



NOBODYSM TRASHES TENNESSEE

TENNESSEE DEPARTMENT
OF TRANSPORTATION

B R A N D G U I D E L I N E S

This brand guidelines document is designed to ensure all uses of the **Nobody Trashes Tennessee** brand and logo are consistent. Maintaining continuity in the presentation of the brand and ensuring it appears as designed whenever used increases brand awareness and recall. Please review and follow these guidelines so we can all work together to create synergy for the **Nobody Trashes Tennessee** campaign.



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.



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

LOGO FORMATS

While use of the Preferred Logo is encouraged, there may be cases where a horizontal format is necessary due to space constraints. As with the Preferred Logo, color, size, and clear space requirements apply. Never attempt to recreate the either logo from scratch, as the unique relationships between the log elements are difficult to match. If you do not have the logo in a format suitable for your need, please contact the Communications Department.

PREFERRED
LOGO FORMAT
VERTICAL



ALTERNATE
LOGO FORMAT
HORIZONTAL



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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.



Primary Logo - Reverse



Secondary Logo



Secondary Logo - Reversed

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ALTERNATE LOGOS - HORIZONTAL

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

Horizontal Logo - Reversed



Horizontal Logo - Secondary Logo



Horizontal Logo - Secondary Logo Reversed



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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



Reversed Logo



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ONE COLOR LOGOS HORIZONTAL

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.

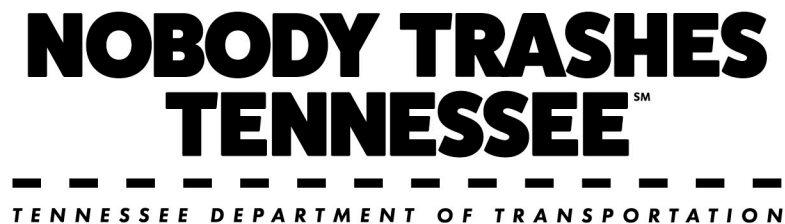
Blue Logo



Red Logo



Black Logo



Reversed 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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CLEAR ZONE LOGOS

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.



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APPROVED BRAND COLORS



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

Hex# 002d73



C: 0 R: 217
M: 98 G: 39
Y: 93 B: 46
K: 1

Hex# d9272e

PROPER USE OF RGB AND CMYK COLORS

So what is the difference between RGB and CMYK, for a quick reference, the RGB color mode is best for digital work, while CMYK is used for print products. Below explains what the RGB and CMYK color modes are and when it's best to use each.

RGB: (Red, Green, and Blue) is the color space for digital images. Whether it's your website, social media images, or a piece of collateral that will be shared **digitally**, you're going to want to use this color profile if your design is supposed to be displayed on any kind of screen. This color profile uses red, green, and blue to create various colors. A light source within a device creates any color you need by mixing these colors and varying their intensity. Using a CMYK image on a digital screen could give you some unexpected results that make your colors seem inconsistent.

CMYK: (Cyan, Magenta, Yellow, Black) is the color space for printed materials. Use a CMYK color profile for any project design that will be physically **printed**. A printing press creates images by combining these colors to varying degrees with physical ink. CMYK printing is also known as 4-color-process printing and is the most common method used for printed pieces of collateral. Like using a CMYK color profile in a digital application, using a file with an RGB color profile for a printed piece of collateral will cause color inconsistencies.

Logos using each of these color profiles are available in the appropriate file formats.

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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

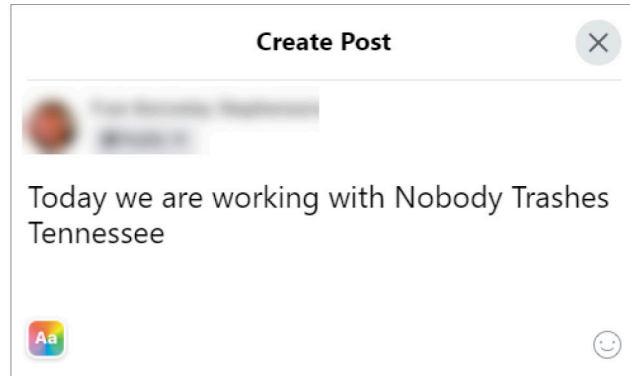


Never add anything
to the Logo

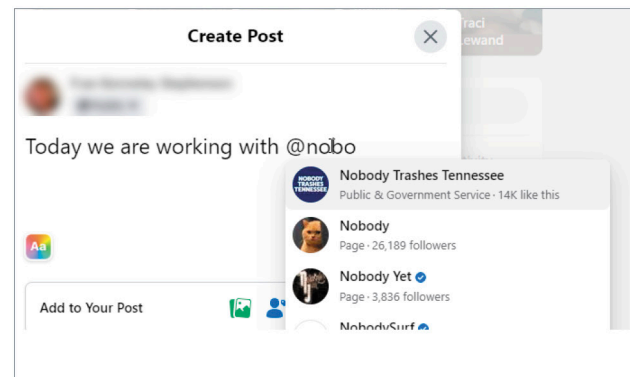
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USE OF LOGO IN SOCIAL MEDIA SPACES:

When referring to the brand in the text of social media posts, it should read Nobody Trashes Tennessee and should appear as three separate words with each word capitalized and a space between each word.



When tagging the brand in social media, the name will come up as you start to type it. Make sure that you delete double words before or after the tag.

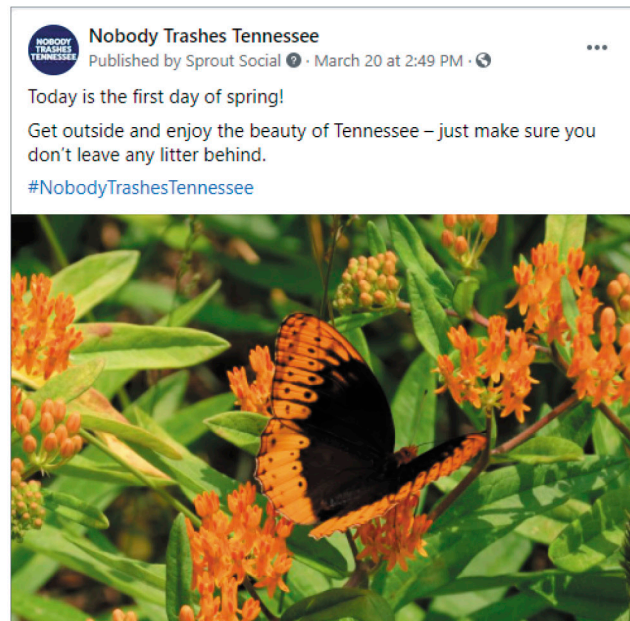


USE OF HASHTAG:

The official hashtag is:

#NobodyTrashesTennessee

No spaces should be used between words and symbols in the hashtag. We would prefer capitalizing the beginning of each word as it is more friendly for those with accessibility issues.



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