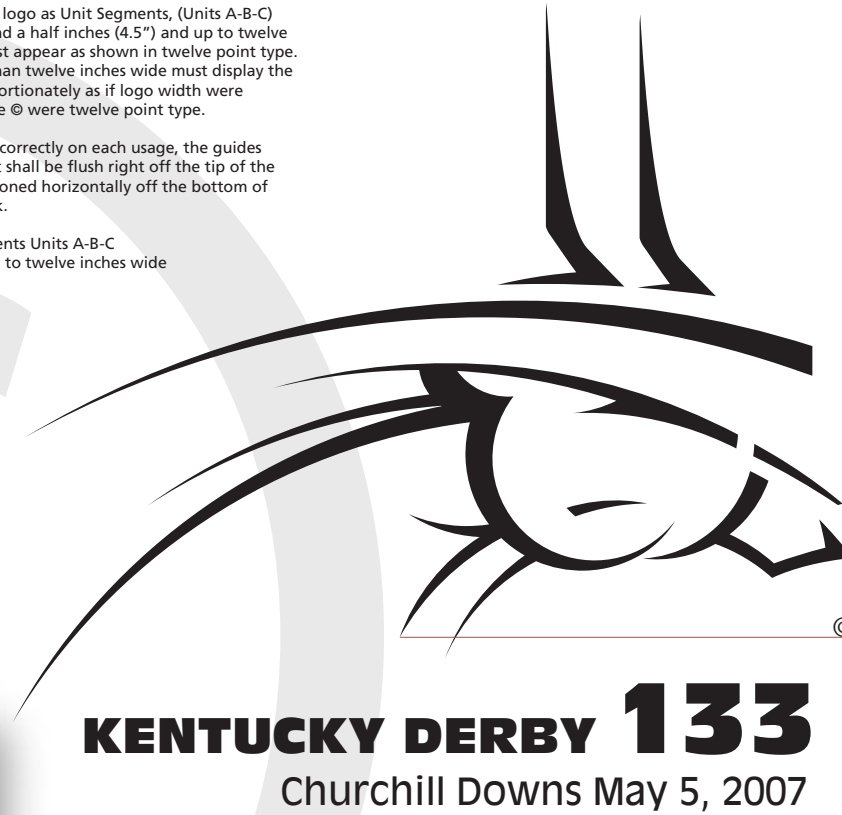
Kentucky Derby 133 / Colour Segmentation

When printing the full logo as Unit Segments, (Units A-B-C) at the width of four and a half inches (4.5") and up to twelve inches wide, the © must appear as shown in twelve point type. Logos printed larger than twelve inches wide must display the copyright symbol proportionately as if logo width were 4.5 inches wide and the © were twelve point type.

To register the symbol correctly on each usage, the guides indicate the placement shall be flush right off the tip of the horses' nose and positioned horizontally off the bottom of the swoosh of the neck.

Full logo Colour Segments Units A-B-C
4.5 Inches wide and up to twelve inches wide

