

2019 Transcomm Awards

Kentucky Transportation Cabinet

8a – Logo, Illustration or Infographic



Situational overview

In 2017, the Kentucky General Assembly passed a law that brought major changes to the Commonwealth's driver's license and personal ID card program in order to meet security requirements issued by the federal government through the REAL ID Act. Almost every part of the licensing process has been affected, from application to production to issuance.

The KYTC Office of Public Affairs has worked closely with our government partners to ensure the public and key stakeholders are well-informed about changes, implementation milestones and key deadlines.

Central to our communications efforts are security and safety. Our goals include:

- ✓ Clearly communicating to the public that the new Voluntary Travel ID version of a driver's license, permit or personal ID is one of the most secure travel credentials in the nation, maintained at the state level and compliant with federal regulations.
- ✓ Educating citizens on the new-look cards that will house nearly double the amount of security features as our previous issue credentials.
- ✓ Communicating that KYTC is modernizing and securing its system of issuance from 140+ over the counter issuance locations to one central location.
- ✓ Communicating that all driver's license credentials and identification cards will be safely mailed – no different from the time-tested method for getting passports, credit cards and social security cards.

Our visual brand

In developing brand illustrations, we aimed to design a logo that would communicate the security of both the credential and the new process, and the idea that Kentuckians could trust KYTC in the midst of this major statewide change.

We wanted something that was immediately recognizable, simple, and that stuck to one word. We also wanted to create a brand that was adaptable enough to develop complementary, spin-off branding for other elements associated with the initiative.

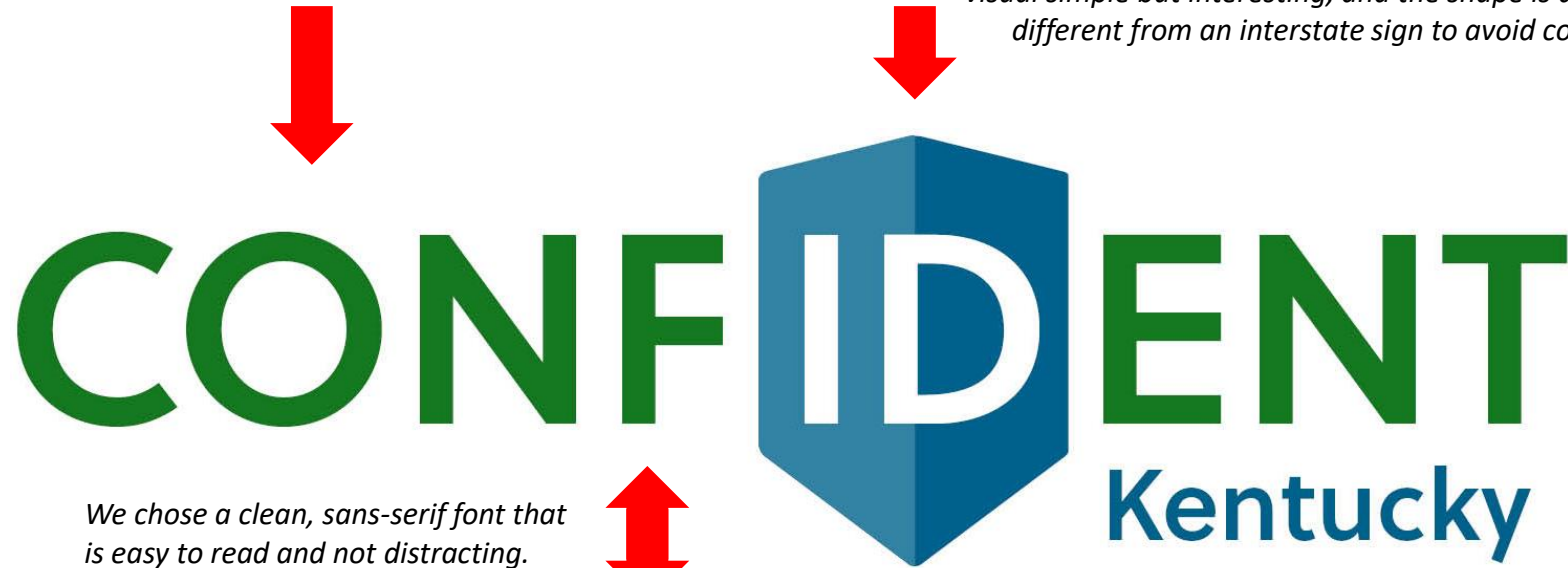
After several rounds of brainstorming and development with the KYTC Office of Public Affairs, the Department of Vehicle Regulation (which oversees Kentucky's driver licensing program) Cabinet leadership, and the office of Governor Bevin, KYTC unveiled the branded initiative nearly a year in advance of card implementation in order for the public to become familiar with the changes.



