NOBODY℠ TRASHES TENNESSEE

TENNESSEE DEPARTMENT OF TRANSPORTATION

BRAND GUIDELINES

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.

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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.

Logo

Roadline

Signoff

Please provide *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 require-ments apply. Never attempt to recreate the either logo from scratch, as the unique relationships between the logo 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**

NOBODY ˢᴹ
**TRASHES
TENNESSEE**
*TENNESSEE DEPARTMENT
OF TRANSPORTATION*

**ALTERNATE
LOGO FORMAT
HORIZONTAL**

**NOBODY TRASHES
TENNESSEE**
TENNESSEE DEPARTMENT OF TRANSPORTATION

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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 – Reversed

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

NOBODY TRASHES TENNESSEE

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Horizontal Logo – Secondary Logo

NOBODY TRASHES TENNESSEE

TENNESSEE DEPARTMENT OF TRANSPORTATION

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

NOBODY^{SM}
TRASHES
TENNESSEE
TENNESSEE DEPARTMENT OF TRANSPORTATION

Red Logo

NOBODY^{SM}
TRASHES
TENNESSEE
TENNESSEE DEPARTMENT OF TRANSPORTATION

Black Logo

NOBODY^{SM}
TRASHES
TENNESSEE
TENNESSEE DEPARTMENT OF TRANSPORTATION

Reversed Logo

NOBODY^{SM}
TRASHES
TENNESSEE
TENNESSEE DEPARTMENT OF TRANSPORTATION

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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

NOBODY TRASHES TENNESSEE
– – – – – – – – – – – – – – – – – –
TENNESSEE DEPARTMENT OF TRANSPORTATION

Red Logo

NOBODY TRASHES TENNESSEE
– – – – – – – – – – – – – – – – – –
TENNESSEE DEPARTMENT OF TRANSPORTATION

Black Logo

NOBODY TRASHES TENNESSEE
– – – – – – – – – – – – – – – – – –
TENNESSEE DEPARTMENT OF TRANSPORTATION

Reversed Logo

NOBODY TRASHES TENNESSEE
– – – – – – – – – – – – – – –
TENNESSEE DEPARTMENT OF TRANSPORTATION

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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 propor tionally enlarged or reduced in size. This rule applies to all versions of the NOBODY TR ASHES TENNESEE Logo on all mediums.

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APPROVED BRAND COLORS

Pantone 288 Blue	C: 100 R: 0 M: 88 G: 45 Y: 27 B: 115 K: 19 Hex# 002d73

Pantone 1795 Red	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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NOBODY TRASHES TENNESSEE BRAND INTEGRITY

CONSISTENCY AND REPETITION

Establishing a brand is a process that takes a concerted effort over time. It requires a high level of both consistency and repetition in order to establish itself in the public eye. Support across all litter-minded Tennessee partners is key to ensure our message gets out. In this case, in order to really solidify Nobody Trashes Tennessee, it should remain intact for maximum effectiveness.

STATE-LEVEL REPRESENTATION

The NTT brand was designed to represent the state-level litter prevention campaign. While all partner efforts are helpful in ultimately achieving the NTT and TDOT goals, it is important in the establishment of the level at which the state is committed to this campaign and goal. This is especially important in the political environment to clearly identify the state-level response to the litter issue.

ESTABLISHING THE BRAND

Currently, the brand is not well-enough established to support sub-branding. In our initial survey, overall awareness of the campaign was low - around 13% prior to the media campaign we launched in late August. We are doing a follow-up study in September that will gauge the improvement we have made to awareness, but our recommendation would be to maintain the consistency so we don't sacrifice the building affinity to NTT.

COMMODIFICATION OF THE BRAND

While local level usage of the "Nobody Trashes" line would expand the awareness of that concept, it threatens to commodify that term rather than supporting the state level brand. It takes the term "Nobody Trashes" and makes it generic, able to be applied to any other location. If TDOT allows "Nobody Trashes Nashville" or "Nobody Trashes Sevier County", it would be challenging to disallow "Nobody Trashes Kentucky" or "Nobody Trashes New York" because we're turning "Nobody Trashes" into a modifier.

