TN

Leased Properties

Exterior Signage Specs

OVERVIEW

TYPOGRAPHY & SIGNAGE SPECIFICATIONS

TYPEFACE

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary information appearing on the signs, such as building names, addresses, and directional and regulatory information, is set using **Open Sans Bold** typeface. See sign-type descriptions for specific guidelines for how and where to display secondary information.

This document is a design intent document ONLY. Do not use for final construction.

			PMS			
PMS: 1795 C	PMS: 288 C	COOL GRAY 7 C				
CMYK: 9, 98, 93, 1	CMYK: 100, 91, 26, 15	CMYK: 0,0,0,50				
RGB: 217, 39, 46	RGB: 36, 53, 111	RGB: 147, 149, 152				

			COLOR	PMS	APPROX. RAL	C	M	Y	K	R	G	B	VINYL	DIGITAL PRINT	PAINT
P6	V2			1795 C	-	9	98	93	1	217	39	46	ORACAL 751-326 SINGLE RED		MP 218
P4	V1			288 C	-	100	91	26	15	36	53	111	ORACAL 751-049 KING BLUE	-	MP 78017
P2				-	-	00	00	00	00	00	00	00	-	-	MP 41 342 BRUSHED ALUMINUM
P1				COOL GRAY 6 C	-	00	00	00	00	00	00	00	-	-	MP 71537
	V3			COOL GRAY 7 C	-	00	00	00	00	00	00	00	3M 7725-31 MEDIUM GRAY	-	-
P3	V7			-	-	00	00	00	00	00	00	00	3M 7725-22 MATTE BLACK	-	MP 923SP BLACK SATIN FINISH
P5	V4	D1		-	-	00	00	00	00	00	00	00	3M 7725-10 WHITE	FBP ON 3M 3635-210 PERF TO MATCH PMS	MP 202SP WHITE SATIN FINISH
	V5			1795 C		9	98	93	1	217	39	46	ORACAL 8500-329 TRANSLUCENT RED CARNATION		
	V6			288 C		100	91	26	15	36	53	111	ORACAL 8500-049 TRANSLUCENT KING BLUE		

Logo Colors

⌄ Logo Colors

Color Logo

The primary color logo should be used for all digital and color printing applications. Only the colors specified are allowed.

Spot printing in Pantone colors is the preferred printing method. Use 4-color process printing when spot printing is not an option. The CMYK breakdowns do not preclude the important step of color proofing. For accurate color matching, refer to a current Pantone specifier.

Red
Pantone 1795C
CMYK: 0/94/100/0

Navy
Pantone 288C
CMYK: 100/88/27/18

Color Palettes

⌄ Primary Palette

This is the primary color palette for all Tennessee State Government communications. Red, navy and gray should be given prominence, with the supporting colors reserved for accents.

Red
Pantone 1795C
CMYK: 0/96/82/1

Navy
Pantone 288C
CMYK: 100/79/0/37

Gray
Pantone Cool Gray9C
CMYK: 50/40/34/17

Minimum Height

The logo should be a minimum of 5/16" or taller in any logo configuration, measured from the base to the top of the TN Mark.

State Government
Lock-up

One-line State
Department Lock-up

Two-line State
Department Lock-up

5/16" High

TN Tennessee
State Government

TN Department of
Correction

TN Department of
Mental Health &
Substance Abuse Services

Clear Zone and Minimum Size

Clear Zone

The State Government and State Department Logos should always have a clear zone surrounding them—space free of any type or graphic elements—in order to maintain their integrity. Leave a clear zone equal to "X" or greater, where "X" is equal to the height of the "TN." When possible, leave even more clear space than the minimum indicated here.
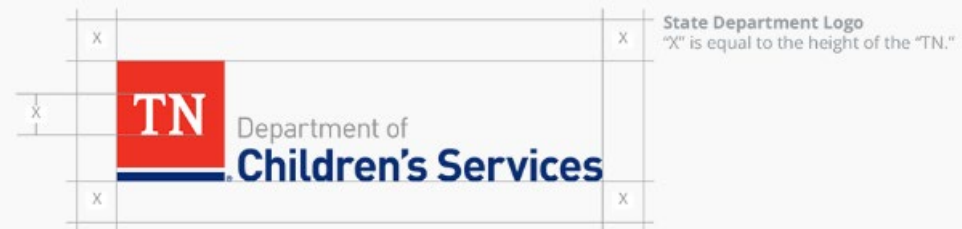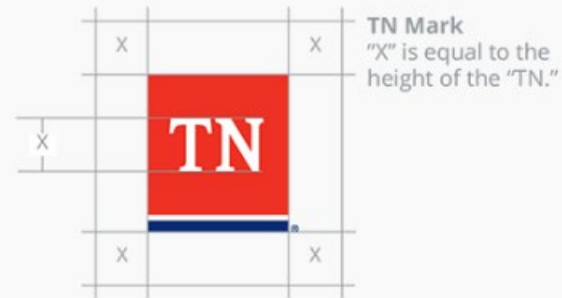
TN Mark
"X" is equal to the height of the "TN."

