

THE SOUNDTRACK of AMERICA MADE IN TENNESSEE®

BRAND GUIDELINES

our VOICE

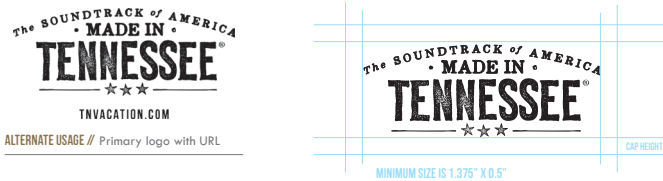
THE VOICE OF TENNESSEE REPRESENTS MORE THAN 200 YEARS OF AMERICAN HERITAGE. A MILLION ACRES OF PRISTINE BEAUTY. AND AN EXQUISITE BLEND OF SEVEN MUSIC GENRES FILTERED THROUGH A BARREL OF FINE SOUR MASH WHISKEY. IT'S AN OLD SOUL WITH A YOUNG SPIRIT THAT UNDERSTANDS THE WAYS OF THE WORLD. IT'S FULL OF STATE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

our LOGO

“THE SOUNDTRACK OF AMERICA. MADE IN TENNESSEE” LOGO // Usage Guidelines



NOTE // Colors on this page are not for proofing purposes.



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.

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



our TYPOGRAPHY

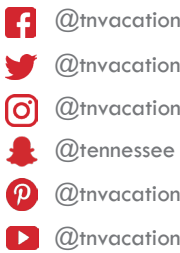
PRIMARY TYPEFACE // OSWALD MEDIUM (ALL CAPS)

SECONDARY TYPEFACE // Roboto Sans Regular

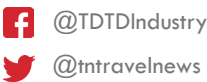
NOTE // These typefaces can be downloaded for free from <https://fonts.google.com/>

on SOCIAL

CONSUMERS



PARTNERS/TOURISM INDUSTRY



BRAND HASHTAG // #madeintn

HEADLINE

SUBHEAD

Ad et ipsus ideria qui dolorum vellam, ea consequere exerum voluptatur aut volorepuda inctatius quatur modita aut pellorum volorum eost, nis velecat