

TENNESSEE ARTS COMMISSION

Cultivate. Create. Participate.

BRAND GUIDELINES 2026

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

VISION STATEMENT
To inspire Tennesseans, connect communities and enhance everyday lives.

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's 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 more than 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, https://tnartscommission.org/.



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 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









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 that .5" high, the tagline may be removed.

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

C100 M82 Y19 K5
R0 G84 B140
PMS 288

Spring Green

C46 M1 Y99 K0
R151 G199 B62
PMS 367

Charcoal

C69 M63 Y59 K50
R60 G59 B61
PMS 426

Sand

C2 M1 Y23 K0
R251 G246 B206
PMS 7499

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.

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

C20 M2 Y55 K0
R209 G222 B144
PMS 390

Turquoise

C54 M0 Y14 K0
R104 G203 B218
PMS 2985

Light Blue

C16 M0 Y1 K0
R210 G238 B249
PMS 277

State Red

C30 M100 Y90 K10
R167 G36 B48
PMS 200

Mid Grey

C17 M12 Y13 K0
R209 G211 B211
PMS 427



Examples of primary and extended combinations working together.

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













Brand Photography

Whenever possible, professional photography should be used. It can come from authorized staff photographers, 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

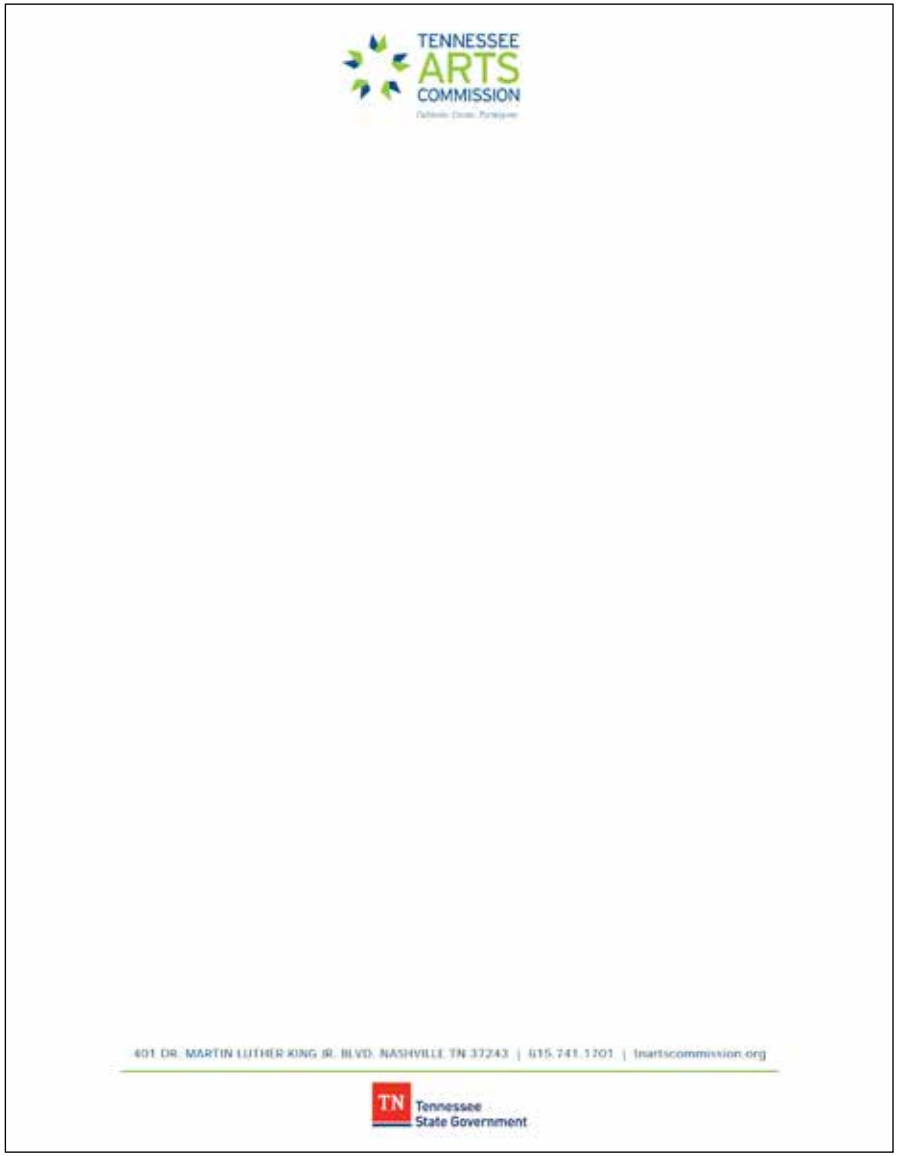
Lucida Fax

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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Cultivating the arts for the benefit of all Tennesseans and their communities.



