

NOBODYSM TRASHES TENNESSEE



**T E N N E S S E E D E P A R T M E N T
O F T R A N S P O R T A T I O N**

PRIMARY LOGO

Together, the Logo, Roadline, and Signoff create the NOBODY TRASHES TENNESSEE Primary Logo. The Primary Logo represents the most significant element of corporate identity and should be used on all aspects of branded communication. The Primary Logo should never be altered, tilted, distorted, manipulated, or disassembled on any application.

**NOBODYSM
TRASHES
TENNESSEE**



**T E N N E S S E E D E P A R T M E N T
O F T R A N S P O R T A T I O N**

Logo

Roadline

Signoff

Please provide Denise.Baker@tn.gov or Brittany.Harbuck@tn.gov with proofs of all items using the Nobody Trashes Tennessee logo for approval before beginning production.

ALTERNATE LOGOS

For applications where the Primary Logo would not be legible, or if printing restrictions do not allow, an Alternate Logo can be used.

REVERSE PRIMARY LOGO



SECONDARY LOGO



REVERSE SECONDARY LOGO



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ONE-COLOR LOGOS

For applications where the Primary Logo or Alternate Logos would not be legible, or if printing restrictions do not allow, a One-Color Logo can be used.

BLUE LOGO



RED LOGO



BLACK LOGO



WHITE LOGO



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LOGO WITHOUT SIGNOFF

While in some instances the Signoff can be omitted, the Roadline may never be separated from the Logo.



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LOGO CLEAR ZONES

The following is the clear zone rule for the Primary Logo. In order to gain maximum visibility, the Primary Logo should always appear with a minimum area of clear space around it. This area should be free of any type or graphic element. The minimum clear space is defined as the width of the "N" in the Logo. This clear zone should be maintained as the Logo is proportionally enlarged or reduced in size. This rule applies to all versions of the NOBODY TRASHES TENNESSEE Logo on all mediums.



APPROVED BRAND COLORS

PMS 288

C: 100% R: 0
M: 88% G: 45
Y: 27% B: 115
K: 19%

#002d73

PMS 1795

C: 9% R: 217
M: 98% G: 39
Y: 93% B: 46
K: 1%

#d9272e

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LOGO MISUSE

The integrity of the Logo should be respected at all times, in all places. Please do not stretch, alter, augment, or distort its form. See below for examples of what not to do.



Never shrink the Logo



Never stretch or distort the Logo



Never crop or block the Logo



Never make the Logo text lowercase



Never change the color of the Logo



Never add anything to the Logo

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