

T E N N E S S E E
State Parks

Brand Identity Guidelines

June 14, 2013

Tennessee State Parks Brand Identity Guide demonstrates how to use and apply the logo, color and typography. In order to maintain a consistent look and feel, we must maintain strict adherence to the rules in this document when creating any communications for state parks in a in print or electronic format. Consistent use of one brand image is imperative to building equity in the TSP brand.

While this is a comprehensive guide document, it may not cover every possible print, digital or product execution of the identity guide. Please contact the Director of Digital Media and Publications or Tennessee State Parks Director of Marketing if you need to locate a file or obtain creative approval for new brand assets.

These guidelines are available on the Tennessee Department of Environment & Conservation Intranet.

Tennessee State Parks Mission Statement:

To preserve and protect, in perpetuity, unique examples of natural, cultural, and scenic areas and provide a variety of safe, quality, outdoor experiences through a well-planned and professionally managed system of state parks.

Tennessee State Parks Marketing Mission Statement:

Promote the unique natural resources, diverse activities, and historical significance that exists in our 54 Tennessee State Parks.

Introduction

The visual personality of Tennessee State Parks is brought to life by properly using and applying the Brand Identity Guide. The guide is composed of key graphic elements specific to Tennessee State Parks which are consistently applied across all department communications and media types: word mark, logos, color palette, typography and guidelines. It is important to use only the official, approved artwork in the manner prescribed within these guidelines to provide a consistent look and feel for our brand. The new Tennessee State Parks' identity allows us to communicate the uniqueness of each park while still maintaining a consistent brand image.

WORD MARK/LOGO STANDARDS:

The visual personality of Tennessee State Parks is brought to life by properly using and applying the identity system.

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Proper placement
and proportion
of word mark

Minimum Size of standard
word mark 1.5 inches



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Proper placement and proportion



VARIATIONS (Golf Trail):



T E N N E S S E E
Golf Trail

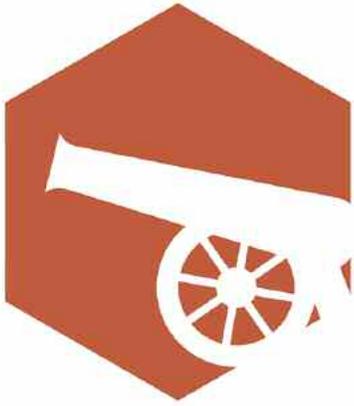


T E N N E S S E E
Golf Trail



**HENRY HORTON
GOLF COURSE**

T E N N E S S E E



T E N N E S S E E
State Parks
JOHNSONVILLE



**ROAN MOUNTAIN
STATE PARK**
T E N N E S S E E



**FROZEN HEAD
STATE PARK**
T E N N E S S E E

PINSON MOUNDS
STATE PARK
T E N N E S S E E



T E N N E S S E E
State Parks
FALL CREEK FALLS



T E N N E S S E E
State Parks
FROZEN HEAD

**COVE LAKE
STATE PARK**
T E N N E S S E E



**PINSON MOUNDS
STATE PARK**
T E N N E S S E E

**HARPETH RIVER
STATE PARK**
T E N N E S S E E

VARIATIONS OF COLOR:

These guidelines will provide matching equivalents of the official Tennessee State Parks colors across all the touch points, covering print (coated, uncoated, Pantone and process) and online media. A secondary color palette is provided for applications that require colors beyond the three primary colors. It is critical to maintain consistency when reproducing these colors across all communications.

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PMS: 7489

CMYK-C:55 M:2 Y:75 K:5

T E N N E S S E E
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PMS: 7463

CMYK-C:100 M:62 Y:12 K:62

T E N N E S S E E
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PMS: 173

CMYK-C:0 M:80 Y:94 K:1

FONT GUIDELINES:

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NOVECENTO WIDE NORMAL

Museo Slab 500

Typography Introduction

As a visual identity element, typography plays an important role in the way the department is perceived and recognized. The official typefaces (main fonts for use) for Tennessee State Parks is NOVECENTO WIDE NORMAL and Museo Slab 500. INSERT FONT DESCRIPTIONS
Licensed Fonts

NOVECENTO WIDE NORMAL and Museo Slab 500 are fonts that have been licensed to TDEC staff. These fonts are installed on the computers of staff responsible for creating major elements in the brand identity system such as posters, brochures, business cards and the like.