12 Point

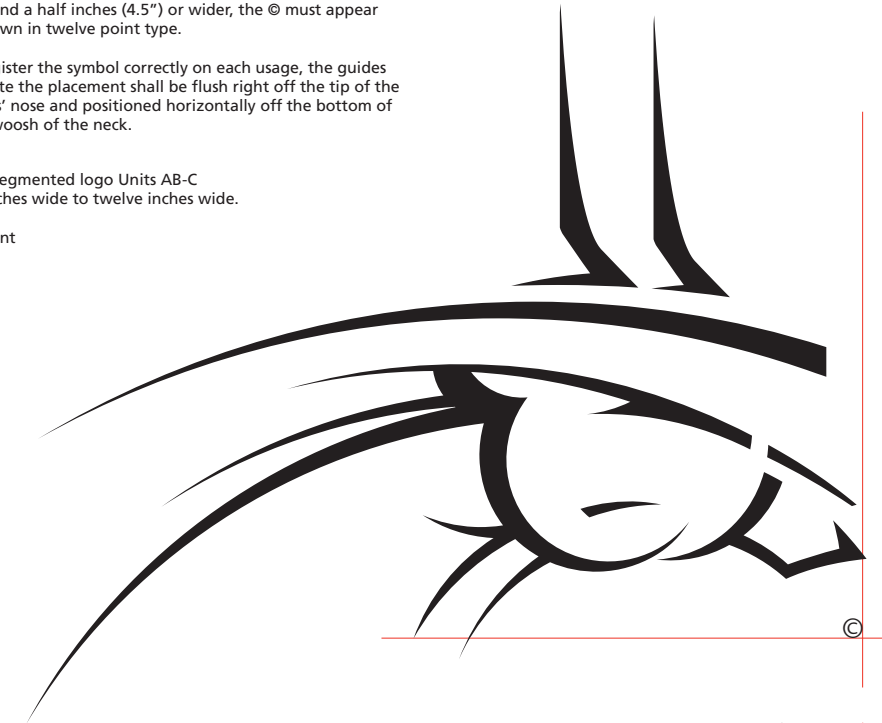


When printing the AB-C Unit Segmented logo at the width of four and a half inches (4.5") or wider, the © must appear as shown in twelve point type.

To register the symbol correctly on each usage, the guides indicate the placement shall be flush right off the tip of the horses' nose and positioned horizontally off the bottom of the swoosh of the neck.

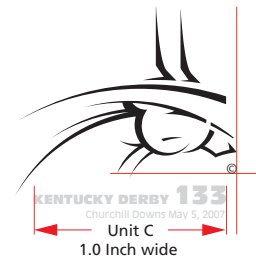
Unit Segmented logo Units AB-C
4.5 Inches wide to twelve inches wide.

12 Point



Unit Segmented logo Units AB-C
1.0 Inch wide
(May not print smaller than one inch wide measure of Unit C as shown)

6 Point

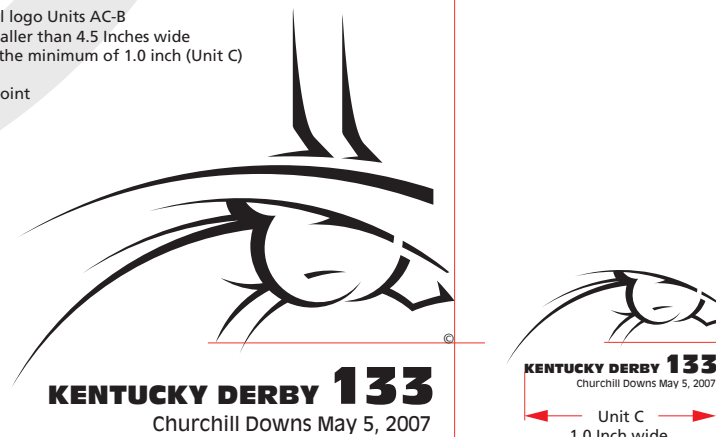


When printing the Full logo as Unit Segments Units A-B-C at the width of less than four and a half inches (4.5"), the © must appear as shown in six point type.

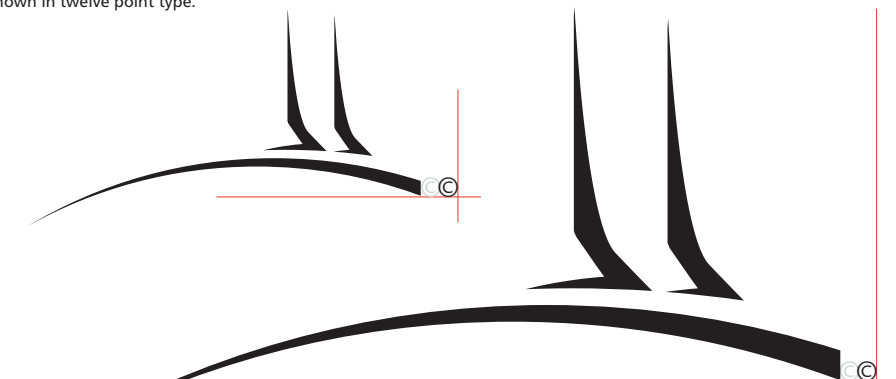
Placement is consistent with larger logo

Full logo Units AC-B
Smaller than 4.5 Inches wide
to the minimum of 1.0 inch (Unit C)

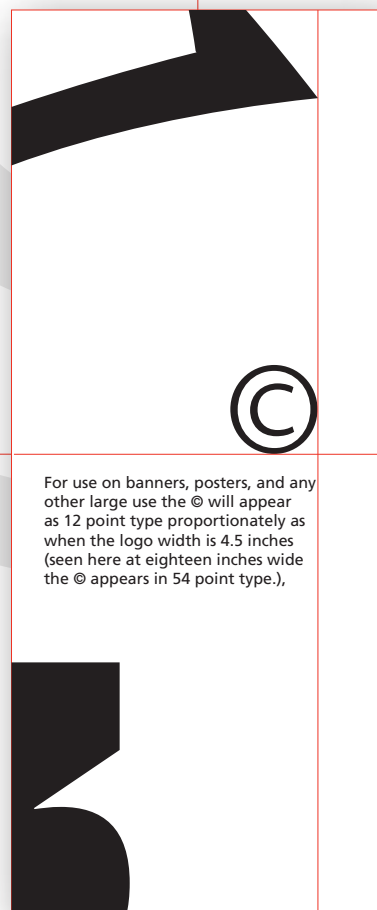
6 Point



When printing the A Unit Segmented Logo at the width of four and a half inches (4.5") or smaller, the © must appear as shown in twelve point type.



