

WELCOME  
TENNESSEE

The SOUNDTRACK of AMERICA  
• MADE IN •

TENNESSEE®



2015 BRAND BOOK



THE CREATIVE SPIRIT.  
THE STUFF AMERICA WAS BUILT ON.  
IT'S ALIVE AND WELL WITHIN THESE BORDERS.  
INFUSED INTO EVERY SIP OF OAK-BARREL-AGED AMBER GOLD.  
AND EVERY BITE OF "I'VE-DIED-AND-GONE-TO-HEAVEN" COOKING.  
IT'S FELT IN EVERY NOTE PLAYED.  
EVERY SONG WRITTEN. EVERY TRAIL FORGED.  
IT'S ONE OF THE FEW THINGS LEFT  
YOU CAN'T GET AT THE TOUCH OF A BUTTON.  
CRAFTED BY ARTISTS. VISIONARIES. PIONEERS.  
**THE SOUNDTRACK OF AMERICA. MADE IN TENNESSEE.**



The **SOUNDTRACK** of AMERICA • MADE IN •

**TENNESSEE**®





our  
**VOICE**

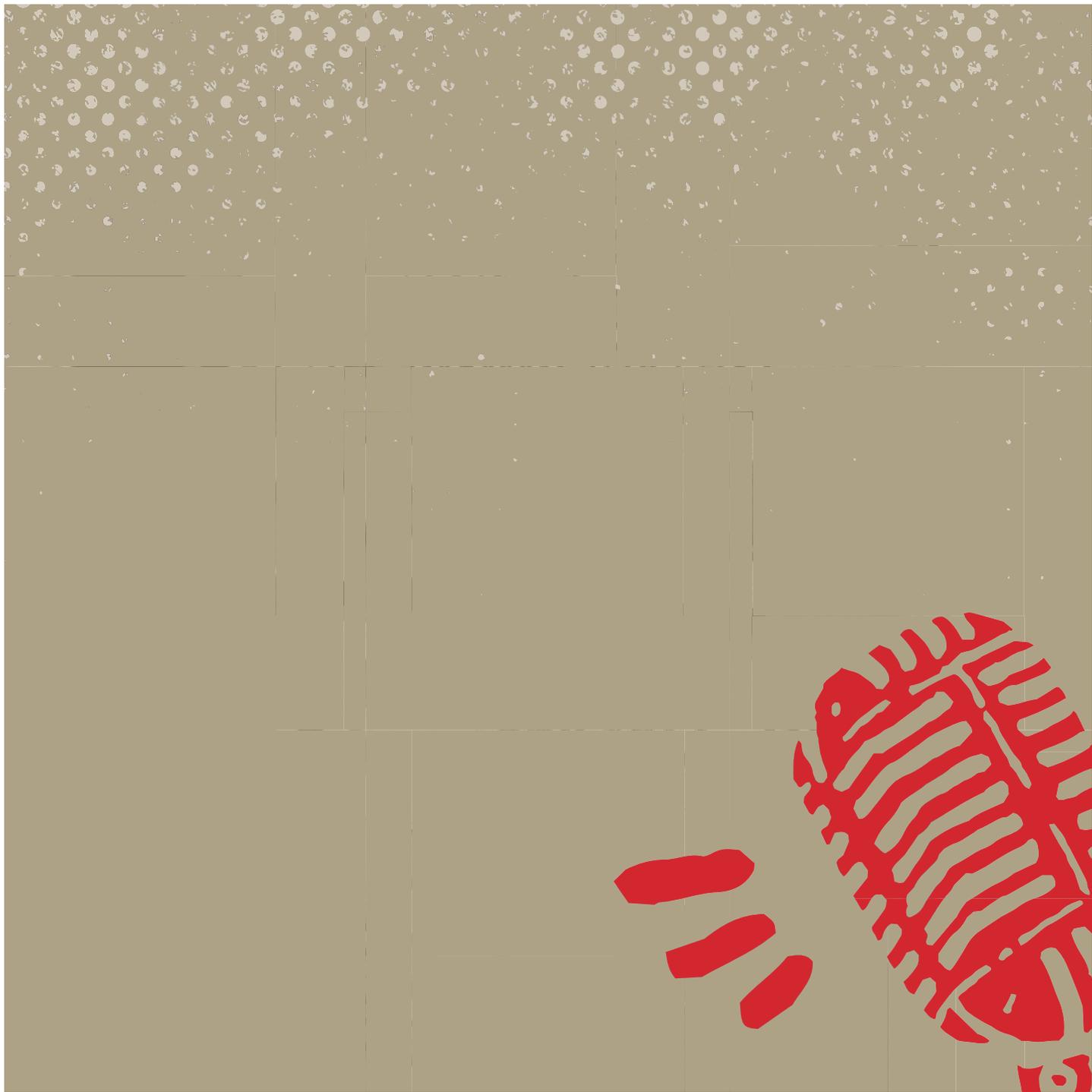


THE VOICE OF TENNESSEE REPRESENTS MORE THAN 200 YEARS  
OF AMERICAN HERITAGE. A MILLION ACRES OF PRISTINE BEAUTY,  
AND AN EXQUISITE BLEND OF FIVE MUSIC GENRES FILTERED THROUGH  
A BARREL OF FINE SOUR MASH WHISKEY. IT'S AN OLD SOUL WITH  
A YOUNG SPIRIT THAT UNDERSTANDS THE WAYS OF THE WORLD.  
IT'S FULL OF STATE PRIDE, BUT NEVER BLINDED BY IT.  
ALWAYS CONNECTING. NEVER PREACHING. DIRECT YET HUMBLE.  
HONEST YET HOSPITABLE. **ABOVE ALL, IT IS AUTHENTIC.**



## WRITTEN

PART PHILOSOPHER, PART CONVERSATIONALIST, THE VOICE OF TENNESSEE IS A MASTER STORYTELLER. TOLD WITH A SIMPLE, SALT-OF-THE-EARTH CADENCE, IT NEVER SHOUTS, SO EXCLAMATION MARKS SHOULD BE AVOIDED. AND IT NEVER TRIES TO SELL YOU, SO FLOWERY PROSE OR OVERPROMISES ARE NOT ALLOWED. THIS IS A VOICE THAT TALKS TO YOU. WITH RESPECT, TRUTH AND KNOWLEDGE.





