

DESIGN AND BRAND GUIDELINES

KNOX COUNTY GOVERNMENT BRAND STANDARD



KNOX COUNTY
TENNESSEE



Address:
Knox County Government
400 West Main Street
Knoxville, TN 37902



Phone:
(865) 215-2005



Online:
knoxcounty.org



Mission and Vision

Knox County's mission is to provide superior public service and support in an efficient and fiscally responsible way so that all residents can improve their quality of life while enjoying the benefits of a vibrant community. We believe that if we focus on transparency, invest in education and partner with our stakeholders, we will be able to create a pervasive culture of community vitality that guides us to becoming the workforce development center of East Tennessee.

The County will...

- Operate in a manner that is worthy of public trust;
- Embrace collaboration, innovation and diversity; and
- Make decisions with economic and workforce development in mind.

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KNOX COUNTY GOVERNMENT BRAND

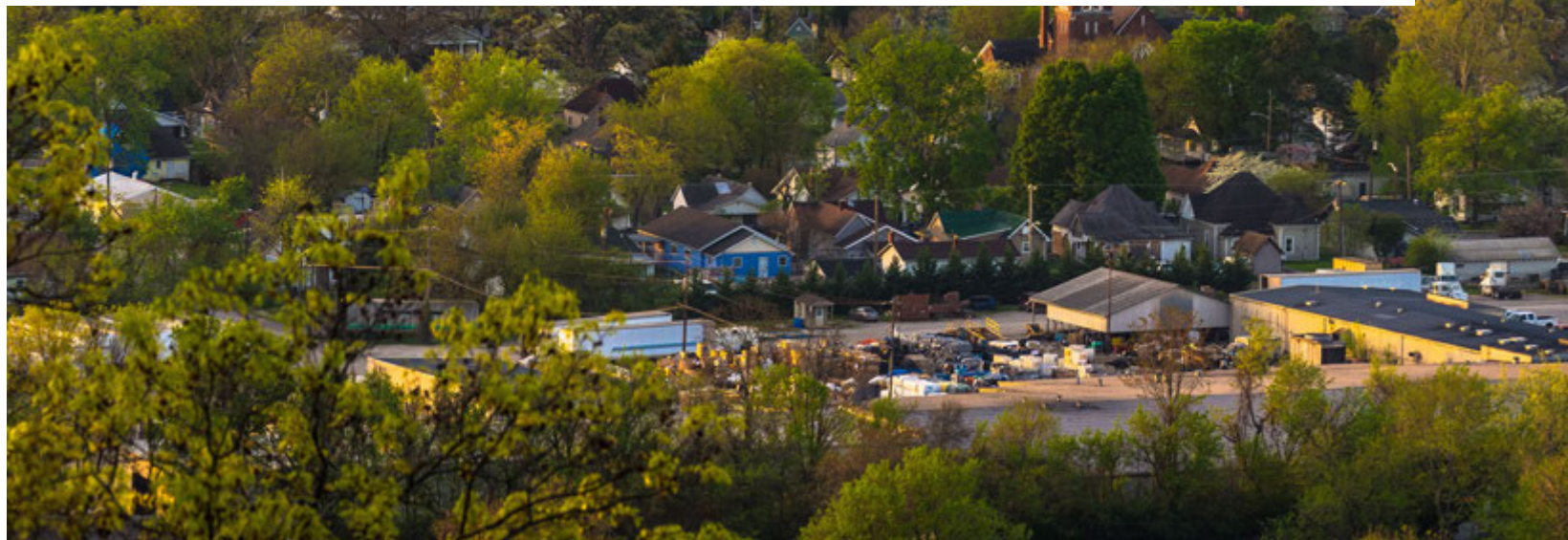
As we move forward, our mission and vision will guide the elements of our brand. Our look, our voice, our interactions will be used to tell our story in an insightful and inspiring way.

LOGO, WORDMARK AND SEAL

Knox County's logos are the trusted emblems of our brand and they are our most powerful visual brand assets. Correct use of our logos is key to maintaining a professional and coherent brand.



