TNECD BRAND GUIDE

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IT'S OFTEN SAID THAT "BUSINESS"
IS BUILT ON RELATIONSHIPS.
IN TENNESSEE, WE COULDN'T
AGREE MORE.

INTRODUCTION

After all, it's that first handshake that tells you everything you need to know about a person. The same is true for a brand. Without the proper introduction and representation, it is impossible to form a connection.

Our brand is more than an identity. It's the visual voice of our organization. It encompasses our core values and it is reflective of the unmatched experience of doing business in Tennessee.

As the single most touch point of the Tennessee Department of Economic and Community Development, it is only proper that our brand work just as hard as our employees and partners across the world.

The approach defined within the brand style and identity guidelines ensures that promise. Together, we'll establish a unified voice that makes TNECD familiar to any business.

MASTERED IN TENNESSEE

PRIMARY CAMPAIGN LOGO

This is the global face of economic development in Tennessee. It is a key element of our brand identity. It must always be displayed properly and consistently.

This usage of the primary logo is the full-color version on a light background.

A reverse treatment is available for dark backgrounds or over images.

SECONDARY LOGO

An alternative version of the Mastered in Tennessee logo is available for use in certain restricted situations.

Additionally, our secondary logo should only be used in instances when our primary logo does not fit into the space allowed. For example, if the space available meets neither medium nor clear space requirements, then the secondary logo should be used.

Our secondary logo is to be used in instances when the secondary logo will not be legible. For example, the informal logo is appropriate for social media avatars. A full-color and reversed version of each logo variation exists. These modified logos adhere to the same color and placement rules as the primary logo.

MASTERED IN
TENNESSEE

MASTERED IN
TENNESSEE

SPONSORSHIP LOGO

Another alternative version of the Mastered in Tennessee logo is available for use in certain sponsorship situations.

Additionally, our sponsor logo should only be used in instances when our URL should be present. For example, when we have an instance where our logo will be present in a sponsored program we should use this logo.

MASTERED IN
TENNESSEE
MASTEREDINTN.COM

MASTERED IN
TENNESSEE
MASTEREDINTN.COM

APPLICATION

The logo must appear at least once on all external marketing and communications materials. It should be the fundamental and integral part of any design.

It must be correctly proportioned within the medium to fit the design layout. The logo must remain distinct from other design elements. As a result, a clear space is required to give the logo attention from competing elements.

The clear space around the logo should be .25 inches on all sides for all printed materials. When adapting the logo for the Web, be thoughtful about legibility and consider one of our modified logo variations.

PRIMARY

Always allow at least half the logo height around all four sides for accurate logo spacing.

SECONDARY

Always allow at least half the logo height around all four sides for accurate logo spacing.

SPONSORSHIP

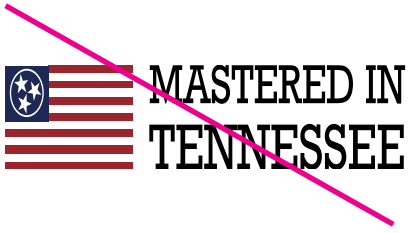
Always allow at least half the logo height around all four sides for accurate logo spacing.

IMPROPER USE

Our logo should always be used in a simplified manner. Please refrain from the following:

- Do not remove parts of the logo.
- Do not compress or expand the logo.
- Do no tilt or rotate the logo.
- Do not reverse or mirror the logo.
- Do not outline or stroke the logo.
- Do not change the color of the logo.
- Do not put the logo in a shape.
- Do not add elements to the logo.

