TVA Corporate Branding Design Guidelines
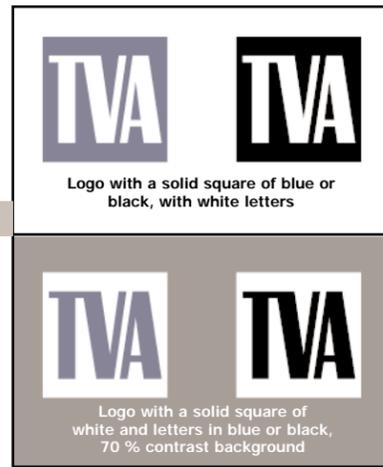
Every company has an identity. The people, the products, and the look and tone of its corporate communications all combine to create a certain perception of that company. In Corporate Branding, we recognize that TVA's communications products are often the most immediate source of information people have about the company. Consequently, those products need to reflect a consistent, coordinated approach that best promotes TVA's goals and business objectives. All corporate communications must be prepared using the guidelines outlined here. If you are working with external agencies on communications projects, make sure they are made aware of these guidelines so that all of TVA communicates with a single, unified voice. If you have any questions about these guidelines, contact Corporate Branding at **632-4152**.
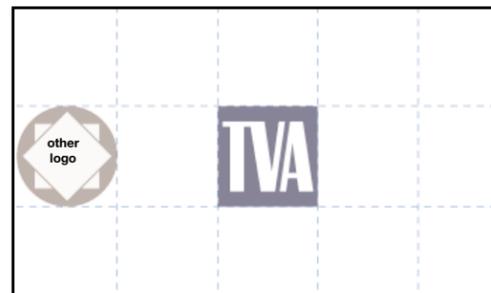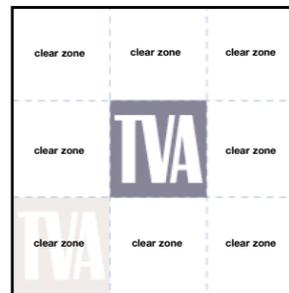
LOGO

Because a logo is the single most recognizable identifying element of any corporate communication, it is imperative that the TVA logo always be used in a consistent manner.

Always reproduce a logo that has been supplied to you by TVA Corporate Branding. Do not resize or reshape the logo.

The approved colors for the logo are black or TVA blue (PMS 295).

Logo with a solid square of blue or black, with white letters

Logo with a solid square of white and letters in blue or black, 70 % contrast background

CLEAR ZONE

The area surrounding the TVA logo should always be free of other graphic elements. This "clear zone" should extend at least one logo space around the logo on all sides. Maintaining a clear zone draws attention to the logo and prevents competition from other graphic elements, including other logos.

SIZE

Limiting the logo to the standard sizes listed here provides flexibility and ensures consistency in TVA publications. See the chart at right for appropriate sizes for common TVA materials.

3/8"	1/2"	5/8"	7/8"	1"	1 1/4"	1 1/2"	2"

The smallest acceptable logo size is 3/8"

SUGGESTED LOGO SIZES

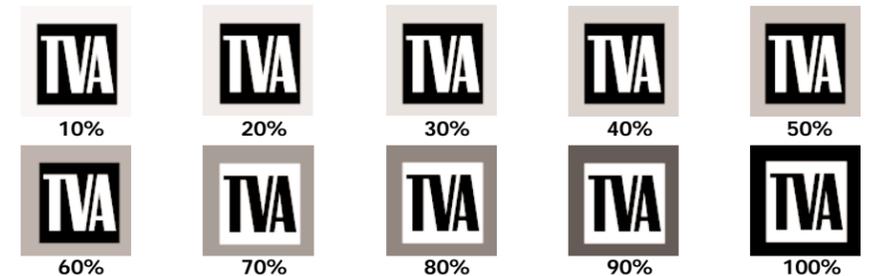|	
Brochures	1/2" to 3/4"
Maps	3/4" to 2"
Newsletters	1/2"
Pamphlets	1/2"
Posters	5/8" to 2"
Proposals	1/2"
Reports	1/2"

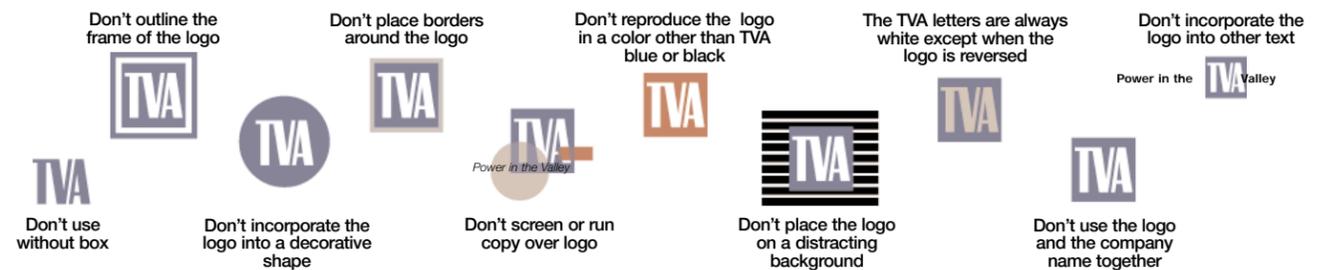## LOGO *(continued)*

LEGIBILITY

The TVA logo should be easy to distinguish from the background upon which it is placed. Always make sure the background is light enough to provide a strong visual contrast.

Use a blue TVA logo on a white background whenever possible.

The minimum amount of contrast you should allow between the TVA logo and its background is illustrated by the black logo against a 60% screen; at 70%, use a white logo with blue or black letters. When you use color tones, make a visual judgement.

LOGO DON'Ts

Don't outline the frame of the logo

Don't place borders around the logo

Don't reproduce the logo in a color other than TVA blue or black

The TVA letters are always white except when the logo is reversed

Don't incorporate the logo into other text

Don't use without box

Don't incorporate the logo into a decorative shape

Don't screen or run copy over logo

Don't place the logo on a distracting background

Don't use the logo and the company name together

COLOR PALETTE

The colors shown here are intended to match PANTONE Color Publications. These colors can be used in screens of 0% through 100%. *PANTONE® is a registered trademark of Pantone Inc.*

| TVA yellow PMS 137 | TVA green PMS 560 | TVA lt. blue PMS 2727 | TVA lt. gray w. gray 6 | TVA purple PMS 260 | TVA red PMS 484 | TVA blue PMS 295 |

TYPOGRAPHY

ITC Garamond and Helvetica are the only two typefaces approved for use in TVA publications. If neither of these typefaces are available, Arial and Times can be substituted for Helvetica and Garamond respectively.

ITC Garamond

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Other ITC Garamond versions available:
light, *light italic*, book, *book italic*, **bold**, ***bold italic***

Helvetica

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Other Helvetica versions available:
light, *light italic*, roman, *roman italic*, medium, *medium italic*, heavy, *heavy italic*, **black**

WEB URL PROMOTION

DO

WWW.TVA.COM

Whenever possible, promote TVA's Web site by incorporating the company's Internet address into the design. This encourages viewers to find out more about TVA by visiting its Web site. TVA's dot-com URL must always be accompanied by the TVA logo as shown at left. Type treatment for the URL is all caps in 85 Helvetica, spaced 1/4" below the logo. It can be reversed for contrast.

DON'T

WWW.TVA.COM

one message clearly conveyed…many ways to say it