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

Minimum size is 1.375” x 0.5”

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

**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. 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.

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 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.

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
AaBbCcDdEeFfGgHhIiJjKkLLmMmNnOoPp
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.
**BRAND COLORS**

Colors should be thoughtfully paired.

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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
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.
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 SOUNDMARK OF AMERICA.
MADE IN TENNESSEE.

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