MASTERED IN
TENNESSEE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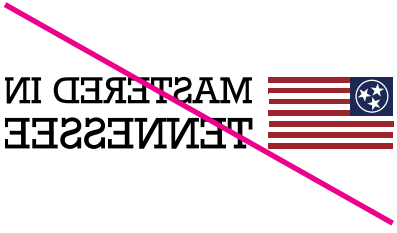
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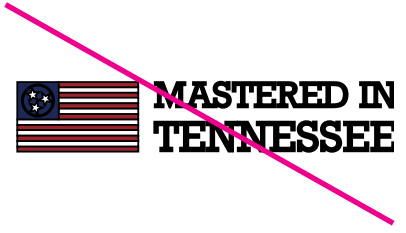
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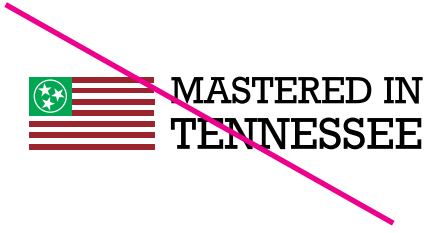
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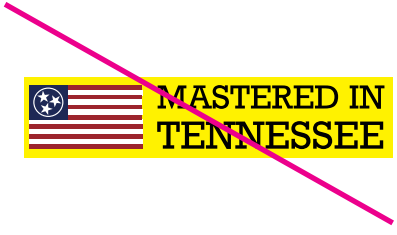
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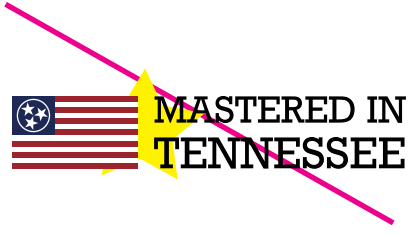
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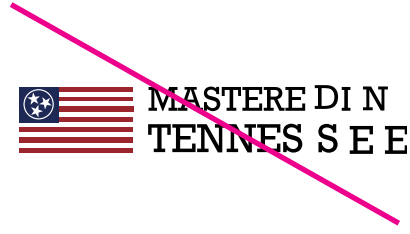
MASTERE DI N
TENNES S E E

DEPARTMENT LOGO

PRIMARY LOGO

This is the mark of state government in Tennessee. It is used for internal communications within the department and other entities of state government.

The preferred usage of the primary logo is the full-color version on a light background.

A one-color variation of the primary logo may only be used in applications where color is limited.

A one-color reverse treatment is available for dark backgrounds where color is limited.

SECONDARY LOGO

An alternative version of the TNECD department logo is available for use in certain restricted situations.

Additionally, the secondary logo should only be used in instances when our primary logo does not fit into the space allowed. For example, if the space available meets neither medium nor clear space requirements, then the secondary logo should be used.

The secondary logo is to be used in instances when the primary logo will not be legible. For example, the informal logo is appropriate for social media avatars and advertising. A full-color and one-color version of each logo variation exists. These modified logos adhere to the same color and placement rules as the primary logo.

SECONDARY

APPLICATION

The logo must appear at least once on all internal communications.

It must be correctly proportioned within the medium to fit the design layout. The logo must remain distinct from other design elements. As a result, a clear space is required to give the logo attention from competing elements.

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- Do no tilt or rotate the logo.
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- Do not outline or stroke the logo.
- Do not change the color of the logo.
- Do not put the logo in a shape.
- Do not add elements to the logo.
- Do not under any circumstances use outdated logos.

TN
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Economic &
Community Development

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TEAM TENNESSEE

PRIMARY LOGO

This is the face of team development in Tennessee. It is a key element of our brand identity. It must always be displayed properly and consistently.

The preferred usage of the primary logo is the full-color version on a light background.

A one-color variation of the primary logo may only be used in applications where color is limited.

A one-color reverse treatment is available for dark backgrounds where color is limited.

APPLICATION

The logo must appear at least once on all Team Tennessee materials. It should be the fundamental and integral part of any design.

It must be correctly proportioned within the medium to fit the design layout. The logo must remain distinct from other design elements. As a result, a clear space is required to give the logo attention from competing elements.

The clear space around the logo should be .25 inches on all sides for all printed materials. When adapting the logo for the Web, be thoughtful about legibility and consider one of our modified logo variations.