Enhancing security. Advancing licenses.

“Confident” assures a population preparing for major changes to a familiar system that they can trust in the security of their new credential, and trust that we will adequately prepare them for the transition.

The shield icon clearly communicates security, and has been placed around the letters “ID” to associate the new identification cards and new issuance process with increased security. The shield also has a sense of depth to keep the visual simple but interesting, and the shape is distinctly different from an interstate sign to avoid confusion.



We chose a clean, sans-serif font that is easy to read and not distracting.

Enhancing security. Advancing licenses.

The first part of the tagline serves as support to the shield visual, and reemphasizes that this initiative will enhance the security of our credentials and their issuance.

The second part of the tagline serves as a support to the highlighted “ID,” confirming that we are rolling out more secure, upgraded driver’s licenses for Kentuckians.

*Blue and green serve as the primary colors for the logo, and communicate **trust, stability, and a sense of peace**. They are also easiest for the eye to process, supporting our goal of a quickly and easily perceptible brand visual.*



FECHAS PARA RECORDAR

AGOSTO DE 2018

El estado de Kentucky presenta una carta de extensión al Departamento de Seguridad Nacional del Estado Federal con el fin de solicitar que las aerolíneas y los establecimientos federales de ingreso restringido sigan aceptando la licencia de conducir y credenciales personales de identidad como identificación aceptable hasta el 10 de octubre de 2019.

SEPTIEMBRE DE 2018

Se terminará y hará público el nuevo diseño de las credenciales.

OCTUBRE DE 2018

El estado de Kentucky espera que el Departamento de Seguridad Nacional le otorgue una nueva extensión de un año. La extensión vigente del estado vence el 10 de octubre de 2018.

OCTUBRE DE 2018 - PRIMAVERA DE 2019

Se colocarán equipos modernos y de mejor calidad en oficinas del Secretario del Tribunal de Circuito en todo el estado para procesar las solicitudes con rapidez y de manera segura.

PRINCIPIOS DE 2019 - PRIMAVERA DE 2019

Se llevará a cabo una entrega por fases de nuevas licencias de conducir, identificaciones e identificaciones voluntarias para viajar.



Mayor seguridad. Mejores licencias.

LO QUE DEBE SABER ACERCA DE LAS NUEVAS LICENCIAS DE KENTUCKY

La licencia es más que una prueba de su derecho a conducir: es la principal manera de demostrar su identidad. Las licencias de conducir le brindan acceso a muchos beneficios, como abrir una cuenta bancaria, abordar un avión o hacer compras sujetas a restricciones de edad. El estado de Kentucky está renovando su credencial más importante al mejorar las características de seguridad de todas las licencias, además de proteger nuestro proceso de producción y emisión.

En octubre de 2020, las licencias estándar dejarán de cumplir los requisitos de la REAL ID (Ley de Identificación) para que los habitantes de este estado se embarquen en vuelos nacionales estadounidenses o ingresen a establecimientos federales exclusivos y bases militares. La 9/11 Commission (Comisión Nacional sobre los Ataques Terroristas contra los Estados Unidos de América) recomendó nuevas normas de seguridad para evitar el uso de las licencias con fines fraudulentos. La nueva identificación voluntaria para viajar del estado de Kentucky ofrecerá a los residentes una única credencial práctica y de bajo costo para abordar vuelos e ingresar a establecimientos federales como bases militares y plantas nucleares.

