



TENNESSEE
ARTS
COMMISSION

Cultivate. Create. Participate.

BRAND GUIDELINES 2015

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MISSION STATEMENT

To cultivate the arts for the benefit of all Tennesseans and their communities.

CORE VALUES

Principles that will govern our actions:

- Excellence - We seek artistic and operational integrity in all that we do.
- Customer focus - We provide the best service at the lowest possible cost.
- Access - We are inclusive and fair.
- Innovation - We encourage creativity and initiative.

LEADERSHIP TOOLS

- Grant making that strategically responds to constituent needs and maximizes public benefit
- Technical assistance to build organizational knowledge and skills by sharing best practices
- Convening, facilitating and network building to make connections for mutual benefit, to advance the field and to create public value
- Partnerships to expand capacity and leverage resources
- Technological solutions to increase efficiency and accessibility
- Research to inform effective decision making, operations and advocacy
- Communications to magnify understanding and impact
- Public recognition for artists and organizations
- Best practice modeling to lead by example

GOALS

- Thriving Tennessee Arts and Culture
- Arts as Engines of Growth and Vitality
- Arts Essential to Learning
- A Champion for the Arts
- Effective and Accountable Agency

TN Arts Commission Foundations

Our Story

Tennessee's artistic heritage and cultural assets are among the richest in the nation. Tennessee's artists—representing performing arts, music, visual arts, literary arts and folk arts—help define who we are as a state. Music is an area of special strength. From Bristol's Birthplace of Country Music to Nashville's Country Music Hall of Fame to Memphis' Blues Foundation, Tennessee lays claim to the creative bedrock of American traditional and popular music.

The Tennessee Arts Commission was created in 1967 with the mandate to stimulate and encourage the presentation of performing, visual and literary arts throughout the state, and to encourage interest in Tennessee's cultural heritage.

Today, the Tennessee Arts Commission invests in over 600 nonprofits and schools impacting communities in many positive ways including quality of life, economic development and tourism as well providing a more balanced education for our children. Tennessee's specialty license plate program in support of the arts is an important factor because it currently funds the majority of the Tennessee Arts Commission's arts investments and programing for schools and communities.

The Tennessee Arts Commission strives to move communities forward by cultivating the arts for all Tennesseans. We invite you to join us by supporting the arts in your community and creating a future for all of us to participate and enjoy the treasures of our state. Learn more at our website, tn.gov/arts.



Tennessee Arts Commission Logo

The concept for our logo began with the stars in our state flag that represent the three grand divisions of the state.

**Tennessee Arts Commission
Primary Logo**

Using the 3 stars of our state flag, we have created a unique shape that conveys the message of how the arts bring us together.

Our new tagline emphasizes that we cultivate the arts so that all Tennesseans can create and participate.

The logo and tagline must appear at least once on all external marketing and communication materials. The logo and tagline should also appear at least once on all grantee publications that are funded by grants distributed by the Tennessee Arts Commission.



**TENNESSEE
ARTS
COMMISSION**

Cultivate. Create. Participate.

Primary (preferred) Logo



**Tennessee Arts Commission
Primary Logo**

As the face of Tennessee Arts, the logo is a key element of our brand. It must be displayed consistently and properly.

The primary logo has several color options to work within a variety of different communications.

The preferred usage of the primary logo is the full-color (top row, far left) version on a light background. The logo should be used in all communications where space is not limited.

A greyscale version may be used when color is limited (top row, far right).

A reverse variation in either blue or green can be used on a dark background .

Other variations are available upon special request and as approved by the Director of Marketing and Development.

TENNESSEE ARTS COMMISSION BRAND GUIDELINES 2015

Tennessee Arts Commission Secondary Logos

Secondary logos are available in a vertical or horizontal format. They should only be used when space is limited.

The logos are available in the primary color combination, greyscale or reverse in either blue or green.

Vertical Logo



Horizontal Logo



TENNESSEE ARTS COMMISSION BRAND GUIDELINES 2015

Preferred space around logo is .25" (green line)

Minimum space around logo is .125" (blue line)



Correct use of logo

All versions of the Tennessee Arts Commission logo must maintain at least .125" of white space around the logo which includes the tagline. Optimal space is .25".

If the logo will reprint smaller than .5" high, the tagline may be removed.

TENNESSEE ARTS COMMISSION BRAND GUIDELINES 2015

Incorrect use of logo

The Tennessee Arts Commission logo must not be pulled apart. The logo and logotype must remain together.