KNOX COUNTY
TENNESSEE



OUR BRAND IS OUR IDENTITY. OUR IDENTITY INCLUDES HOW WE IMAGINE OURSELVES, HOW OTHERS PERCEIVE US AND WHAT WE ARE DRIVEN TO ACHIEVE.

Knox County is rich in natural beauty and culture. It is a major waypoint for cross-country traffic as two of the nation's most important thoroughfares—I-40 and I-75—converge within its borders while the Great Smoky Mountains and the Tennessee River provide a backdrop unrivaled in the region. Knox County boasts a combination of assets such as the University of Tennessee, Oak Ridge National Laboratory and the Tennessee Valley Authority, setting us apart from virtually every other community in the world, and making this a prime location for research and manufacturing. Knox County is a great place to live and work.

In Knox County, our brand is to ensure continued economic growth and vibrancy within the local, regional, state and global marketplaces. We want to be a responsive and learning-centered community that provides educational opportunities in support of economic development. We know education fuels a thriving community and provides a progressive environment with a strong and literate workforce. By successfully promoting this community and its plentiful assets, we can enhance the quality of life for our constituents.

The following brand standards are a step toward these ideals. This brand guide should be used to set the tone for how we communicate with our publics; in it you will find the components that define the unique look of our visual communication style.

ELEMENTS OF OUR IDENTITY

Referencing Knox County Government

"Knox County" is the preferred way to refer to the county. "Knox County Government" and "The County" are also acceptable. "Knox County" should precede any reference to "The County" in written formats. It is also appropriate to use "County" when starting a sentence or describing persons who work for the county. (For example, "County officials started work on Monday.")

Referencing Departments within Knox County Government

With many departments represented under the purview of the Mayor's Office, it is important that naming those departments in spoken word or print is always consistent. Below is a list of official department titles, they may stand alone and do not need to be preceded by "the office of" or followed by "department" unless otherwise noted.

- Air Quality
- Benefits
- Codes
- Communications
- Community Development
- Constituent Services
- Election Commission
- Engineering & Public Works
- Ethics Committee
- Finance
- Fire Prevention Bureau
- Health Department
- Human Resources
- Information Technology
- KGIS
- Merit System
- Parks & Recreation
- Public Library
- Procurement
- Records Management
- Regional Forensic Center
- Retirement
- Senior Services
- Solid Waste
- Stormwater Management
- Veteran Services



KNOX COUNTY

TENNESSEE

KNOX COUNTY "K" LOGO AND WORDMARK

The Knox County "K" should be our most-recognized visual symbol. It should be used in all publications and promotional materials for Knox County programs and services.

The official logo consists of a three-color dimensional branding icon with a wordmark reading "KNOX COUNTY TENNESSEE" below the image with Knox County on the first line and Tennessee on the second. The logo font is Palantino.

The elements of the branding icon are outlined below:

- The letter "K" is created by whimsical white lines designed to replicate the convergence of the two major thoroughfares—I-40 and I-75—that meet inside our community's borders. These two roads put our community within a half day's drive of most of the United States, making us an epicenter for commerce.
- The blue segments on the outside of the "K" pay homage to the Tennessee River which has historically played an integral role in river trade for the state.
- The green segments represent the beautiful, rolling green hills and expansive urban wilderness our community enjoys and also speaks to our place as a gateway to the Great Smoky Mountains.



KNOX COUNTY TENNESSEE

The Knox County wordmark is a clear and uniform visual representation of the county name and it is designed to augment the Knox County "K." The wordmark's supportive role working with the Knox County "K" allows us to consistently lead in with the words "Knox County" while still using the branding icon for endorsement.

The wordmark is a graphic element that works in tandem with the Knox County "K." The wordmark should never be recreated from type or used more than once per design piece. No other font may substituted for use in the logo. The following swatches include the official Pantone, Hex, RGB and CMYK codes. These should be used to match the precise colors rather than a version that is similar to one of the colors shown below. See page 13 for more information on these code types.