PRIMARY

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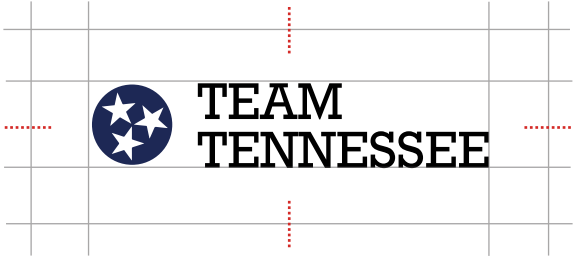

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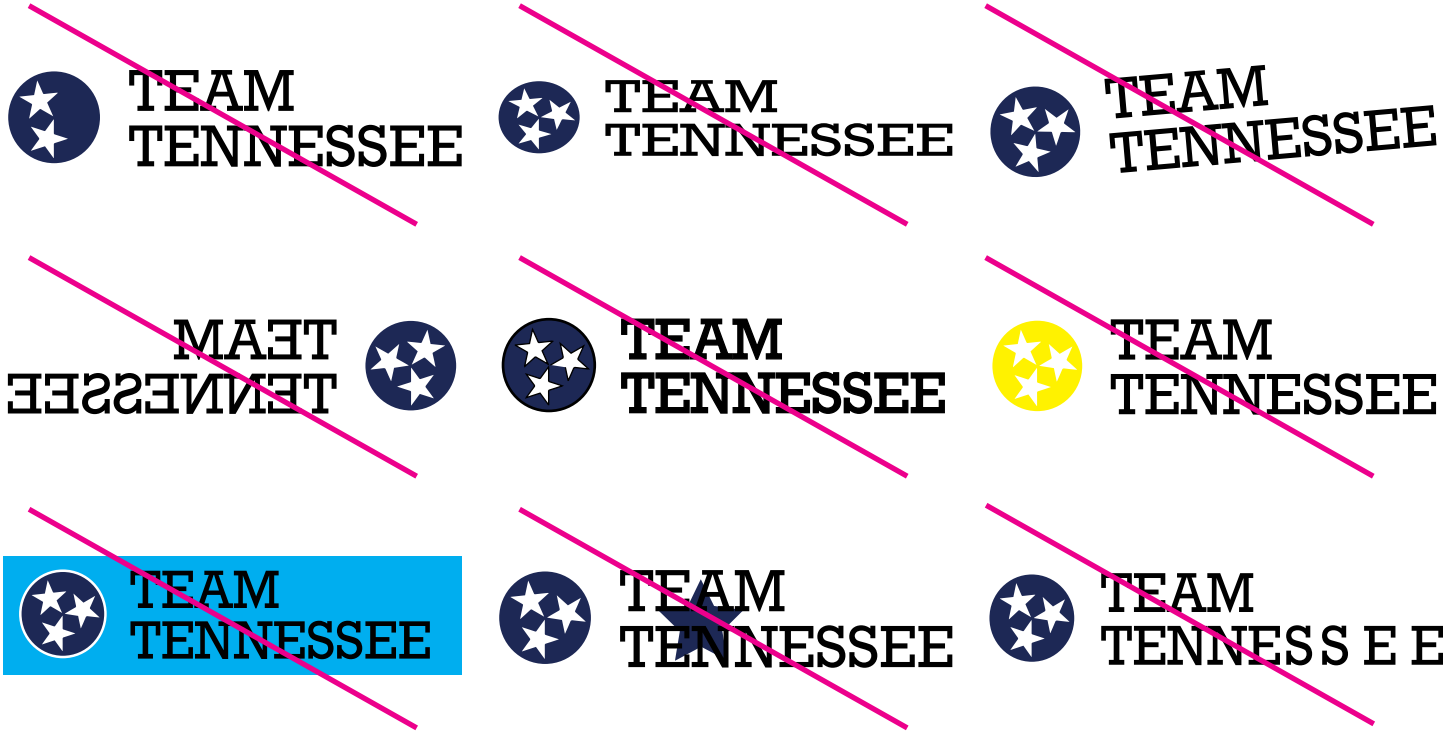
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BRAND TYPOGRAPHY

PRINT TYPOGRAPHY

Our print typefaces were carefully selected to harness the momentum of TNECD.

ROCKWELL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

QUICKSAND BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@ #$%^&*()

WEB TYPOGRAPHY

Similar to our printed materials, our web typefaces were carefully selected to harness the momentum TNECD.