State Government Logo
"X" is equal to the height of the "TN."

State Department Logo
"X" is equal to the height of the "TN."

Minimum Height

The logo should be a minimum of 5/16" or taller in any logo configuration, measured from the base to the top of the TN Mark.

Wall Mounted Signs

TNSG-WPL-000-NL-SF-000H

NON-ILLUMINATED WALL PANEL

** Note Logo Placement should be Placed to the Left Side whenever possible. See Next Pages...

TN

Highway Patrol
8th District
Headquarters

FRONT	SIDE
SCALE: NOT TO SCALE	SCALE: NOT TO SCALE

NOMENCLATURE	A	B	C	D	E	F	G	H	I	SQ. FT.
TNSG-WPL-001-NL-SF-060W	3'-2.41" [976mm]	5'-0" [1524mm]	2'-6" [762mm]	1'-3" [381mm]	1'-4.67" [423mm]	3.42" [87mm]	-	-	-	16
TNSG-WPL-002-NL-SF-072W	3'-10.09" [976mm]	6'-0" [1829mm]	3'-0" [914mm]	1'-6" [457mm]	1'-8" [508mm]	4.11" [104mm]				23.05
TNSG-WPL-003-NL-SF-084W	4'-5.77" [1366mm]	7'-0" [2134mm]	3'-6" [1067mm]	1'-9" [533mm]	1'-11.33" [593mm]	4.79" [122mm]				31.37
TNSG-WPL-004-NL-SF-096W	5'-1.45" [1561mm]	8'-0" [2438mm]	4'-0" [1219mm]	2'-0" [610mm]	2'-2.67" [677mm]	5.47" [139mm]	-	-	-	40.97
TNSG-WPL-005-NL-SF-108W	5'-9.13" [1756mm]	9'-0" [2743mm]	4'-6" [1372mm]	2'-3" [686mm]	2'-6" [762mm]	6.16" [156mm]	-	-	-	51.85
TNSG-WPL-006-NL-SF-120W	6'-4.82" [1951mm]	10'-0" [3048mm]	5'-0" [1524mm]	2'-6" [762mm]	2'-9.33" [847mm]	6.84" [174mm]	-	-	-	64.02

Lease Property:

LOGO Placement to Left of Agency Name

TN Tennessee State Government

Message to read:

Department of

Place Agency Name here on 2nd Line

Example:

TN Department of **Correction**

Community Supervision
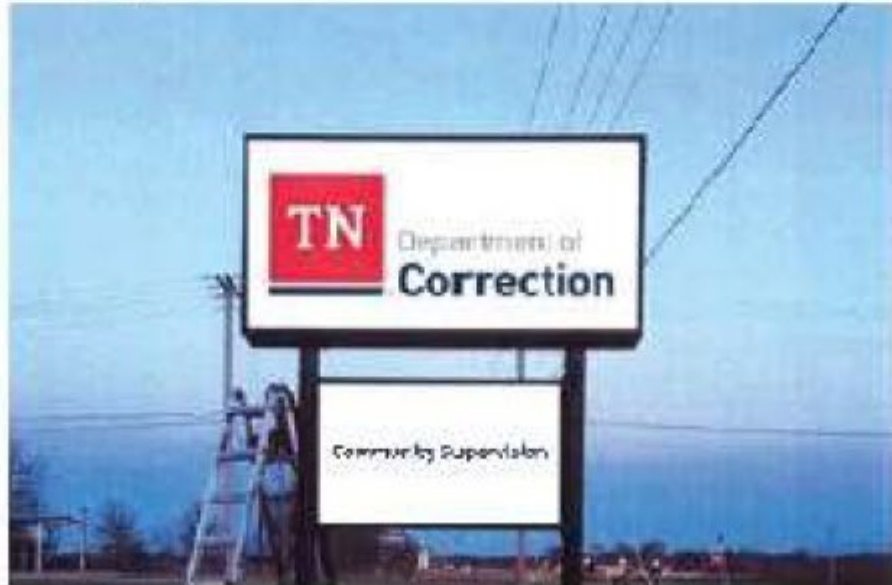
Logo Placement to the Left with Agency Name Left Justified.