Blue PMS 286 C

R: 0, G: 51, B: 160

HEX# 0033A0

C: 100% M: 75% Y: 0% K: 0%

Green PMS 361 C

R: 67, G: 176, B: 42

HEX# 43B02A

C: 77% M: 0% Y: 100% K: 0%

OFFICIAL "K" LOGO

knoxcounty.org

The logo can be used as centered, left aligned or right aligned formats; though centered is preferred when possible.



KNOX COUNTY

TENNESSEE

Centered (preferred)



KNOX COUNTY

TENNESSEE

Left Aligned

KNOX COUNTY

TENNESSEE



Right Aligned

OFFICIAL LOGO USAGE

The logo may be used with the branding icon only or with the wordmark and branding icon combined. There may be times when the full-color, dimensional logo cannot be used due to budget constraints or product limitations. In these instances, the full-color flat logo is preferred. However, if necessary, the logo may be reproduced in a one-color format using black, blue, green or gray. It is also acceptable to use the logo in a positive iteration (black or blue with no background) or reverse iteration (white with black or blue background). In each of these one-color formats it is preferred the logo be flat printed rather than dimensional.

Logo files may only be created by Knox County Information Technology (IT). If you have questions about using logos, contact Knox County Communications and they will advise you on working with IT.



Full-color dimensional icon only



Full-color dimensional icon with wordmark



Full-color flat icon with wordmark



Reversed Black 1color flat icon with wordmark



Reversed Blue 1color flat icon with wordmark



Black 1color flat icon with wordmark



PMS426 C



PMS 286 C



PMS 361 C



PMS PMS Cool Gray 9 C

Using Logos

The county logo should be used for correspondence, clothing, promotional merchandise and marketing materials, forms, electronic communications, signs of a temporary nature, vehicles, internal correspondence, brochures/flyers, presentations, etc.

Use on Merchandise

When designing merchandise, such as apparel and promotional items, you should use a logo in the standard colors whenever possible.

DEPARTMENTAL LOGOS

knoxcounty.org

Some departments are required to identify affiliation with the larger Knox County Government brand. In most formal instances, departmental logos will consist of the “K” icon block and the “Knox County Tennessee” wordmark with the department name listed below. These departmental logos can be used as centered, left aligned or right aligned formats; though centered is preferred when possible.



KNOX COUNTY

T E N N E S S E E

FINANCE

Centered (preferred)



KNOX COUNTY

T E N N E S S E E

PARKS & RECREATION

Left Aligned

KNOX COUNTY

T E N N E S S E E

INFORMATION TECHNOLOGY



Right Aligned

In some instances, the “K” icon block could be combined with the department name without the “Knox County Tennessee” wordmark. Depending on the length of the department name, it may appear on one line or two next to the icon block. Department logos may only appear in the color variations shown below.



Standard



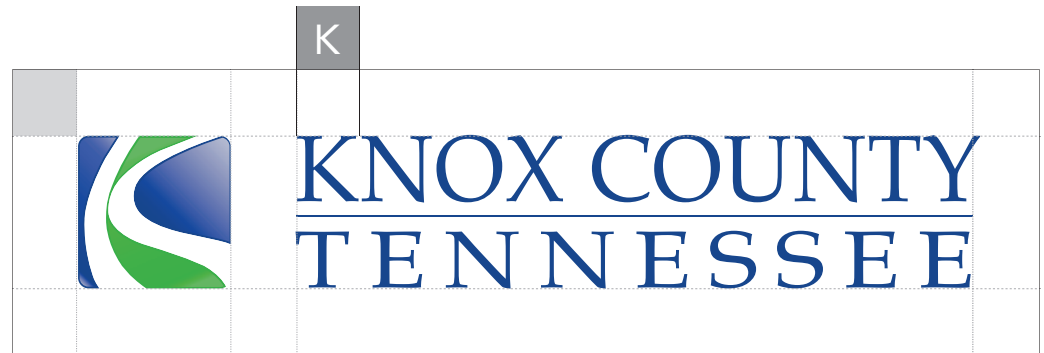
Reversed on Dark



Reversed on Blue

LOGO CLEARSPACE

When the Knox County logo is used, it should have enough clear space around it to separate it from illustrations or other words or images that might detract from its importance. For the standalone logo, or the branding icon, the logo must be one "K" height (from the word Knox) away from illustrations, photographs, page edges or other type.