Once the brand is better established (over 85% unaided brand awareness), it is possible to consider some level of sub-branding, but currently we do not recommend this course.

EFFECTIVE BRAND SUPPORT

The best support for the brand would be for localities and partners to utilize our branding, messaging, and materials. TDOT openly shares these materials with partners - they can be found at NobodyTrashesTennessee.com for free download. The Atkins Group is also open to working with local entities to build NTT branded custom deliverables upon request.

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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

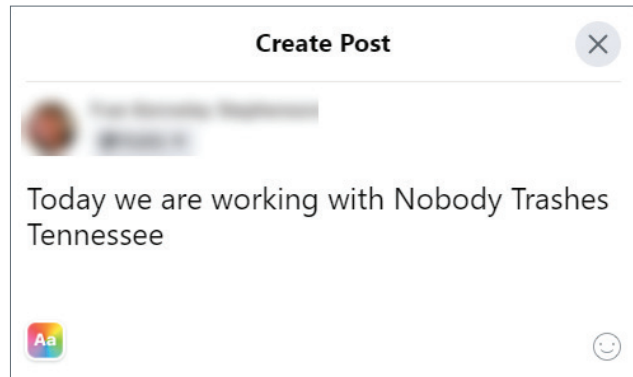Never change the color of the Logo
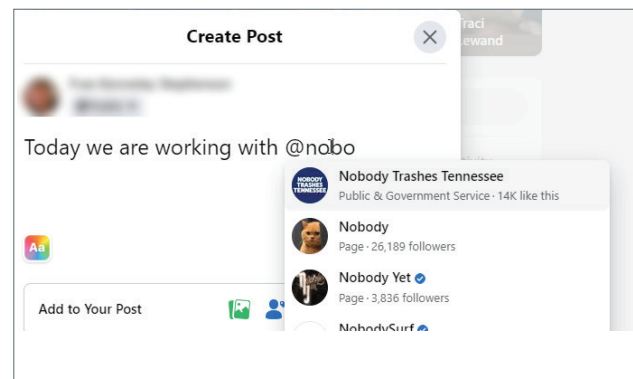
Never add anything to the Logo

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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.

Create Post ✕

Today we are working with Nobody Trashes Tennessee

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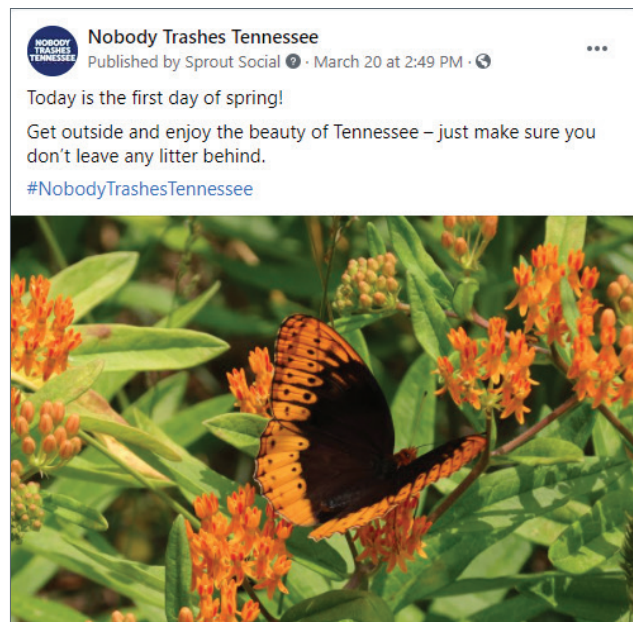
Create Post ✕

Today we are working with @nobo

Nobody Trashes Tennessee
Public & Government Service · 14K like this

Nobody
Page · 26,189 followers

Nobody Yet ✓
Page · 3,836 followers

Add to Your Post

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.

Nobody Trashes Tennessee
Published by Sprout Social ❓ · March 20 at 2:49 PM · 🌐

Today is the first day of spring!

Get outside and enjoy the beauty of Tennessee – just make sure you don't leave any litter behind.

#NobodyTrashesTennessee

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