

# KENTUCKY APEX ACCELERATOR BRAND USAGE

## PROGRAM NAME USAGE

**The formal program name is the Kentucky APEX Accelerator.**

*Please use this name in all your external communications.*



**DO**

- Always use the full program name.
- Always include the article "the" before the full program name in the body text.
- Capitalize all letters of "APEX."



**DO NOT**

- DO NOT abbreviate the program name to KYAA, KAA, or any other acronym.
- DO NOT use a portion of the program name. I.e., Kentucky APEX, KY APEX, or APEX.
- DO NOT use lowercase letters in the word "APEX." I.e., Kentucky Apex Accelerator.



## ATTRIBUTION

- In articles or publications, it should be noted at least once that the Kentucky APEX Accelerator is an initiative of the Kentucky Science and Technology Corporation.

*Example: "The Kentucky APEX Accelerator, an initiative of the Kentucky Science and Technology Corporation, provides free assistance to companies interested in providing products or services to government agencies."*

- The Kentucky APEX Accelerator is part of a national network of APEX Accelerators funded by the Department of Defense. The following attribution should be included in promotional materials:

*The Kentucky APEX Accelerator is funded in part through a cooperative agreement with the Department of Defense.*

## @ SOCIAL MEDIA TAGGING

Please tag us when posting or sharing about the Kentucky APEX Accelerator on social media.



[@kentuckyapex](https://twitter.com/kentuckyapex)



[linkedin.com/company/ky-apex-accelerator](https://www.linkedin.com/company/ky-apex-accelerator)