See Setup for Agency Signs on Next Page

- Use Agency Set-up Examples Shown here:

- For Agencies sharing a location, please consult with the designer for correct layout.

- **PROOFS REQUIRED for signature approval before Manufacturing signs or door vinyl.

Graphic Identity Elements

Branding Identity Elements

Door Vinyl

TNSG-VN

DOOR VINYL

1'-8"
[508mm]

5.75"
[146mm]

V2

1.25"
[32mm]

V1

TN Department of
Safety &
Homeland Security

Drivers Services
Center

Hours:
Monday - Friday
8:30 am - 5:00 pm

V4

Absolutely No Soliciting

5'-0"
[1524mm]
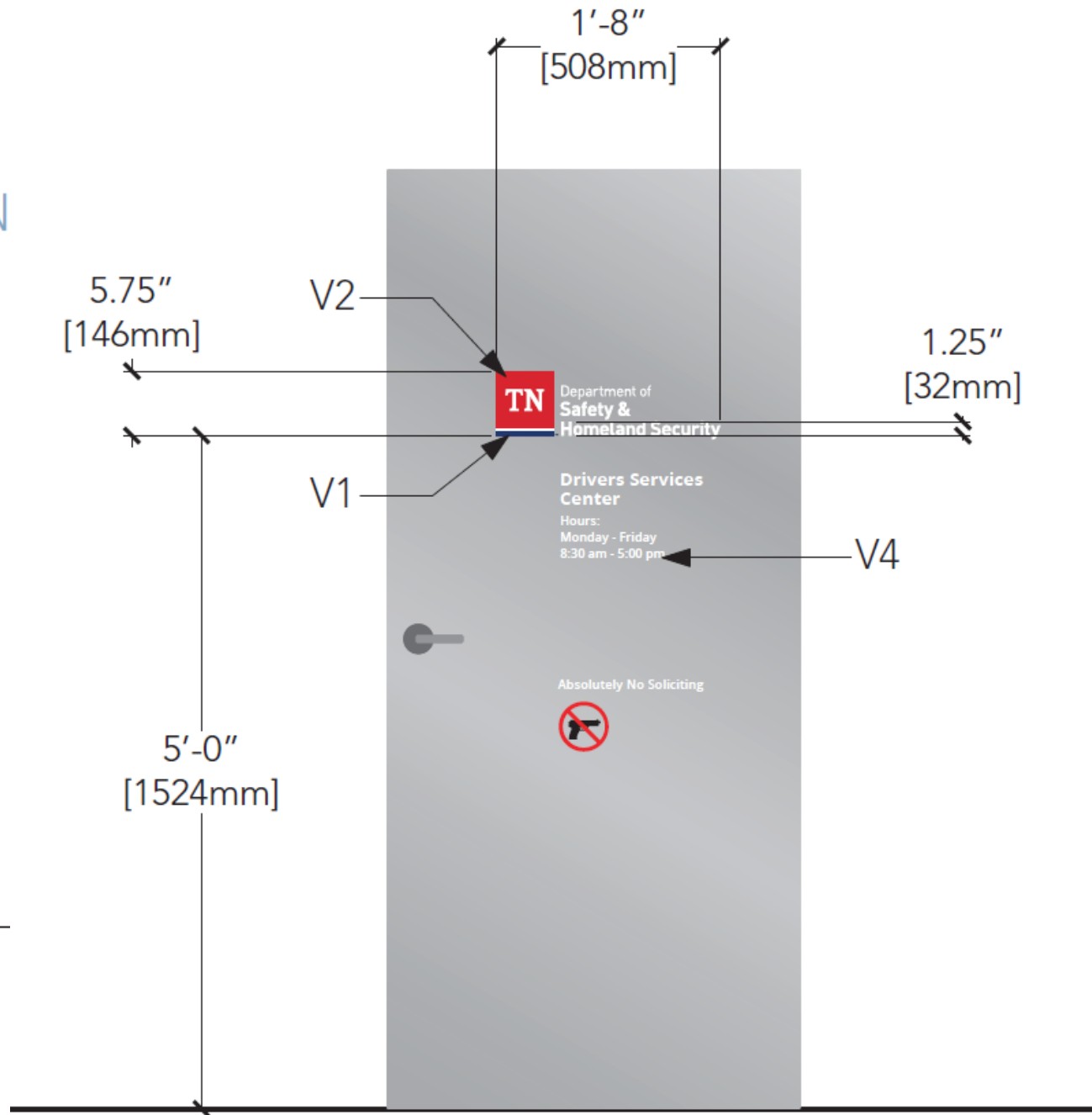
PAINT & VINYL

V1 • ORACAL 751-049 KING BLUE
V2 • ORACAL 751-326 SINGLE RED