¿QUÉ ESTÁ CAMBIANDO?

La emisión de todas las licencias de conducir y credenciales personales de identidad pasará de hacerse en el lugar de producción en más de 140 ubicaciones dependientes del Secretario del Tribunal de Circuito a una única ubicación central y segura. Esta transición, además de las características de seguridad de última generación de las credenciales, reducirá el riesgo de uso fraudulento y la reproducción ilícita de estos documentos de identidad.

El cambio entrará en vigencia a comienzos de 2019 en ubicaciones selectas dependientes del Secretario del Tribunal de Circuito y se extenderá a los 120 condados para fines de la primavera.

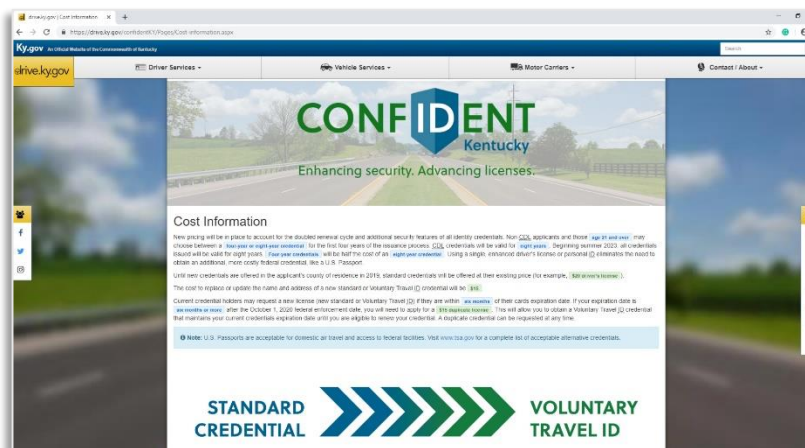
Los residentes visitarán su oficina local del Secretario del Tribunal de Circuito para solicitar o renovar su licencia, permiso o identificación personal. La credencial solicitada se enviará por correo al solicitante dentro de un período de entre cinco y diez días hábiles.

El ciclo de renovación de licencias e identificaciones personales se extenderá de cuatro a ocho años. Durante los primeros cuatro años del nuevo sistema de emisión, los solicitantes que no soliciten una CDL (licencia de conducir comercial, por sus siglas en inglés) podrán elegir entre licencias de cuatro u ocho años. A partir del quinto año, todos los solicitantes recibirán licencias de ocho años de duración.

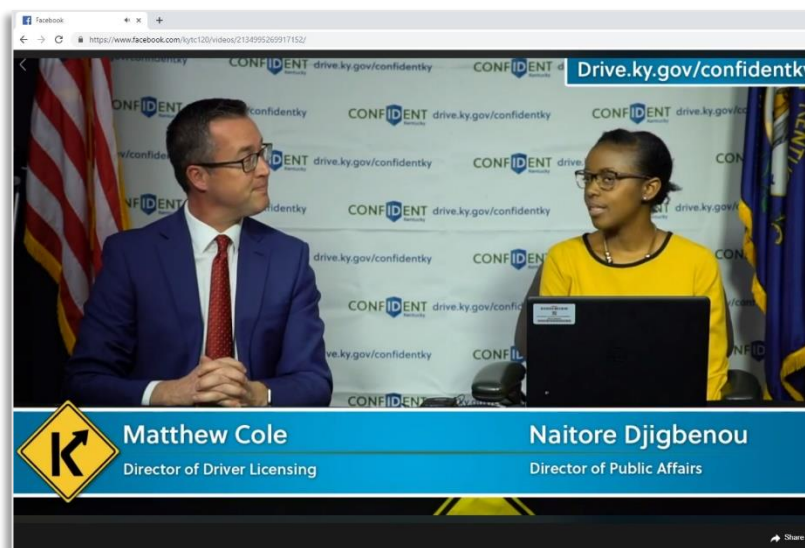
¿CUÁNDO SE PRODUCIRÁN LOS CAMBIOS?