FRUTIGER 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

BRAND COLOR

BRAND COLOR

There's nothing subtle about momentum.

As a result, It is only fitting that our brand colors are equally reflective of Tennessee's business climate. The color red has long represented energy and innovation. The color blue is bold, established and denotes strength and authority. Together, this distinct color palate reinforces our world-class reputation for economic success. These colors should be used most frequently in all design layouts.

For a secondary design element or background, you should always use the brand texture. The primary texture is for a lighter background and black text and the secondary texture is for a dark background and white text. These textures should be present in all branded elements.

WHAT IS PANTONE®?

"PANTONE" is the PANTONE MATCHING SYSTEM (PMS®) - a standardized system of accurate and consistent colors. Use PANTONE colors when available for a print job.

WHAT IS CMYK?

CMYK stands for Cyan, Magenta, Yellow and Key (Black) - the standard inks used in four-color process printing.

WHAT IS RGB?

RGB stands for Red, Green and Blue - the three spec-trums of light that combine to create color on electronic displays. Use RGB when your design will be viewed on a screen.

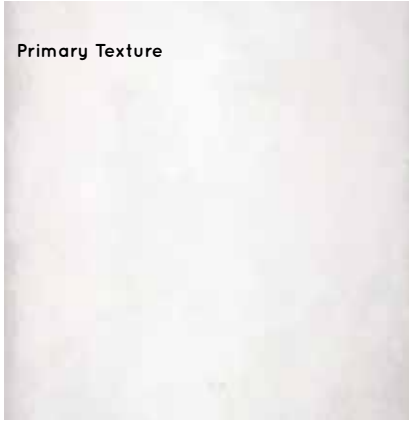
WHAT IS WEB?

WEB is simply short for "Web Color," also known as a Hexadecimal (Hex) color. Each color is represented by a six-digit value, which is used in HTML and other coding languages.

PMS: 7622 C
C: 0, M: 76, Y: 71, K: 39
R:155, G:37, B:45
HEX: #9B252D

PMS: 2119 C
C:66, M: 53, Y: 0, K: 67
R:29, G:40, B:85
HEX: #1D2855

PMS: 663 C
C: 0, M: 0, Y: 0, K:0
R:255, G:255, B:255
HEX: #ffffff



NAMING

NAMING AND ABBREVIATIONS

Consistency plays an invaluable role in upholding the equity of our brand and our level of professionalism. As such, it is crucial that our name be used properly throughout all communications

It is imperative to pay careful attention to type formatting such as uppercase versus lower case and character spacing. After all, if we neglect our brand down to the simplest written form, how can we expect to differentiate ourselves among other states? To the right is the application of our brand in written form.

FORMAL:

"Tennessee Department of Economic and Community Development"

- Never substitute "and" for "&" in written form
- Use in legal documents, official statements, proposals and any business development correspondence

INFORMAL:

"TNECD"

- Never include a character space with the acronym
- TNECD must always appear in uppercase treatment
- The remainder of the URL must appear in lowercase
- URLs must never appear with "www." preceding
- Use in all marketing and communication channels

TEAM TENNESSEE

The written from should always been seen spelled out as Team Tennessee. Unless it does not fit into the space allowed then it should be seen as TeamTN. Across all social media channels, it should always be displayed as #TeamTN and not in written form.

URLS:

TNECD.com
tn.gov/ecd facebook.com/TNECD twitter.com/TNECD
linkedin.com/company/TNECD youtube.com/TNECD

EMAIL SIGNATURES:

- Set in Open Sans 9pt.,
- Hex color: #000000
- Name should appear in bold.
- Email address should be set in lower case type
- URLs should be hyperlinked properly

TN Department of Economic & Community Development

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312 Rosa L. Parks Ave., Nashville, TN 37243
p. 615-253-4897 c. 615-806-4446
justin.lane@tn.gov
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TNECD.COM

TN Department of Economic & Community Development

TENNESSEE DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT
312 ROSA L. PARKS AVE., NASHVILLE, TN 37243