## SPOKEN

THE VOICE OF TENNESSEE IS NEVER SLICK OR POLISHED. IT HAS GRIT.  
AND WISDOM. AND AN EVER-SO-SLIGHT TWANG THAT GENTLY  
REMINDS YOU WHERE IT CAME FROM. THE PERSON SPEAKING THE  
WORDS MUST BE MADE IN TENNESSEE. WHICH MEANS THEY WERE  
EITHER BORN HERE, OR THEIR TENNESSEE EXPERIENCES HAVE  
SHAPED THEM INTO WHO THEY HAVE BECOME. THINK A YOUNG KRIS  
KRISTOFFERSON MIXED WITH A MIDDLE-AGED JOHNNY CASH.

"THE SOUNDTRACK OF AMERICA. MADE IN TENNESSEE" LOGO IS EMBLEMATIC OF OUR RICH HERITAGE AND LEGACY. IT'S AS APPROACHABLE AS OUR PEOPLE, BUT PROPER USAGE IS IMPORTANT TO HELP MAINTAIN ITS INTEGRITY AND PRESERVE OUR MESSAGE. THE FOLLOWING PAGES INCLUDE OUR MARKS, WHICH MUST BE INCLUDED ON ALL MATERIALS PRINTED FOR DISTRIBUTION IN THE UNITED STATES.

our  
LOGO

The SOUNDTRACK of AMERICA  
• MADE IN •  
**TENNESSEE**®  
— ★ ★ ★ —

PREFERRED COLOR // Pantone 871C

The SOUNDTRACK of AMERICA  
• MADE IN •  
**TENNESSEE**®  
— ★ ★ ★ —

The SOUNDTRACK of AMERICA  
• MADE IN •  
**TENNESSEE**®  
— ★ ★ ★ —

NOTES // For digital files, please visit [tnvacation.com/mit-toolkit](http://tnvacation.com/mit-toolkit). Colors on this page are not for proofing purposes.

The SOUNDTRACK *of* AMERICA  
• MADE IN •  
**TENNESSEE**®  
— ★ ★ ★ —

PRIMARY LOCKUP // The Primary logo lockup is the preferred logo for the State and should be used whenever possible. The ® should always be present as well.

The SOUNDTRACK *of* AMERICA  
• MADE IN •  
**TENNESSEE**®  
— ★ ★ ★ —

PRIMARY LOCKUP // Reverse for dark backgrounds.