Mientras el estado de Kentucky tenga una extensión del Departamento de Seguridad Nacional de los Estados Unidos, usted podrá seguir disfrutando de todos los beneficios de su licencia actual, incluido el de abordar vuelos nacionales. El estado de Kentucky espera recibir extensiones adicionales hasta octubre de 2020, cuando comenzará a aplicarse la ley en el ámbito federal.

Administrado por el Gabinete de Transporte de Kentucky



Our website is clean and easy to navigate.



We created a branded backdrop for media broadcasts, like the Facebook Live interview pictured above.

THE KENTUCKY
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The logo translates well across a broad spectrum of marketing materials, from web to print. The Confident Kentucky fact sheet was produced in English and Spanish (pictured above with a translated logo). This was shared with key stakeholders at Circuit Court Clerk offices, airports, governmental agencies, private sector business partners, and at tabling events, like the Kentucky State Fair.



Enhancing security. Advancing licenses.

Visit drive.ky.gov for more about CONFIDENT Kentucky

Administered by the Kentucky Transportation Cabinet

APPLYING FOR A NEW LICENSE OR ID? HERE'S WHAT YOU SHOULD BRING.

YOU NEED 4 ITEMS TO APPLY FOR A VOLUNTARY TRAVEL ID

U.S. citizens and permanent residents are eligible to apply for a Voluntary Travel ID by presenting the following items:

1 PROOF OF IDENTITY



CERTIFIED BIRTH CERTIFICATE, PASSPORT, PERMANENT RESIDENT CARD, ETC.
(APPLICANTS UNDER 18 MUST PROVIDE BIRTH CERTIFICATE)



2 PROOFS OF RESIDENCY



UTILITY BILL, SALARY STATEMENT, ETC.
(MUST BE LESS THAN 61 DAYS OLD)



1 PROOF OF SOCIAL SECURITY



NON-LAMINATED SOCIAL SECURITY CARD
OR CURRENT TAX YEAR W-2 FORM

YOU NEED 3 ITEMS TO APPLY FOR A STANDARD DRIVER'S LICENSE FOR THE FIRST TIME

First-time applicants requesting a new standard driver's license or personal ID will need to present the following items:

1 PROOF OF IDENTITY



CERTIFIED BIRTH CERTIFICATE, PASSPORT, PERMANENT RESIDENT CARD, ETC.
(APPLICANTS UNDER 18 MUST PROVIDE BIRTH CERTIFICATE)



1 PROOF OF RESIDENCY



UTILITY BILL, SALARY STATEMENT, ETC.
(MUST BE LESS THAN 61 DAYS OLD)



1 PROOF OF SOCIAL SECURITY



NON-LAMINATED SOCIAL SECURITY CARD
OR CURRENT TAX YEAR W-2 FORM

YOU NEED 1 ITEM TO RENEW A STANDARD DRIVER'S LICENSE

To renew a standard driver's license or personal ID, turn in your current license or personal ID.



CURRENT LICENSE

IMPORTANT NOTICE: If your current legal name, date of birth, or gender is different than what is displayed on your identity or lawful status document, you must show legal proof of the changes.
Visit drive.ky.gov for a full list of acceptable documents.

September 11, 2001

Congress passed the REAL ID Act at the recommendation of the 9/11 Commission to prevent the fraudulent use and issuance of identity credentials.

Kentucky is doing its part to make licenses, IDs and permits more secure than ever.

Never forget.