V4 • 3M 7725-10 WHITE

MOUNTING/INSTALLATION

• CLEAN SURFACE PRIOR TO INSTALLATION

FABRICATION NOTES
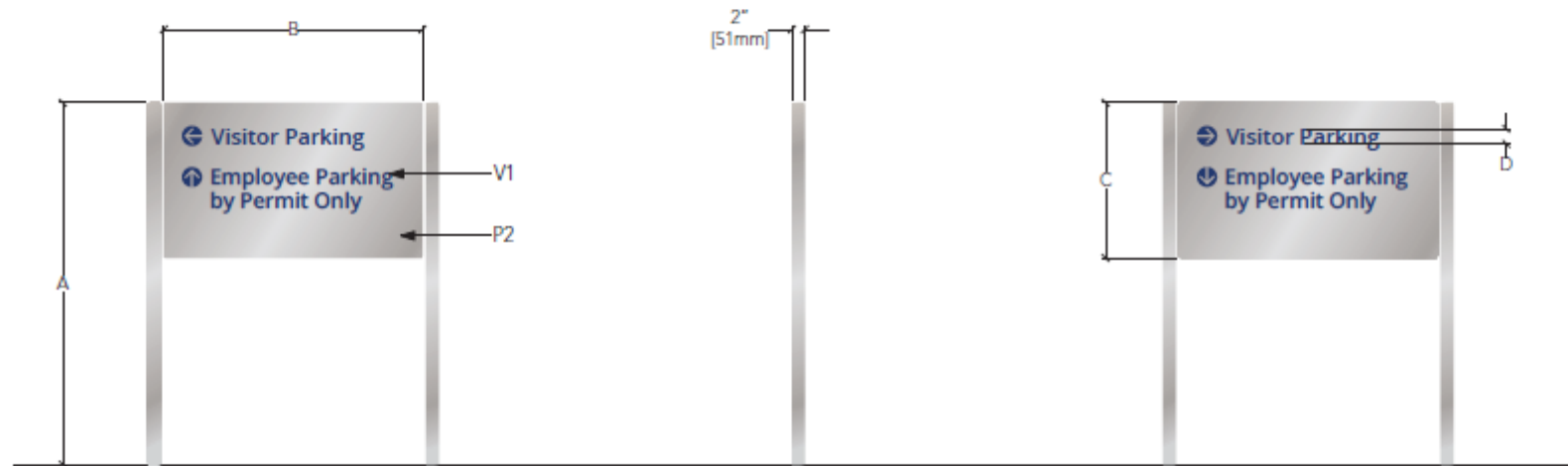
• VINYL APPLIED 1ST SURFACE

Directional Signs

TNSG-PPL-000-NL-DF-000H

NON-ILLUMINATED DOUBLE FACE POST AND PANEL [DIRECTIONAL]

FRONT
SCALE: NOT TO SCALE

SIDE
SCALE: NOT TO SCALE

BACK
SCALE: NOT TO SCALE

NOMENCLATURE	A	B	C	D	E	F	G	H	I	SQ. FT.
TNSG-PPL-003-NL-DF-028H*	2'-4" [711mm]	1'-8" [508mm]	1'-0" [305mm]	1.2" [30mm]	-	-	-	-	-	3.89
TNSG-PPL-004-NL-DF-042H*	3'-6" [1067mm]	2'-6" [762mm]	1'-6" [457mm]	1.8" [46mm]	-	-	-	-	-	8.75
TNSG-PPL-005-NL-DF-056H*	4'-8" [1422mm]	3'-4" [1016mm]	2'-0" [610mm]	2.4" [61mm]	-	-	-	-	-	15.56