Environmental Graphics

Example of vinyl lettering on agency doors

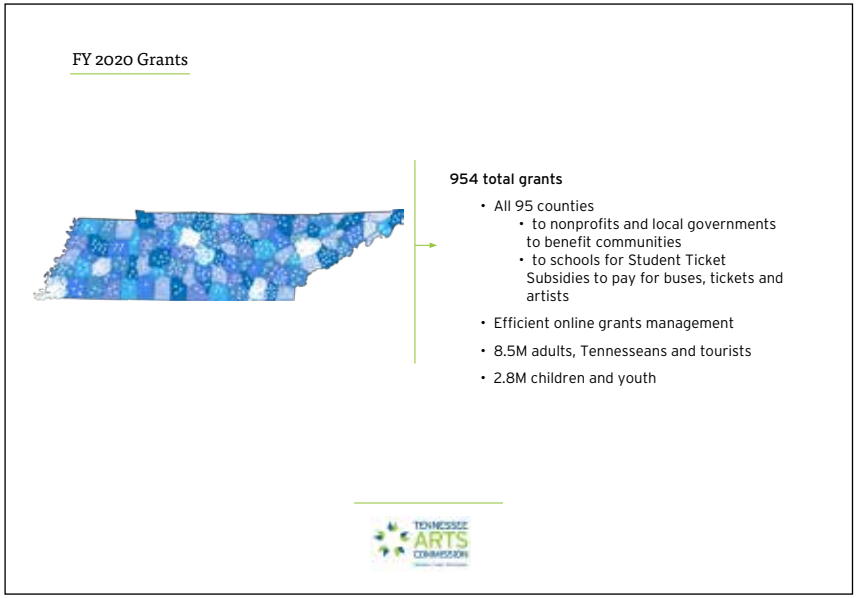
Brand Examples

Postcard promotion for 2021 Governor's Arts Awards and Student Ticket Subsidy







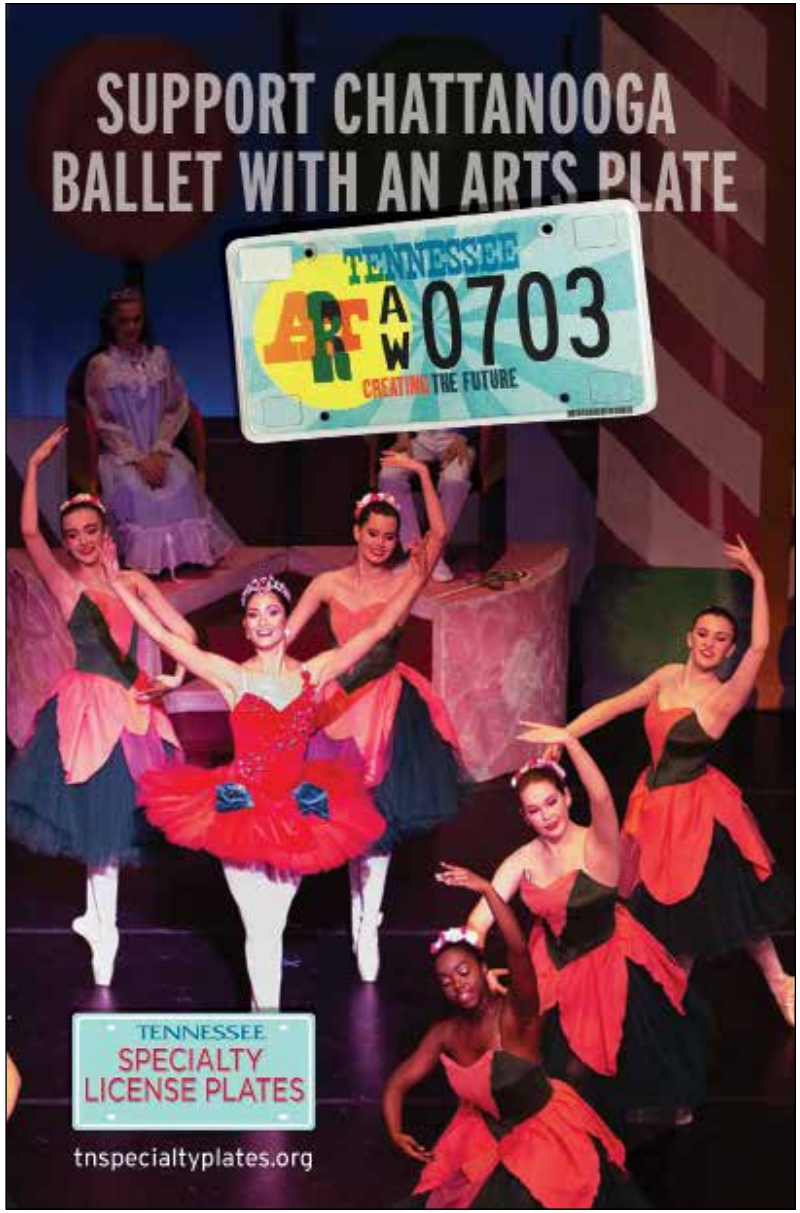


