



**MASTERED IN  
TENNESSEE**

**TNECD 2019  
CAMPAIGN STANDARDS**



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# INTRODUCTION

IT’S OFTEN SAID THAT “BUSINESS” IS BUILT ON RELATIONSHIPS. IN TENNESSEE, WE COULDN’T AGREE MORE.

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 strongest touchpoint 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

**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.**

01.

# PRIMARY LOGO



## GENERAL EXPLANATION

The “Mastered In Tennessee” logo is a registered trademark and cannot be altered in any way. There is one version of the Mastered In Tennessee logo and two color options: Black and White

## LOGO USE

All communications, both print and electronic, published by Tennessee Department of Economic and Community Development, must prominently display an approved logo. All variations of the Mastered In Tennessee logo are available for download

## ATTENTION

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with TNECD Trademark Licensing if you have any questions or need further help

## RECOMMENDED FORMATS:

PRINT: .eps | .ai | .tiff

WEB: .png | .jpg | .svg

## LOGO FORMAT

**PRINT:** When printing utilize vector graphics (.eps | .ai). If these extensions are not exceptable, please utilize a high resolution .tiff

**WEB:** When using logo in a digital environment please utilize .png or .svg.

## LOGO CLEAR SPACE AND COMPUTATION



## DEFINITION

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone

## COMPUTATION

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 50%)

## MINIMUM SIZE

Minimum size for the printable logo is two (2) inches in width

**Attention:** Please do not use less than this size to make sure that it will be printable without losing design quality

The digital the logo should be no smaller than 150 dpi – 221 pixels in width

02.

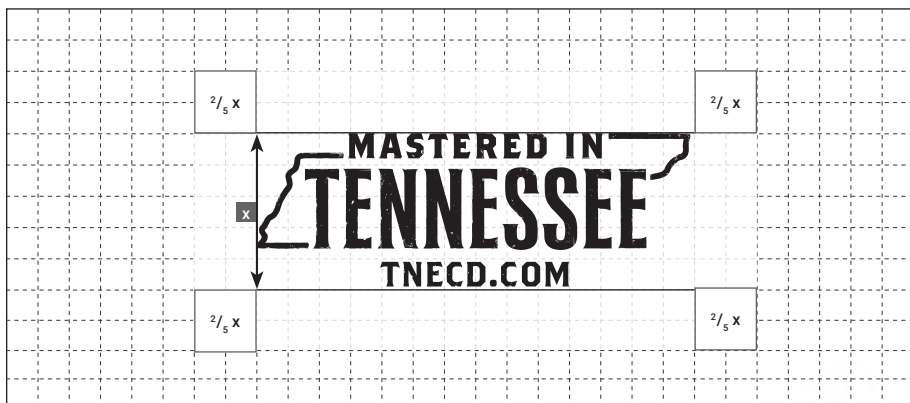
# SPONSORSHIP LOGO



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.

## LOGO CLEARSPACE AND COMPUTATION



## DEFINITION

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone

## COMPUTATION

To work out the clearspace take the height of the logo and divide it by 20%. (Clearspace = Height / 20%)

## MINIMUM SIZE

Minimum size for the printable sponsorship logo is two (2) inches in width

**Attention:** Please do not use less than this size to make sure that it will be printable without losing design quality

The digital the logo should be no smaller than 150 dpi – 221 pixels in width

# 03.

# IMPROPER USAGE

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 not 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



# 04.

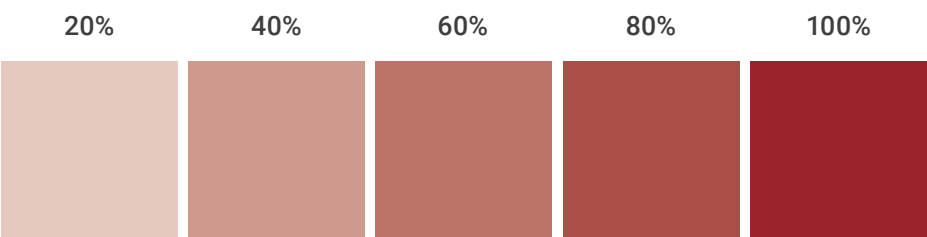
# COLORING & TEXTURE



### 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. Charcoal Black is bold, established and denotes strength and stability. 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 texture is for a lighter background and black text.