General
Services
Parking
Only

TNSG-PPL-006-NL-SF-072H

NON-ILLUMINATED SINGLE FACE POST AND PANEL

1'-0"
[305mm]

1.66"
[42mm]

1.2"
[30mm]

Anyone
Entering
Premises is
Subject to
Search and
Seizure

1.66"
[42mm]

General
Services
Parking
Only

TLETA
Property
No
Trespassing
Closed &
Hazardous
Training Area

P5
V1

1.2"
[30mm]

0.92"
[23mm]

0.090"
[2mm]

1'-6"
[457mm]

6'-0"
[1829mm]

FRONT

SCALE: NOT TO SCALE

SIDE

SCALE: NOT TO SCALE

BACK

SCALE: NOT TO SCALE

PAINT & VINYL

P5 • MP 202SP WHITE SATIN FINISH
V1 • ORACAL 751-049 KING BLUE

MATERIAL

• 0.090" ALUMINUM SHEET
• ALUMINUM U-CHANNEL

MOUNTING/INSTALLATION

• DIRECT BURIAL

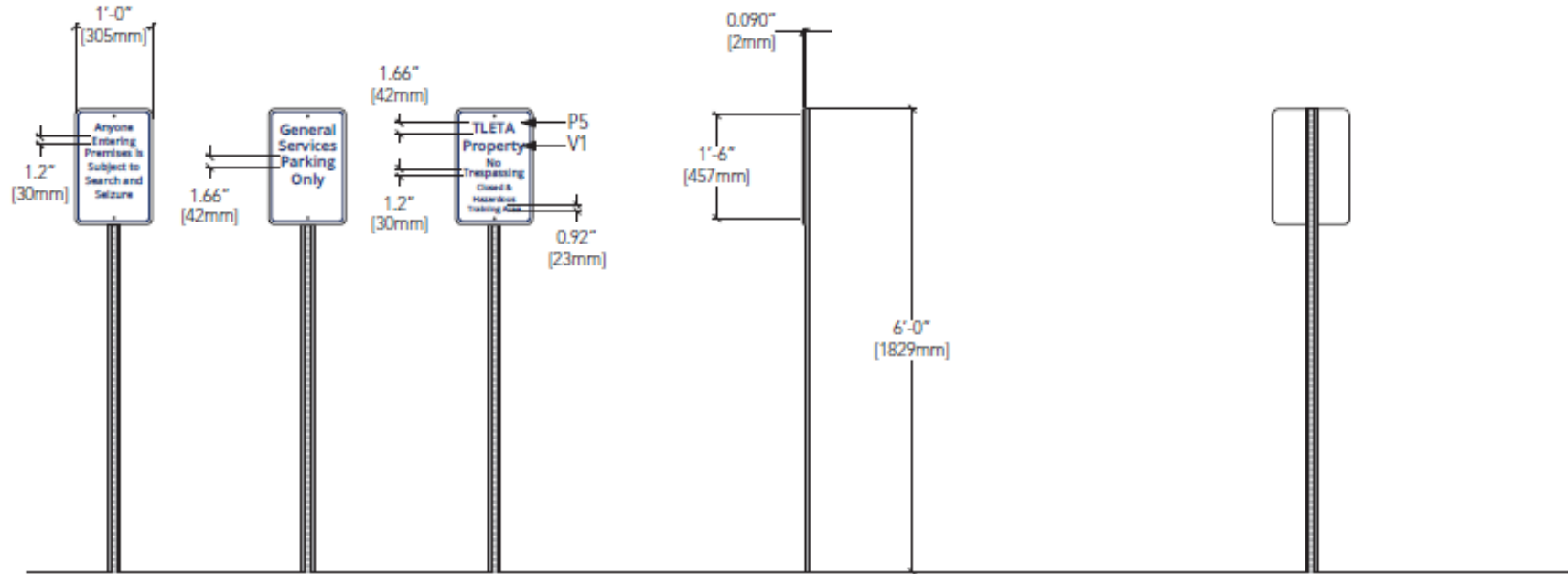### FABRICATION NOTES

• 0.090" ALUMINUM SHEET PAINTED P5 WITH
  V1 VINYL APPLIED 1ST SURFACE FOR COPY

SQUARE FOOTAGE

• 1.5