Alternatives to Licensed Fonts

The typeface (used in this identity guide) is called Verb. Core to the new identity is the use of Sans Serif fonts. This family of type has been selected for its modern clean, modern feel. Verb is to be used in all publications if possible. Verb is more legible at smaller point sizes, however avoid using type smaller than 8 pt. with 12 pt. leading.

On occasions where Verb cannot be obtained, Helvetica and Arial can be substituted (in that order) as a backup typeface. Try to avoid using serif fonts – so as to communicate a clean, modern look – free from ornamentation.

Verb Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Verb Extralight

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

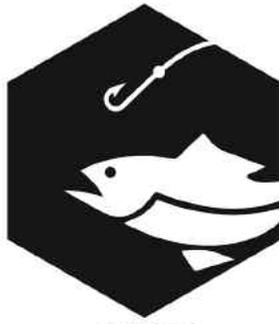
Verb Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Hex Icons:



Camping



Fishing



Hiking



Nature 1



Nature 2



Archeological



Watchable Wildlife 1



Watchable Wildlife 2



Boating



Cabin/Inn



Historical



Golf

Hex Icons:



Camping



Fishing



Hiking



Nature 1



Nature 2



Archeological



Watchable Wildlife 1



Watchable Wildlife 2



Boating



Cabin/Inn



Historical



Golf

Photography:

Photography is a powerful tool that expresses our values. Photos are about visual storytelling. In today's media-rich environment, people often look first to images, then to words. With this in mind, it is important that every image communicates a story and does so with maximum impact.

Print and online photography will be predominantly activity-based shots with people as opposed to scenery. Tennessee State Parks' new brand image is simpler and cleaner – more photos and fewer words will carry the message that Tennessee State Parks is a great alternative for family entertainment.

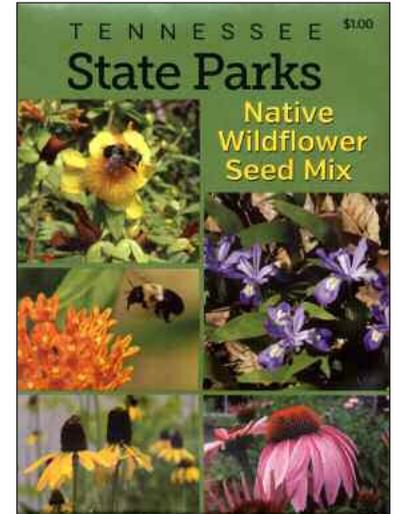
- Photos should be shot at the highest possible resolution.
- Photos need to convey the message of individuals, families and friends enjoying Tennessee State Parks.
- Individuals should wear solid colors when possible with no logos. Try to avoid white and red, busy patterns and make a special effort to avoid reflective patches/insignia.
- Reflective lense glare from sunglasses should be avoided.



Good Design Examples:



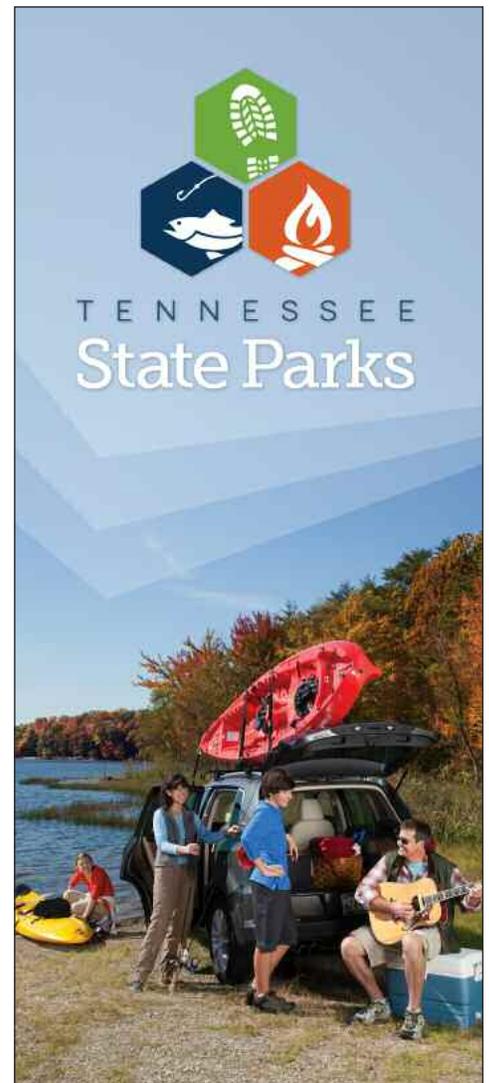
Power Point template



Merchandise



Golf Trail Ad



Brochure

Improper Usage of Identity!

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