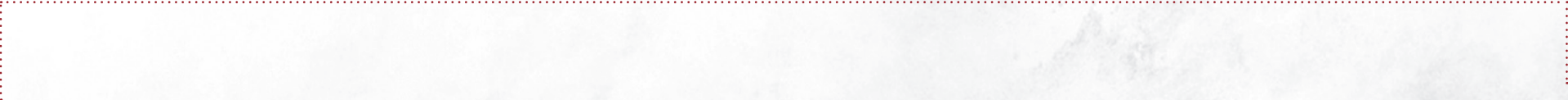
**DEEP AMBER — COLOR CODE:**  
CMYK: C-0% M-76% Y-71% K39-%  
Pantone: 7622 C  
RGB: R-155 G-37 B-45  
Web: #9B252D



**CHARCOAL BLACK — COLOR CODE:**  
CMYK: C-0% M-0% Y-0% K-90%  
Pantone: Black 6 U  
RGB: R-60 G-60 B-60  
HEX: #2A2A2A



THIS TEXTURE SHOULD BE PRESENT IN ALL  
BRANDED ELEMENTS



05.

# PHOTOGRAPHY

## BRAND PHOTOGRAPHY

A darkened greyscale image is the brand's signature application. Use this treatment when photography is utilized as a backdrop for content, or when a key design element, such as the logo, is emphasized.

When utilizing color photography do not overlay with content. If information is essential, please overlay in negative spaces that will allow the content to be read easily.





# CAMPAIGN TYPEFACES

## PRINT & WEB TYPOGRAPHY

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

# BROTHERS

## HEADER FONT

Brothers is the brand’s header font. It should be utilized in majority of instances as a headline and primary font to communicate top priority in information hierarchy. Brothers should always appear in uppercase

### BROTHERS OT BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

### BROTHERS OT REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

# Roboto

## BODY FONT

Robot is the brand’s body copy font and should be utilized in all instances of short- and long-form content. Roboto Medium should be utilized as secondary and tertiary headers. Roboto Regular should be utilized in all instances of body copy

### Roboto Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### Roboto Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

# OPTI-CEASAR

## SPECIALTY FONT

OPTI-Ceaser is the primary font within the logo and therefore should not be used in abundance. It should only be utilized in instances where a communication shares equal or greater importance with the logo. When this font is used it should be sparingly and always maintain primary placement within the page hierarchy. OPTI-CEASAR should always appear in uppercase

### OPTI-CEASAR REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z



# HEADLINE & BODY COPY TYPESETTING

LOREM IPSUM  
DOLOR SIT AMET

HEADLINE OPTION A — MAIN  
Brothers is the brand’s primary headline font and should be utilized in majority of instances for communicating the main idea.

50-point tracking. Always uppercase

BUSINESS CLIMATE

HEADLINE OPTION B — CALLOUT  
This headline can be utilized as topic indicators or small-scale information call-outs. This headline treatment should never become too large — utilize in small space scenarios

320-point tracking. Always uppercase. Colorized (if legible)

BROTHERS  
OPTI-CEASAR

HEADLINE OPTION C — SPECIALTY  
1/2 the point size as OPTI-Ceasar — 50-point tracking  
Tight letting between sentences. Always uppercase  
OPTI-Ceasear should always exhibit the emphatic point in the headline. Always uppercase

BODY COPY

HEADER SENTENCE Roboto Medium: 12 point type over 16 point letting — always uppercase

Sub-Header Roboto Medium: 10 point type over 15 point letting — uppercase optional

Body: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Roboto Regular: 10 point type over 15 point letting

# 08.

# NAMING & ABBREVIATIONS

Consistency plays an invaluable role in upholding the equity of our brand and our level of professionalism. 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

## 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



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Community Development**

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