

Logo Basics

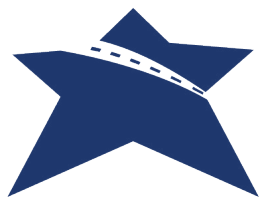


EPIC Logo

As TDOT embarks on its journey to create opportunities for its employees, the EPIC logo is the identifier for all things encompassing “Empowering People, Influencing Culture.” EPIC’s star plays off of Tennessee’s tristar while also signifying that each employee plays an integral role in making TDOT’s future and their own future bright.

Graphic Identity Elements

EPIC Star



EPIC Logo



Color Palette



Typefaces

Segoe UI
Bagatela

Colors



Red
Pantone 1795C
CMYK: 0/94/100/0

Navy
Pantone 288C
CMYK: 100/88/27/18

Gray
Pantone Cool Gray 9C
CMYK: 0/1/0/51

Primary Palette

The primary color palette for all Tennessee State Government communications is still used for the EPIC logo. Red, navy and gray should be given prominence, with the supporting colors reserved for accents.



Pantone 7547C
CMYK: 35/4/0/94

Pantone 584C
CMYK: 12/0/79/6

Pantone 158C
CMYK: 0/61/97/0

Pantone 5487C
CMYK: 36/0/17/56

Supporting Palette

To stick with the theme of boldness that EPIC represents, use this supporting palette for accents.

Clear Zone & Minimum Size



Clear Zone

The EPIC logo should always have a clear zone surrounding it—space free of any type or graphic elements—in order to maintain its integrity. Leave a clear zone equal to the “E” or greater. When possible, leave even more clear space than the minimum indicated here.



Minimum Height

The logo should be a minimum of 5/16" or taller in any logo configuration, measured from the base of the blue bar encompassing “Empowering People, Influencing Culture” to the top of the EPIC star.

Typefaces

Our primary type family is Segoe UI and our secondary is Bagatela. Segoe UI should be a standard font found on any platform and Bagatela can be easily downloaded/activated through the Adobe Creative Cloud. A minimum of 10 point should be used at all times. This should be increased to 14 point when creating documents for those with visual impairments. Sentences in all capital letters should be avoided for long continuous text.

Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Primary Typeface

Segoe UI is the primary type family for the EPIC brand. Use these typefaces to evoke the brand personality in headlines and titles.

Bagatela

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Typeface

Bagatela is the secondary typeface for the EPIC brand. Use it for alternate headlines, subheadings, body copy and detail callouts.

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternate Typeface

When Bagatela is not available, use Minion Pro. This and the primary typeface, Segoe UI, are system fonts on most PC and Mac operating systems.

Logo Colors



Red
Pantone 1795 C
CMYK: 0/94/100/0

Navy
Pantone 288C
CMYK: 100/88/27/18

Color Logo

Use the primary color palette as all Tennessee State Government communications for the EPIC logo. Red, navy and gray should be given prominence, with the supporting colors reserved for accents.



60% Gray
CMYK: 0/0/0/60

90% Gray
CMYK: 0/0/0/90

Grayscale Logo

When color is not available, use the grayscale logo.



Solid Color Logo

Alternatively, some situations may require use of the solid black or solid white logo.



Pairing Logos

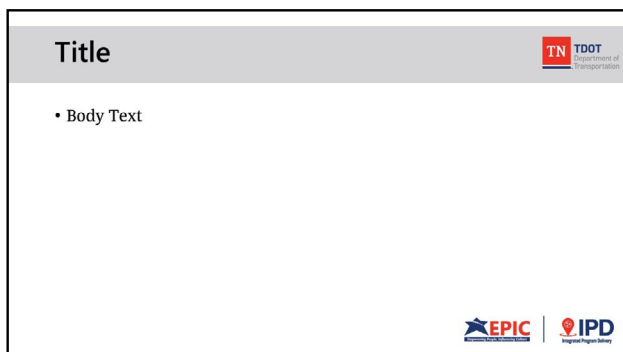


Pairing Logos

When using EPIC with other brands, space each logo out with a solid 1 point wide line. Use the height of the “E” in EPIC as a guideline of the space needed between each logo and the dividing line. The height of the line and other logo should be the same height as the EPIC logo, starting from the top of the EPIC star to the base of the blue bar.

The colors of the line may vary dependent on the design. Use EPIC’s navy or Cool Gray 9c for bright background. White may be used for the line if the layout is constructed on a darker background.

Pairing Logos

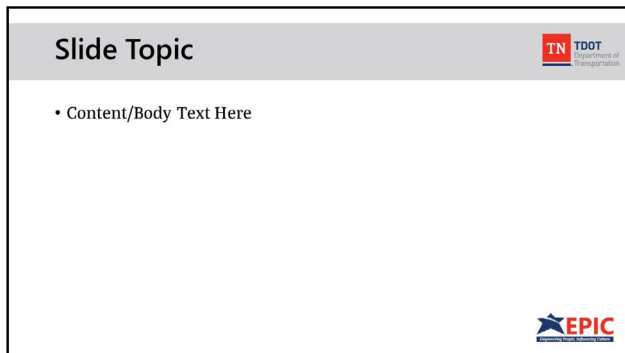


Pairing Logos with the State Government Logo

Continue using the guidelines listed above for pairing logos. When wanting to add the State Government logo, place it away from the others to show separation from TDOT's overall brand. Examples of this can be seen on the right. Tennessee's State Government logo is shown on either the bottom left, aligned and mirroring where the other logos sit, or the top right corner.

Presentations

Make presentations a breeze by using these EPIC PowerPoint templates. Creativity is encouraged as long as the results comply with all preceding guidelines.



All Other Guidelines

For all other branding regarding EPIC, please reference back to Tennessee State Government's graphic identity guidelines. EPIC adheres to the same guideline standards as TDOT.