Unapproved colors can NOT be used.

The logos are NOT to be printed in a percentage of the original color.

An all reverse or white logo is NOT allowed. A provided reverse logo in blue/white, green/white or grey/white must be used on dark backgrounds.



Stars logo can NOT be used alone



Logotype can NOT be used alone



Unapproved colors can NOT be used

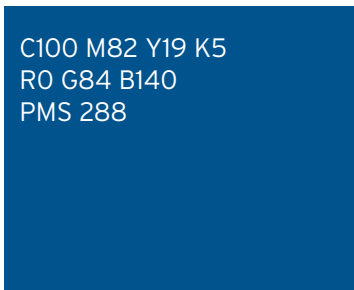


Logo can NOT be in all white

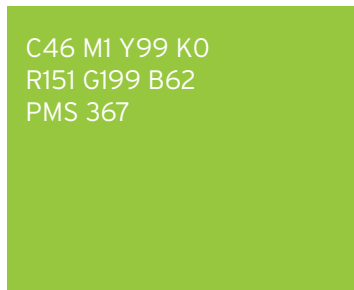


Logos can NOT be screened or in a percentage

State Blue



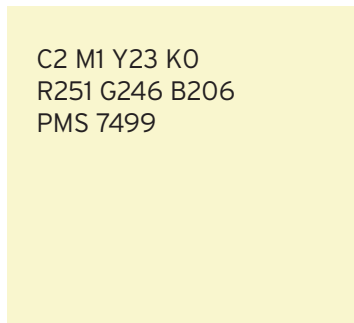
Spring Green



Charcoal



Sand



Primary color palette

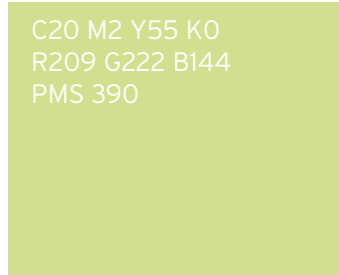
The State Blue and Spring Green represent the brand. The Charcoal and Sand serve as backgrounds for the brand's two main colors. See usage with the logo and in communication examples.

TENNESSEE ARTS COMMISSION BRAND GUIDELINES 2015

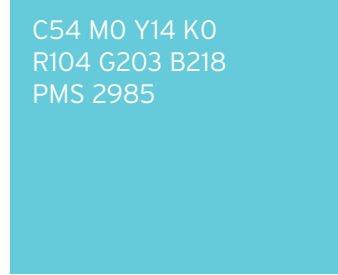
Extended color palette

These additional colors can be used in conjunction with the primary palette. Their function is to extend, not replace the primary palette.

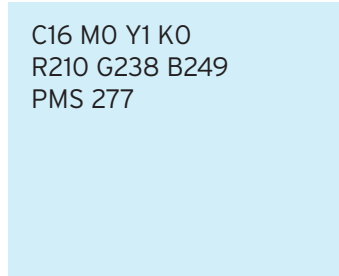
Soft Green



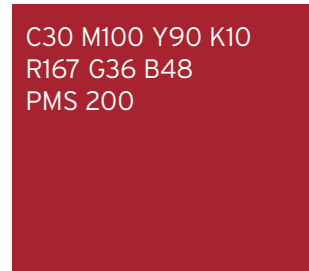
Turquoise



Light Blue



State Red



Mid Grey





Examples of primary and extended combinations working together.

Note that one of the brand's primary colors **MUST** be part of any color combination.

TENNESSEE ARTS COMMISSION BRAND GUIDELINES 2015



Brand Photography

Whenever possible, professional photography should be used. It can come from hired professional photographers, constituent professional promotional photography or state photography services.

Photography that is shot by a non-professional should only be used for digital media purposes.

Photographs should be credited to the photographer whenever possible.

Images should showcase the arts in Tennessee. They should express the agency mission and capture the breadth and depth of the arts available in Tennessee.

INTERSTATE

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

FF Tissa

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Primary Font Palette

These two font families are for designing the brand's marketing and communications tools.

Interstate is used primarily for headlines, subheads and emphasis. Tissa is primarily used for body copy.

Secondary Font Palette

These two font families are for use by staff and are currently part of Microsoft Office.

Lucida Sans is to be used on document headlines, subheads and for emphasis. Lucida Fax is to be used for body copy.