OFFICIAL SEAL

knoxcounty.org

The official seal of Knox County is inspired by the Great Seal of the State of Tennessee adopted in 1801, highlighting the fact that Knoxville (and Knox County) was the first capital of Tennessee. The elements of the seal are explored below:

- The Roman numerals XVI are indicative of Tennessee being the sixteenth state to enter the union.
- The images of a plow, a bundle of wheat, a cotton plant and the words "agriculture" highlight the cash crops that were, and still are, important in the state and illustrate the importance of agriculture to our economy.
- The image of a flat-bottom riverboat and the word "commerce" illustrate how important river trade was to the state. The origin of the Tennessee River is in Knox County where the Holston and French Broad rivers meet.
- The date, 1792, signifies the year that Knox County was established from parts of Greene and Hawkins counties by then-Governor William Blount.
- Surrounding the aforementioned images are the words "Official Seal" and "Knox County, Tenn." to localize the seal to our community.



The seal is not for general use. It should be used only for formal and official communications or business, such as legislation, commissions, proclamations, certificates and legal documents. It should be used to mark all items of a permanent and lasting nature.

Art files are not available for download.

The two-color seal is the ideal form of use. However, in instances where a one-color graphic is needed, the seal can be printed in the blue or gold hues shown below.

Dark Blue PMS 288 C

R: 0, G: 45, B: 114

HEX# 002D72

C: 100% M: 80% Y: 6% K: 32%



Gold PMS 871 C

R: 132, G: 117, B: 78

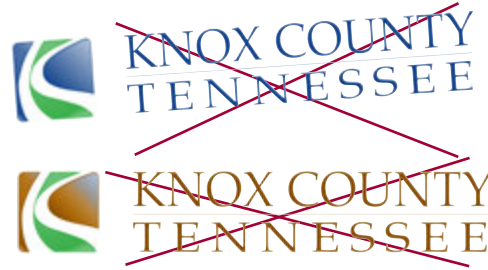
HEX# 84754E

C: 20% M: 25% Y: 60% K: 25%



AVOIDING ERRORS WITH DISPLAY

Do not alter logo or seal files by stretching, condensing, skewing or distorting them in any way. Do not add anything to the logo or seal. Be sure to use a logo or seal with good resolution. If the image appears blurry or grainy, the resolution is too small. Below are some examples of logo and seal displays that are not proper or appropriate within the confines of brand guidelines.



Minimum Size

Neither the logo nor the seal should be used so small that the readability or reproduction quality is reduced.

Vertical Logo with Text

A vertical logo should be no smaller than 3/4" height whether solid, positive or reverse.

If a logo smaller than 3/4" is required, it should be approved by IT and Communications to ensure proper brand representation.



Minimum Size with text logo
3/4" (.75") / 19.05 mm height



Minimum Size with text logo
3/4" (.75") / 19.05 mm height

Horizontal Logo with Text

A horizontal logo should be no smaller than 1 3/8" wide whether solid, positive or reverse.

If a logo smaller than 1 3/8" is required, it should be approved by IT and Communications to ensure proper brand representation.

Minimum Size 1 3/8" (1.375") / 34.925 mm width



Seal

A solid positive reverse seal or one-color should be no smaller than 3/4" tall and 3/4" wide.

If a seal smaller than 3/4" tall and 3/4" wide is required, it should be approved by IT and Communications to ensure proper brand representation.



Minimum Size with text logo
3/4" (.75") / 19.05 mm height

THE COLOR PALETTE

Color is a critical element in creating a memorable and lasting brand experience. The official colors of Knox County Government are blue, green, black and gray.

Blue should be prominent in all communications from Knox County with green, black and gray used to underscore.

The following swatches include HEX, RGB and CMYK codes. These are used to find the precise color rather than a version that is like one of the colors listed previously or on the pages that follow.