Minimum size allowed for Unit A is width of Unit A when Unit C in one inch wide.



For use on banners, posters, and any other large use the © will appear as 12 point type proportionately as when the logo width is 4.5 inches (seen here at eighteen inches wide the © appears in 54 point type.),

KENTUCKY DERBY 133
Churchill Downs May 5, 2007

The Kentucky Derby 133 logo and the various manifestations that make up this years Derby image are protected by copyright.

Any time the logo images are used, it must be accompanied by the circle "C" (©) to protect it from being copied illegally.

When the Number Logo and the Number Logo Block are printed, they must display the copyright symbol as shown.

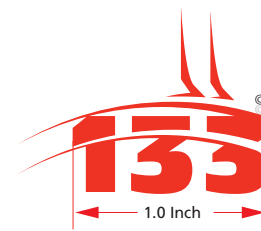


When printing the circle "C" with the Number Logo, the symbol rests flush right on the vertical line created from the far right of the "3" upward.

The © is the distance away from the top of the swoosh by the width of the ©.

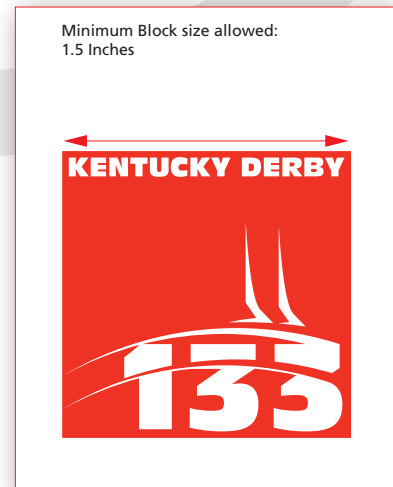
When printing the © with the Number Block Logo, the top of the circle "C" symbol rests on the line created from the top of the "Y" of Kentucky Derby extending to the right.

The © is the distance away from the block by the width of the symbol.



When printing the circle "C" with the Number Logo at the minimum size (one inch number width) the © rests flush right on the vertical line created from the far right of the "3" upward. The © is the distance away from the top of the swoosh by the width ©.

With the Kentucky Derby Number Block at one inch, the symbol is 6 point.



Minimum Block size allowed: 1.5 Inches

When printing the circle "C" with the Number Block Logo at the minimum size (1.5 inches) the © is the distance away from the side of the block by the width of the symbol. The top of the circle "C" symbol is flush off the top of the "Y" of Kentucky Derby.

With the Kentucky Derby Number Block at one and a half inches, the symbol is 6 point.



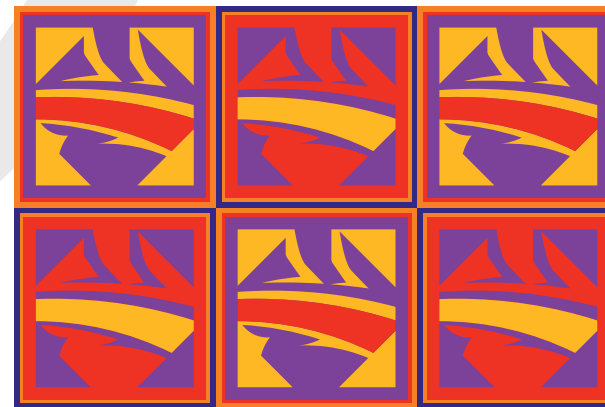
The Kentucky Derby 133 logo and the various manifestations that make up this years Derby image are protected by copyright.

Any time the logo images are used, it must be accompanied by the circle "C" (©) to protect it from being copied illegally.

When the Hypergraphic is printed, it must display the copyright symbol as shown.



