

# TENNESSEE

## PARTNER TOOLKIT






JANUARY 2024

Tennessee is the home of blues, bluegrass, country, gospel, soul, rockabilly, and rock 'n' roll — delivering an unparalleled experience of beauty, history, and family adventure, infused with music that creates a vacation that just sounds perfect.



## SOCIAL

When posting in partnership with or about Tennessee, please use the proper handle associated with the platform and tag us in the post, as well as use our brand hashtag.

### CONSUMERS

 @tnvacation     @tnvacation  
 @tnvacation     @tnvacation  
 @tnvacation

### PARTNERS/INDUSTRY

 @TDTDIndustry  
 @tntravelnews

### BRAND HASHTAG

#TNSoundsPerfect

Always include when tagging @tnvacation on social media.

## LOGO

For digital files, please visit <https://industry.tnvacation.com/industryresources/branding>.

Colors on this page are for demonstrative use only, do not use for proofing purposes, use pre-approved colors.

**TENNESSEE**  
SOUNDS PERFECT

**Primary lock up with core tagline.** This lock up is the preferred logo for the state and should be used whenever possible.



**Clear space and minimum sizing.** When scaling, adhere to size minimums. If exceeding, special permission must be granted.

When *Tennessee Sounds Perfect* appears in typeset, it should always be capitalized and italicized.

If italics are not available, place quotation marks around the phrase, i.e., "Tennessee Sounds Perfect."

When used, the phrase "Sounds Perfect" should always come after the word "Tennessee" as a final signoff. It should not be used independently or used out of order with "Tennessee".

When locking up the above lock up with your partner logo, ensure optical alignment, equity and ample clear space. The Tennessee logo should have equal prominence.

**TENNESSEE**  
SOUNDS PERFECT

**Do not** add graphics, text, harsh drop shadows or effects.

SOUNDS PERFECT  
SOUNDTRACK OF AMERICA

**Do not** use parts of the logo without the main mark.

SOUNDS PERFECT  
**TENNESSEE**

**Do not** change the position, relative size or alignment of logo elements

**TENNESSEE**  
SOUNDS PERFECT

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

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