

WELCOME  
TENNESSEE

The SOUNDTRACK of AMERICA

MADE IN  
TENNESSEE®



BRAND GUIDE

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®**







THE VOICE OF TENNESSEE REPRESENTS MORE THAN 200 YEARS OF  
AMERICAN HERITAGE. A MILLION ACRES OF PRISTINE BEAUTY. 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.*







WRITTEN  
WORD

**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 WORD



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.





OUR  
LOOK



**ALL THE VISUAL ASSETS —**

**PHOTO, VIDEO, TYPE, DESIGN — SHOULD CAPTURE THE ESSENCE OF TENNESSEE.**

***CREATIVE, VISCERAL, ORGANIC & DIVERSE***

**NOTHING SHOULD EVER APPEAR STAGED OR MANUFACTURED. IT SHOULD LOOK**

**AND FEEL AUTHENTIC. AS THOUGH IT WAS CRAFTED BY THE STATE ITSELF.**



**“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 MARK, WHICH  
MUST BE INCLUDED ON ALL MATERIALS PRINTED FOR DISTRIBUTION.**





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



## OUR LOGO

Proper padding, spacing and sizing.



Retain padding equal to the height of the star elements around the mark at all times.



When scaling, adhere to size minimums. If exceeding the minimum, permission must be granted by TDTD.

**NOTE:** To retain the power and integrity of *The Soundtrack of America. Made in Tennessee.* brand essence, we recommend capitalizing and italicizing whenever it appears in a sentence. If italics are not available, quotation marks should be placed around the phrase. This also applies to the use of *Made in Tennessee.*

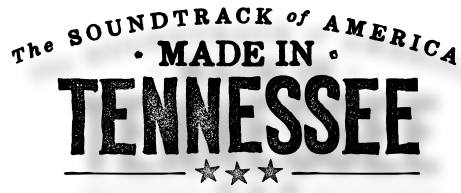
Partners may use *The Soundtrack of America. Made in Tennessee.* logo in print and web content, but must adhere to the established requirements found in our brand guide at [industry.tnvacation.com](http://industry.tnvacation.com). When used in print or digital, the *The Soundtrack of America. Made in Tennessee.* logo must remain smaller than the partner logo. On partner websites, the logo must click through to [tnvacation.com](http://tnvacation.com).

Any use of our brand logo must be pre-approved by TDTD. To ensure proper usage, partners must route all materials via email to [Alisa.Kessler@tn.gov](mailto:Alisa.Kessler@tn.gov) for approval prior to printing or general use.



## IMPROPER LOGO USAGE

Improper padding, spacing, sizing and usage.



Do **NOT** add graphics, text, drop shadows or effects to the logo.



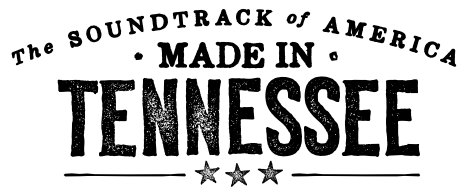
Do **NOT** place the logo on a background or image that makes it difficult to read.



Do **NOT** skew, stretch, tilt, or change the color of the logo.

• *Made in* •

Do **NOT** use any part of the logo without “TENNESSEE.”



Do **NOT** use logo without the registered trademark.



Do **NOT** change the position, relative size or alignment of the logo's elements.



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. NOSTALGIC COLORS THAT CAN  
BE FOUND IN TENNESSEE EPHEMERA. LAYOUTS THAT FEEL LIKE PART OF THE  
LANDSCAPE. NATURAL AND FLOWING, NOT ON SHARP ANGLES OR LIMITED BY  
SYSTEMATIC GRIDS. EVERY DESIGN ELEMENT HAS A PURPOSE. AS THOUGH  
IT WAS MEANT TO BE. AND HAS BEEN THERE FOR YEARS.





## TYPOGRAPHY

Free, web-safe typefaces.

### WEB-SAFE TYPEFACE: Oswald Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890

### WEB-SAFE TYPEFACE: Roboto Slab

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890

### WEB-SAFE TYPEFACE: Roboto

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890

**NOTE:** Oswald Medium, Roboto Slab, and Roboto are free Google Fonts for use in email communications to ensure creative displays the same for all users. These fonts do not require special licensing. They may be downloaded for free at [fonts.google.com](https://fonts.google.com).

# BRAND COLORS

Colors should be thoughtfully paired.

	C=40 M=94 Y=62 K=51	PMS 7421 C
	C=23 M=100 Y=100 K=17	PMS 7622 C
	C=20 M=82 Y=100 K=10	PMS 7585 C
	C=7 M=35 Y=100 K=33	PMS 1255 C
	C=70 M=46 Y=100 K=44	PMS 7498 C
	C=48 M=29 Y=84 K=6	PMS 5767 C
	C=84 M=30 Y=38 K=3	PMS 7713 C
	C=91 M=60 Y=44 K=26	PMS 2215 C
	C=100 M=89 Y=36 K=35	PMS 7463 C
	C=42 M=79 Y=42 K=16	PMS 4995 C
	C=48 M=55 Y=44 K=12	PMS 437 C
	C=62 M=55 Y=64 K=39	PMS 418 C
	C=39 M=74 Y=99 K=49	PMS 161 C
	C=44 M=51 Y=68 K=20	PMS 7351 C
	C=36 M=31 Y=46 K=1	PMS 7535 C



PHOTOS  
& VIDEOS



**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 PEOPLE 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 STORY,  
BUT ALSO 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.**







# MUSIC

A black and white photograph of a large crowd at a concert, with the word 'MUSIC' overlaid in large red letters. The crowd is seen from behind, looking towards a stage area where bright lights and smoke are visible. The overall atmosphere is energetic and vibrant.

THE LIFEBLOOD  
OF 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.





# HISTORY & HERITAGE



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 OUR DNA.

*THE SOUNDTRACK OF AMERICA.  
MADE IN TENNESSEE.*





UPDATED JUNE 2019