- Pantone (PMS) is a system that standardizes the language for color communication. It helps avoid mistakes like color variations between design and the finished product.
- RGB is primarily for electronic communication, PowerPoint presentations, websites and online publications, such as email messages.
- HEX numbers are commonly used for web-based applications.
- CMYK is used for projects created in Adobe Creative Suite or when working with printers and graphic artists.

PRIMARY COLOR PALETTE

Though our primary colors are blue and green, the colors black and gray can be used to underscore their boldness.

Blue PMS 286 C

R: 0, G: 51, B: 160

HEX# 0033A0

C: 100% M: 75% Y: 0% K: 0%

Green PMS 361 C

R: 67, G: 176, B: 42

HEX# 43B02A

C: 77% M: 0% Y: 100% K: 0%

Black PMS 426 C

R: 37, G: 40, B: 42

HEX# 25282A

C: 94% M: 77% Y: 53% K: 94%

PMS Cool Gray 9 C

R: 117, G: 120, B: 123

HEX# 75787B

C: 30% M: 22% Y: 17% K: 57%

Secondary Color Palette

The secondary color palette can be included in designs when a little extra color is needed. Remember to lead with the primary blue and green and use these colors as accents. Do note, the blue of the logo and the blue of the seal are different and should only be used one at a time.

Dark Blue PMS 288 C

R: 0, G: 45, B: 114

HEX# 002D72

C: 100% M: 80% Y: 6% K: 32%

Gold PMS 871 C

R: 132, G: 117, B: 78

HEX# 84754E

C: 0% M: 17% Y: 55% K: 50%

White

R: 0, G: 0, B: 0

HEX# ffffff

C: 0% M: 0% Y: 0% K: 0%

Red PMS 485 C

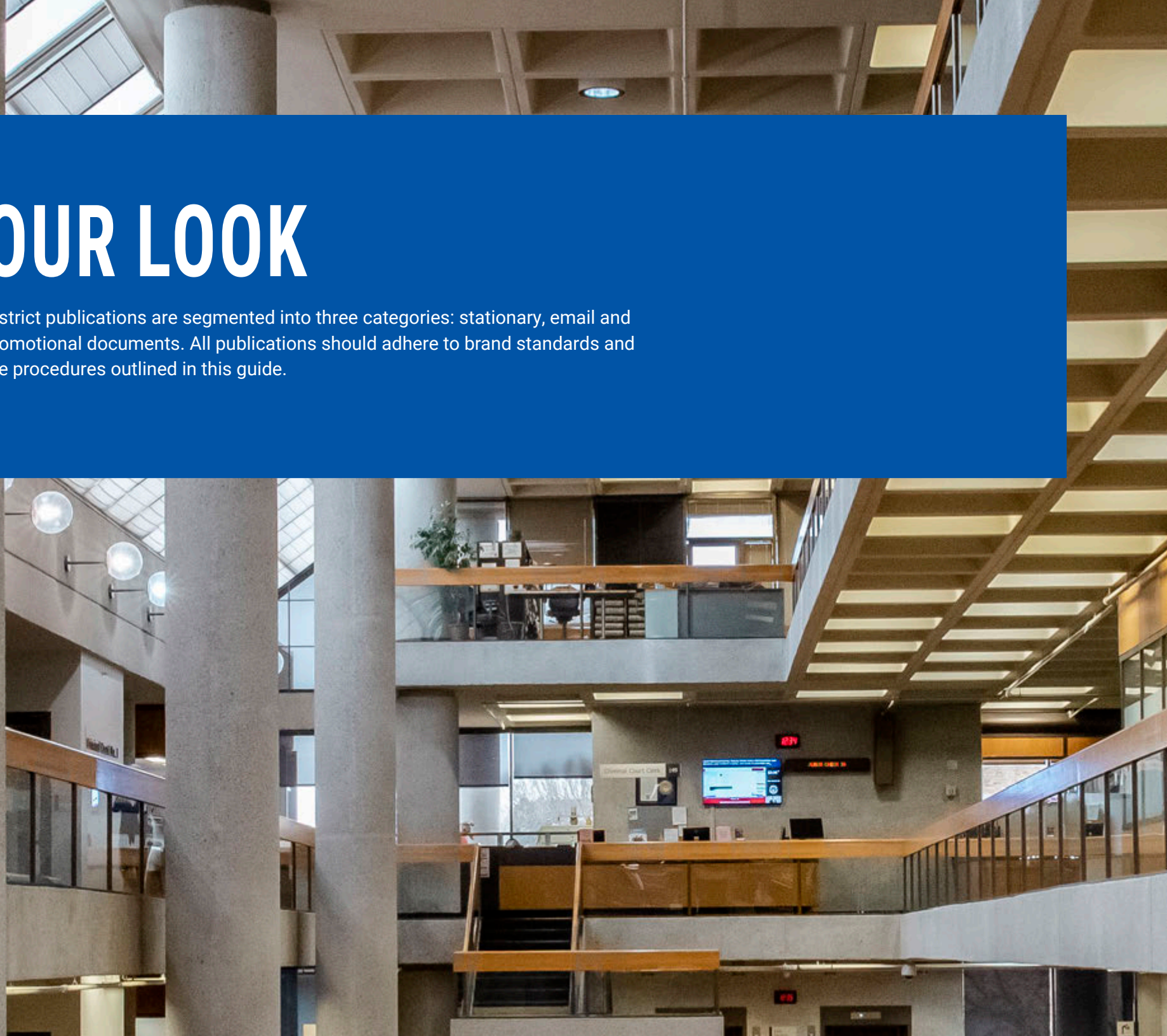
R: 218, G: 41, B: 28

HEX# DA291C

C: % M: 95% Y: 100% K: 0%

OUR LOOK

District publications are segmented into three categories: stationary, email and promotional documents. All publications should adhere to brand standards and the procedures outlined in this guide.

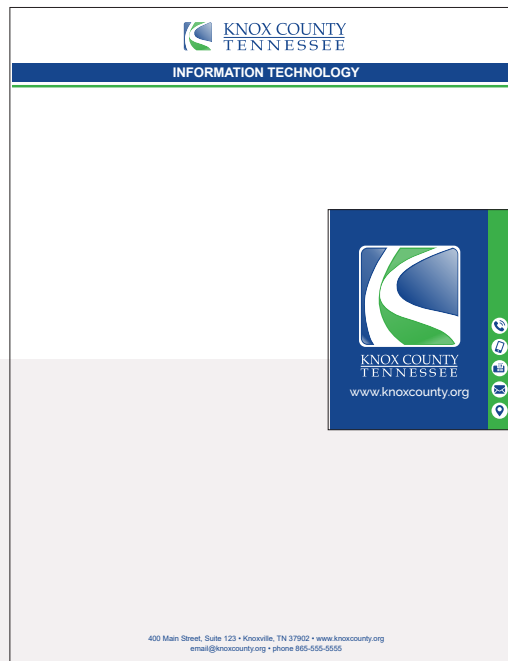
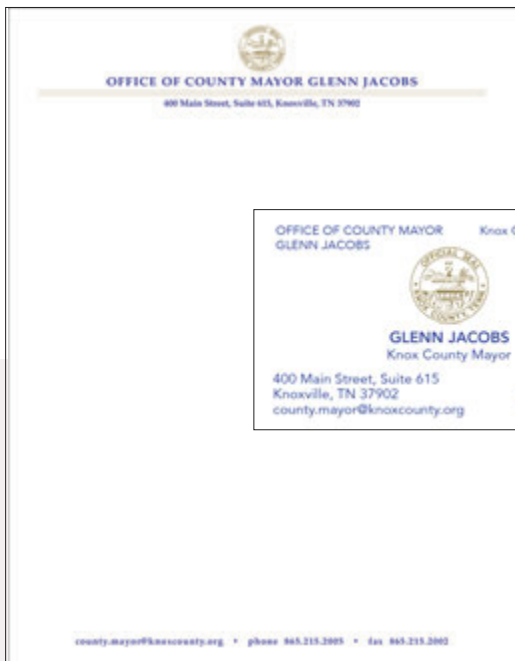


STATIONARY

Printed materials and supplies that are used daily. This includes letterhead, envelopes, notecards/postcards, business cards and forms.