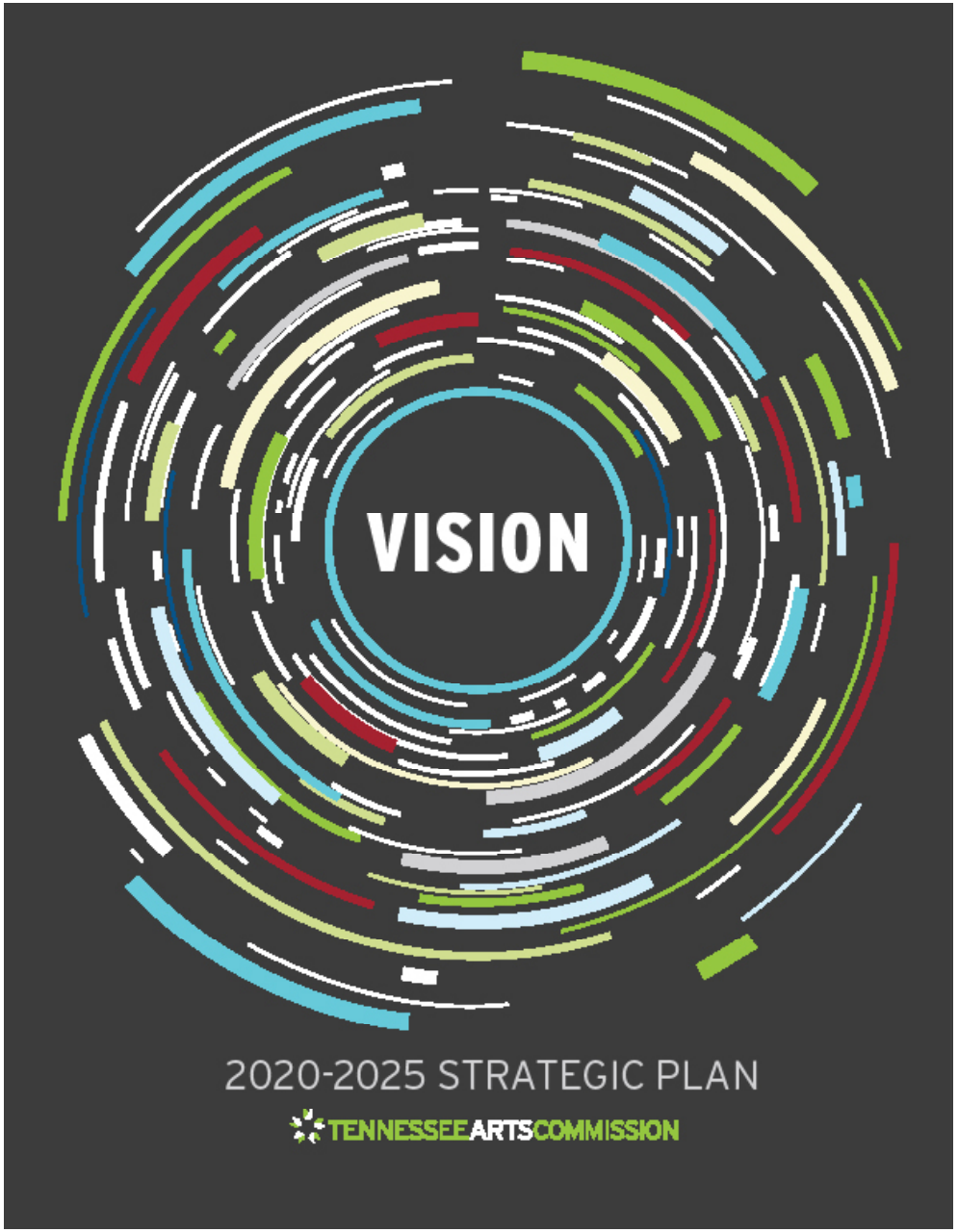
Brand Examples

PowerPoint Presentation

Brand Examples

Specialty License Plate program ad





Brand Examples

Cover of the 2020-25 strategic plan booklet

Brand Examples

Tennessee Arts Commission
website tnartscommission.org