Community Town Hall

Learn about Kentucky's new, secure licenses

Calloway Circuit Courtroom | 9 a.m. | Feb. 12



Find out what documents to bring and more at drive.ky.gov/confidentky

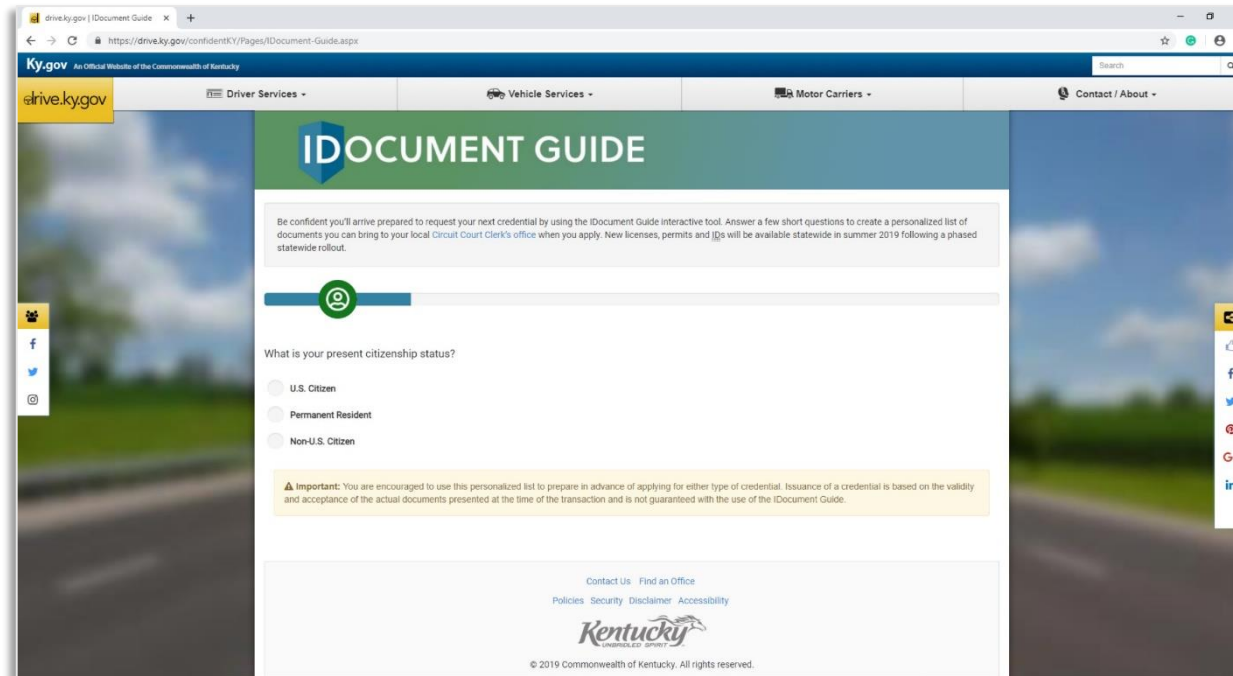
The two social graphics to the left were used on Facebook at different times, with an easily adjustable version of the logo included. On top, the shield was converted to black for a post commemorating 9/11 and the subsequent creation of the REAL ID Act, and on bottom it was converted to green to pop on a blue background.

The poster above was printed in large format and mounted on foam board for display in the lobby of all 120 Circuit Court Clerk offices in Kentucky – the locations where citizens go to apply for or renew their driver's license, permit or personal ID.

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Adapted branding

In addition to the Confident Kentucky logo, we needed complementary branding for other elements that's visually consistent with Confident Kentucky.



An innovative web feature the KYTC team developed is called the IDocument Guide (Interactive Document Guide), which ensures citizens know what to bring when they apply for a new license. By answering five easy questions, the program creates a personalized list of documents to bring. We featured the ID and shield image in this logo, which serves as a reminder about security for those using the web application.

Kentucky
VOLUNTARY TRAVEL ID

The standalone logo for the Voluntary Travel ID is used sparingly, but features the same font and color scheme as Confident Kentucky, and communicates that this credential version is valid for U.S. air travel (the primary difference between a VTID and a standard).

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