Letterhead

Official letterhead has been created for each department. Letterhead that includes the seal should be used in formal and external communication which includes memos, letters and forms. Letterheads with the logo may be used on less formal and internal communications. Electronic copies of the letterhead can be requested through Information Technology. If you are unsure which style your department needs, contact Communications to discuss.



Business Cards

Business card content is limited to what appears on the images above. Office, cell and fax numbers can be listed. Absolutely no personal cell or home phone numbers are permitted on official business cards. No titles other than district titles are permitted on business cards. Email must be limited to knoxcounty.org email addresses only. The 400 Main Street address and county website will appear on all business cards except when other county office locations (like Baxter and Dameron Avenues) are appropriate. No other logos/seals besides the official ones are permitted on business cards.

Approved business card vendors are listed in MUNIS.

EMAIL

knoxcounty.org

Emails should be sent with one of the approved general use fonts (Arial or Times). Email font should be black or blue. Font size should be no less than 11pt, but no larger than 14pt. No colored or formatted email backgrounds should be used.

Email signatures

Email signatures are recommended for use by all County departments. Email signatures serve as a reference for people to find your contact information and should not distract from the content of your email. Avoid adding content to your signature like quotes, graphic elements, etc.

Signatures should include the approved email signature artwork produced by Information Technology as seen below.

Employee Name

Job Title

Department Name

Office: 865-XXX-XXXX | Cell: 865-XXX-XXXX

400 West Main Street, Room/Suite XXX

Knoxville, TN 37902



PROMOTIONAL DOCUMENTS

knoxcounty.org

Printed materials used to inform the public about operations, programs, events, schedules, facilities and more should include the district logo. This includes brochures, newsletters, posters, fliers, booklets, pamphlets, invitations, programs, videos and posters.

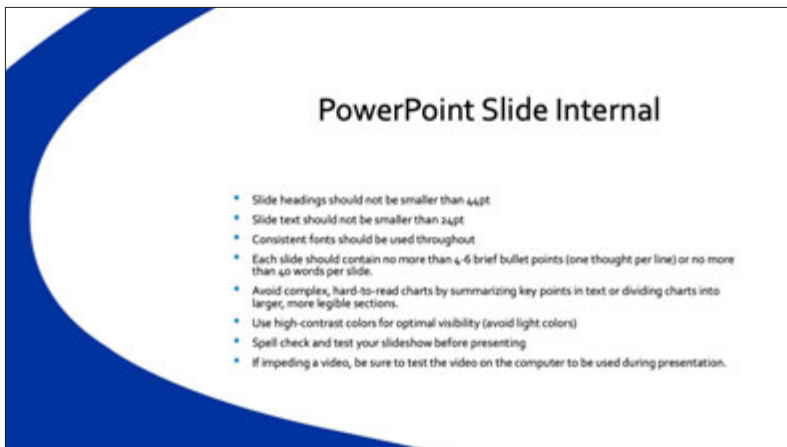


PowerPoint Presentations

All official presentations should be created on an approved PowerPoint template provided by Knox County Communications. Presentations should be prepared with the audience in mind, not the presenter. A PowerPoint should be a summary of key points, not a full report. The presenter is expected to expound on bullets verbally.

Helpful Tips for an Effective Presentation

- Slide headings should not be smaller than 44pt
- Slide text should not be smaller than 24pt
- Consistent fonts should be used throughout
- Each slide should contain no more than 4-6 brief bullet points (one thought per line) or no more than 40 words per slide.
- Avoid complex, hard-to-read charts by summarizing key points in text or dividing charts into larger, more legible sections.
- Use high-contrast colors for optimal visibility (avoid light colors)
- Spell check and test your slideshow before presenting
- If imbedding a video, be sure to test the video on the computer to be used during presentation.





KNOX COUNTY
TENNESSEE