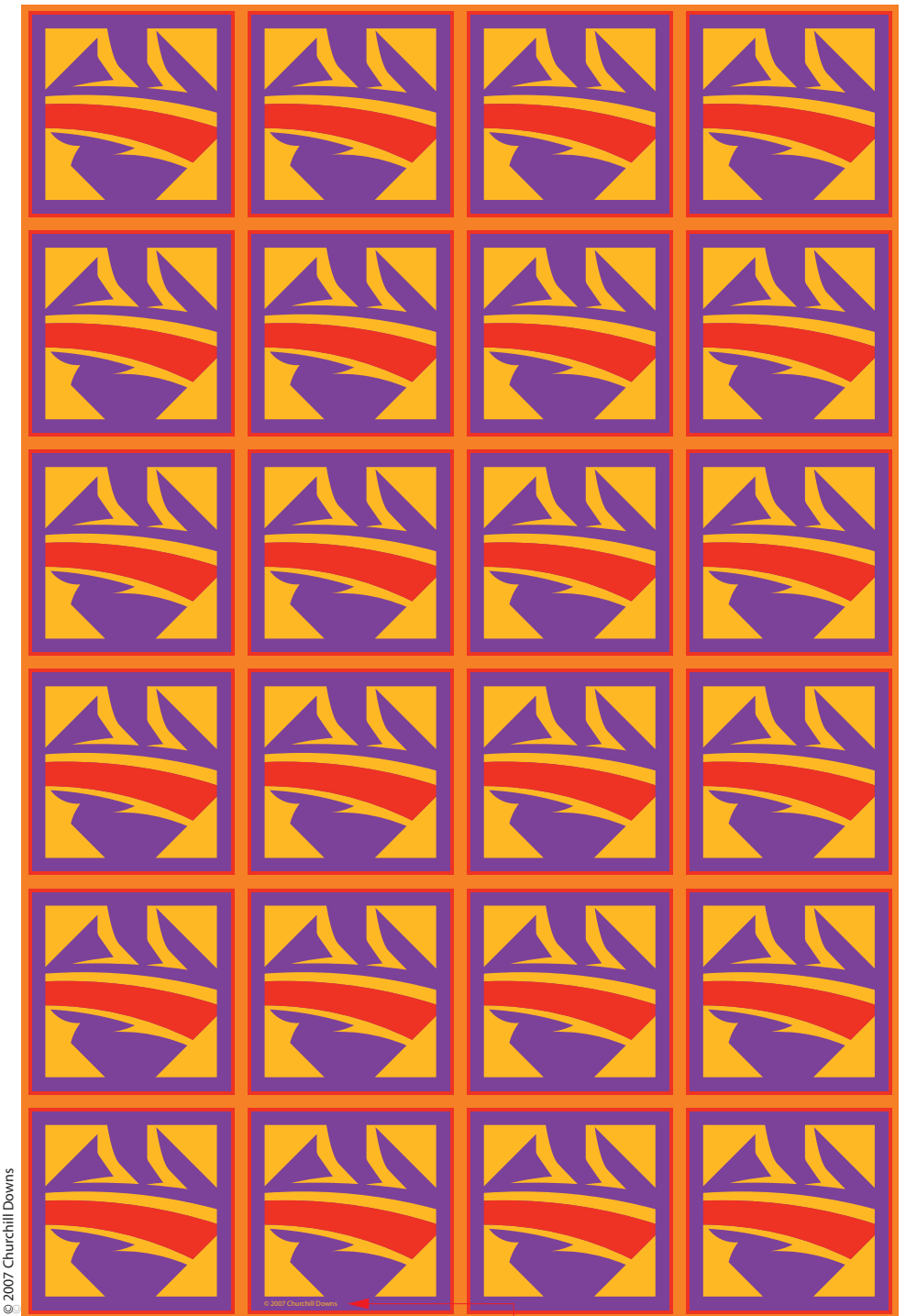
Multi Coloured Alternate usage
PMS 7409 / 2593 / 158 / 485



Multi Coloured Alternate usage
PMS 7409 / 2593 / 158 / 485
Pattern allows for creative
colour usage within the palette



Multi Coloured Alternate usage
PMS 7409 / 2685 / 158 / 485
Colours are allowed to print
in areas



© 2007 Churchill Downs

Multi Coloured Alternate usage
PMS 7409 / 2593 / 158 / 485

Pattern allows for creative colour usage within the palette.
When using Hypergraphic in multiples, the copyright symbol
must be displayed with the year and Churchill Downs as shown.

Copyright information outside of the pattern floats off the side
at the distance of the width of the circle "C".

When using copyright information inside colour area it should
be placed where it is not disruptive to the overall look and
printed in one of the available colours.