



Tennessee National **Identity Guidelines**



Introduction

Things are happening at Tennessee National.
There's a new look, a new feel, a new attitude.
It's what makes us different. What makes us
unique. What makes us stand apart.
And it all begins with our new logo.

While it may vary in format, according to its
application, its heart and soul is a constant
throughout all that we do. What follows are
a few simple guidelines that will allow you to
utilize this new logo for your own purpose.



Background

Styles & Variation

Color

Typeface

Logo Sizing

Logo Applications

Further Information

BRAND PLATFORM

The brand icon for Tennessee National is designed to represent our "Private Waterfront Golf Community".

Tennessee National provides our residents with a high-quality living experience, delivered in a private, secure community, with immediate access to multiple amenities, community activities and everyday conveniences.

Tennessee National combines global development experience, a dedication to creating outstanding lifestyle communities, and a wide variety of homesites and homestyles to satisfy each resident's unique vision of home.



Background

Styles & Variation

Color

Typeface

Logo Sizing

Logo Applications

Further Information

Our logo is made up of two elements: the icon and the wordmark, "Tennessee National". The icon and the wordmark may be used separately, as pictured on this page, and according to the following guidelines:

PRIMARY LOGO

The full Tennessee National logo should be used in most print and web design situations.



SECONDARY LOGOS

Both the icon and wordmark versions should only be used for embroidered apparel and accessories.



Background

Styles & Variation

Color

Typeface

Logo Sizing

Logo Applications

Further Information





Wherever possible, the Tennessee National logo should be reproduced in the 4 specified colors. PMS (spot) color printing offers the most accurate color fidelity for the logo but it cannot be used to reproduce full color photographs. For promotional brochures with full color photos, CMYK printing is the right process to use.

Other acceptable colors are black and reversed. The black version of the logo should be used primarily in ads where black is the only available color, and for internally printed documents such as fax covers and memos.



FOUR COLOR

The logo features colors specified by the international color standard Pantone® Matching System (PMS). Should Pantone® colors be unavailable, use the equivalent four color process color mix.

	PMS Coated	PMS Uncoated	Process
	PMS 368 C	PMS 368 U	C57 M0 Y100 K0
	PMS 356 C	PMS 356 U	C100 M0 Y100 K24
	PMS 294 C	PMS 2945 U	C100 M68 Y7 K28
	PMS Process Black C	PMS Process Black U	C0 M0 Y0 K100

The colors displayed here are not intended to match PMS colour standards.

ONE COLOR

It is acceptable to use the logo in a single color provided it appears in the darker (PMS) 294 color or 100% black, no screen tint is permitted.



REVERSED

Although not a preferred option, the logo may be reversed from a block color, using Blue PMS 294 or Black.

Please refer to page 6 for examples of this use.



Background

Styles & Variation

Color

Typeface

Logo Sizing

Logo Applications

Further Information

TYPOGRAPHICAL RULES

There are two typefaces which form the basis for all communications – Trajan Pro and Myriad Pro.

Tennessee National logo is designed using the typeface Trajan Pro Regular and Trajan Pro Bold. To keep the integrity and unique branding of the logo, Trajan Pro is never to be used other than its designed wordmark. Please refer to page 2 for examples of this use.

All associated text to be used with both the primary and secondary versions of the logo is Myriad Pro. For all printed collateral, all body should use Myriad Pro Light. Headlines, sub headings and 'pull outs' can use bolder versions of this font.

When using text, it must be ranged left, ragged right (unjustified) and words must not be hyphenated at the end of lines. Avoid widows at the end of paragraphs. The use of setting in capitals must be kept to a minimum.

The alternative font, Verdana, can be used for PC based software applications and the internet.

TRAJAN PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TRAJAN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Background

Styles & Variation

Color

Typeface

Logo Sizing

Logo Applications

Further Information

POSITIONING

When positioning the logo alongside other organizational logos, the Tennessee National logo should be positioned to produce an equally balanced group of logos. Logos can be positioned more than half-inch (.5") apart. However there must be no less than half-inch between the Tennessee National logo and any other logo.



CLEAR SPACE

Whenever the logo is used, a clear zone must surround it to ensure its visibility and impact. No graphic or text elements other than photos should invade this zone. The size of the clear zone should be at least 1/4 the height of the logo. The proportions, spacing and relative positioning of the symbol and logotype must remain consistent.



MINIMUM SIZES

When using the Tennessee National logo, it must not be reduced any smaller than 3/4" in height as the text legibility will deteriorate.



Background

Styles & Variation

Color

Typeface

Logo Sizing

Logo Applications

Further Information

INCORRECT LOGO USAGE

For maximum impact, please observe the following restrictions and guidelines concerning specific elements and unique compositions of the Tennessee National logo.



Do not change the color of the logo mark



Do not change the logo font



Do not change logo text color



Do not change the configuration of the logo



Do not use the color version improperly on a colored background



Do not change the relationship between the logo mark and logo font



Do not distort the logo



Do not use the icon as a pattern

CORRECT LOGO USAGE

When used over an image, these applications to the right are acceptable variations.

If reversing out white, the logo must be in a spot where the image is dark and even (not busy).



Further Information

It is a signal to the world.

A friendly sign of change.

A leap forward into the creative communications future.

It is alive, it is energetic, it is full of vitality.

It's going to be everywhere.

It's going to speak to everyone.

It's going to take the world by surprise.

8301 Tennessee National Drive
Loudon, Tennessee 37774

865 408 9992 phone | 865 408 9297 fax
www.tennesseernational.com



— TENNESSEE —
NATIONAL