**TENNESSEE**  
— ★ ★ ★ —

ALTERNATE USAGE // Tennessee and Stars

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• **MADE IN** •  
**TENNESSEE**  
— ★ ★ ★ —

ALTERNATE USAGE // Made In and Tennessee

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**TENNESSEE**

ALTERNATE USAGE // Tennessee Only

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COLORS // Approved Color Applications

PMS 7589

PMS 7504

PMS 7535

PMS 1545

PMS 7559

PMS 466

PMS 160

PMS 138

PMS 459

PMS 711

PMS 5743

PMS 370

PMS 7486

PMS 5487

PMS 7543

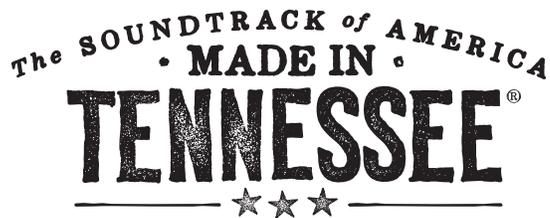
PMS 538

THE SOUNDTRACK OF AMERICA. MADE IN TENNESSEE LOGO // Spacing and Sizing

SPACING // Do NOT place any element within the distance of the cap height of the star elements.



SIZING // When scaling, adhere to size minimums. If exceeding the minimum, special permission must be granted by the State.



STAMPS // Each of the key components of the campaign has a visual counterpart, shown below. These marks should be used in conjunction with any campaign element if at all possible.

The  
Beauty

CAMPAIGN STAMPS // The Beauty

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THE MUSIC.

CAMPAIGN STAMPS // The Music

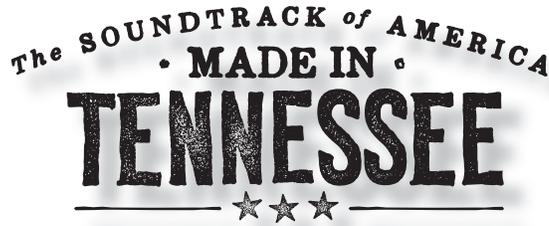
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FAMILY VACATION

CAMPAIGN STAMPS // Family Vacation

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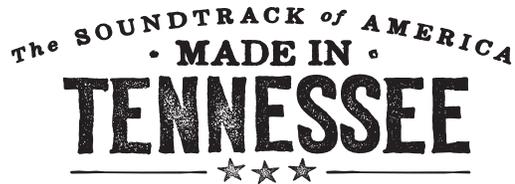
THE SOUNDTRACK OF AMERICA. MADE IN TENNESSEE LOGO // Improper Usage



The SOUNDTRACK *of* AMERICA  
• MADE IN •  
**TENNESSEE**  
— ★ ★ ★ —

IMPROPER USAGE // DO NOT add graphics, text, drop shadows or effects to the logo.

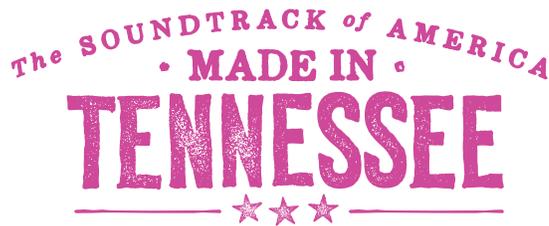
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The SOUNDTRACK *of* AMERICA  
• MADE IN •  
**TENNESSEE**  
— ★ ★ ★ —

IMPROPER USAGE // DO NOT skew or stretch the logo disproportionately.

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The SOUNDTRACK *of* AMERICA  
• MADE IN •  
**TENNESSEE**  
— ★ ★ ★ —

IMPROPER USAGE // DO NOT use any unapproved colors or combinations of colors.

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THE SOUNDTRACK OF AMERICA. MADE IN TENNESSEE LOGO // Improper Usage



IMPROPER USAGE // DO NOT place the logo on top of a background or image that makes it difficult to read.

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• *Made in* •

IMPROPER USAGE // DO NOT use any part of the logo without "TENNESSEE."

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• *Made in* •  
**TENNESSEE**  
★ ★ ★

IMPROPER USAGE // DO NOT change the position, relative size or alignment of the logo's elements.

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our

LOOK

EVERYTHING WE DO VISUALLY SHOULD SUPPORT WHO WE ARE.