Lucida Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Lucida Fax

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890



Internal documents

Consistent use of fonts in documents also creates a cohesive look across the agency.

All documents should ONLY use Lucida Fax for body copy and Lucida Sans for headlines and subheads.

Point size should be between 10-12 pt. Line spacing should be between 1.2 and 1.5. Single space after periods. If not using paragraph spacing, indent the first line.

Email Signature

Consistent email signatures deliver a visually coherent look across the agency. Just as business cards follow a standardized approach, email signatures should be consistent.

Email type must be set in Lucida Fax at 10pt-12pt. Your name should be in Lucida Fax Bold.

The mission statement is set in 10pt-12pt. Lucida Fax Italic, and should be one return away from the web address. The line should have a paragraph break after the word "benefit".

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tn.gov/arts

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Environmental Graphics

Example of vinyl lettering on agency doors

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Brand Examples

Postcard promotion for Poetry Out Loud



Are you ready to set up a contest at your school?

Sign up now to hold a Poetry Out Loud event.

- Teachers receive FREE curricular materials aligned with NCTE Standards, ELA Standards and Common Core ELA Standards
- Cash Prizes for students and teachers
- Great opportunity for English, Forensics and Theater students

To receive a FREE teacher packet and learn more about the competition, visit tnartseducation.org.

You can also contact James Wells, Arts Education Special Projects Coordinator, (615) 532-5934, james.wells@tn.gov.

Poetry Out loud (POL) is a national recitation competition organized by the Tennessee Arts Commission in partnership with the National Endowment for the Arts and the Poetry Foundation. The program seeks to foster the next generation of literary readers by capitalizing on the latest trends in poetry, recitation and performance—building on the resurgence of poetry as an oral art form. It is open to public, private and home-schooled high school students in grades 9-12.

POL Important Dates	
School Registration Deadline	12.17.2014
State Finals Registration Deadline	01.23.2015
State Finals, Nashville Children's Theatre	03.14.2015
National Finals, Washington D.C.	04.27-29.2015



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An exhibit by African American Folk Sculptor, Hattie Duncan is open through September 19, 2014

Nashville –“Hattie Duncan: African American Folk Sculptor” opened July 31, 2014 at the Tennessee Arts Commission’s gallery and will remain through September 19, 2014. Duncan’s expressive sculpture offers a loving, humorous portrayal of her hometown community in Jackson, Tennessee.

The daughter of a sharecropper who “was always sketching, painting and doodling” in his spare time, Duncan notes that her father “was a folk artist, but we didn’t know that’s what it was called back then.” Taking after her father, Duncan began to create sculpture in 1997. She makes her own paper clay from shredded newspaper, white glue and water mixed up in a blender. Using common household items, she builds the frames for her pieces out of wire hangers, plastic bottles and old stockings. After molding the figures, she adds texture and detail by applying coffee grounds for hair, pine cones for hats, and broken egg shells for clothing. Many of her pieces are portraits of actual people, but she never knows who they are going to end up being until she has already commenced molding. “It starts to look like somebody,” she observes. “I don’t know who it is until it’s finished.”

Duncan first shared her unique sculpture with the public at the University School of Jackson’s Bruins Arts Festival, where attendees raved about it. She has since exhibited at the West Tennessee Regional Arts Center, the Bank of Jackson, and local festivals and art fairs. She is featured in a “Creative License” segment, a television series on Tennessee artists, which aired for the first time on Nashville Public Television in July, 2014.

The Tennessee Arts Commission Gallery is located at 401 Charlotte Avenue in downtown Nashville and is open to the public Mondays-Fridays, 8 a.m. to 4 p.m. Call 61 5-532-0169 for more information or visit tn.gov/arts.

##

Brand Examples

News Release

Brand Examples

Specialty License Plate program ad




AVAILABLE NOW AT YOUR COUNTY CLERK'S OFFICE

\$35

BACK THE ARTS
WITH THE
NEW ARTS PLATE

TENNESSEE
ARTS POET
CREATING THE FUTURE

SUPPORT ARTS IN YOUR SCHOOLS AND COMMUNITY
No need to wait until your tags expire, you can exchange your license plate anytime. Fees will be prorated
For more information about specialty license plates, visit tn.gov/revenue/vehicle

  
tn.gov/arts tn4arts.org



Brand Examples

Cover of the 2015-19 strategic plan booklet

Brand Examples

Tennessee Arts Education website
tnarteducation.org