FROM IMAGERY TO VIDEO TO TYPE, IT'S THE VISUAL MANIFESTATION

OF OUR BEING, CARRYING THE SAME QUIETLY CONFIDENT ATTITUDE

THAT IS PART OF THE TENNESSEE DNA. **MADE IN TENNESSEE.**

HISTORY  
& HERITAGE

THE

**ALL THE VISUAL ASSETS — PHOTO, VIDEO, TYPE, DESIGN —**

**SHOULD CAPTURE THE ESSENCE OF TENNESSEE. CREATIVE. VISCERAL,**

**ORGANIC AND DIVERSE, NOTHING SHOULD EVER APPEAR STAGED OR**

**MANUFACTURED. IT SHOULD LOOK AND FEEL AUTHENTIC. AS THOUGH**

**IT WAS CRAFTED BY THE STATE ITSELF.**



VIDEOS  
& PHOTOS

WE STAY AWAY FROM THE OVERTLY COMMERCIAL AND STAGED  
TOURISM SHOTS. NO PERFECTLY GROOMED FAMILIES WITH FAKE  
SMILES AND LAUGHTER. INSTEAD, THE CAMERA WORK AND ACTORS  
ARE PERFECT IN THEIR IMPERFECTIONS. WE CAPTURE BELIEVABLE  
MOMENTS. WITH INTERESTING CAMERA ANGLES. AND BEAUTIFUL  
COMPOSITIONS. WE INVITE THE VIEWER TO NOT JUST VIEW A COMMER-  
CIAL, BUT EXPERIENCE A MOMENT. MAKE THEM FEEL AS THOUGH THEY  
ARE PART OF THE SCENE. LIKE THEIR VERY OWN HOME MOVIE SHOT BY  
A WORLD-CLASS CINEMATOGRAPHER.



TYPE & DESIGN

EVERYTHING SHOULD BE ROOTED IN THE CREATIVE SPIRIT OF THE  
STATE. AS THOUGH IT WAS TRULY MADE IN TENNESSEE. HAND-  
CRAFTED TYPE WHERE APPROPRIATE. COLORS THAT CAN BE FOUND IN  
THE TENNESSEE COUNTRYSIDE. LAYOUTS THAT FEEL LIKE PART OF THE  
LANDSCAPE. NATURAL AND FLOWING, NOT ON SHARP ANGLES OR LIM-  
ITED BY SYSTEMATIC GRIDS. EVERY DESIGN ELEMENT HAS A PURPOSE.  
AS THOUGH IT WAS MEANT TO BE. AND HAS BEEN THERE FOR YEARS.

TYPE

PRIMARY TYPEFACE // TENNESSEE - REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

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SECONDARY TYPEFACE // **FreightMicro**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

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SECONDARY TYPEFACE // MOCHA MATTARI

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

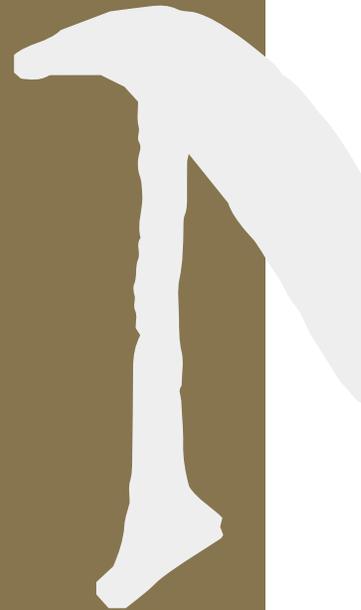
TERTIARY TYPEFACES //

**BUB'S HAND**

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

# ≡ COLOR ≡

OUR COLOR PALETTE DRAWS ON THE NATURAL  
BEAUTY OF TENNESSEE, OBSERVING THE STRIKING  
CONTRAST IN LIGHT AND SHADE WHEN COMBINED  
WITH TENNESSEE'S INCREDIBLE LANDSCAPE.







our

SOUND

**MUSIC IS THE  
LIFEBLOOD THAT  
NOURISHES  
THE BRAND.**



**IT COMES FROM EVERY GENRE AND EVERY GENERATION. IT IS NOT  
COMMERCIAL OR FLASHY – BUT REAL AND SOULFUL. IT IS FILLED WITH  
EMOTION. NEEDLE-DROP SHOULD BE AVOIDED IF AT ALL POSSIBLE.  
IT SHOULD BE MUSIC CREATED IN THE STATE BY LOCAL MUSICIANS.  
FROM THE FIRST NOTE, YOU JUST KNOW IT WAS MADE IN TENNESSEE.**

# STUDIO

THE MUSIC

