



Brand Guide

Colors

Primary



HEX: #e47116
RGB: 228, 113, 22
TN Orange



HEX: #3f2e1e
RGB: 63, 46, 30
TN Brown



HEX: #e8d0a8
RGB: 232, 208, 168
TN Tan



HEX: #aba095
RGB: 171, 160, 149
TN Gray

Secondary



HEX: #fc7d18
RGB: 252, 125, 24
TN Orange Light



HEX: #59412b
RGB: 89, 65, 43
TN Brown Light



HEX: #ffe5b9
RGB: 255, 229, 185
TN Tan Light



HEX: #c4b8ab
RGB: 196, 184, 171
TN Gray Light



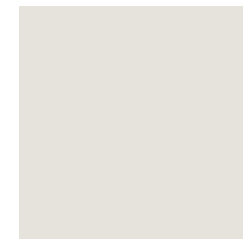
HEX: #c96413
RGB: 201, 100, 19
TN Orange Dark



HEX: #735437
RGB: 115, 84, 55
TN Brown X-Light



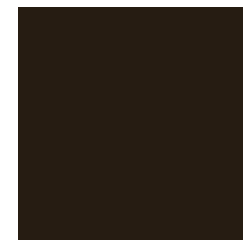
HEX: #e8d1a9
RGB: 232, 209, 169
TN Tan Dark



HEX: #e6e2dc
RGB: 230, 226, 220
TN Gray X-Light



HEX: #b05711
RGB: 176, 87, 17
TN Orange X-Dark



HEX: #261c12
RGB: 38, 28, 18
TN Brown Dark



HEX: #fdfbf7
RGB: 253, 251, 247
TN Tan X-Light



HEX: #91887f
RGB: 145, 136, 127
TN Gray Dark

The Tennessee Flyover logo is comprised of the primary colors except for TN Tan.

TN Tan and its secondary variations are used for background coloring.

Fine-lined borders around the edges of pages, banners, fields, images and section dividers are comprised of TN Gray and its secondary variations.

All buttons use TN Orange as the background color and TN Orange Light as their hover states.

Primary headline text and paragraph text uses TN Brown and secondary text headlines use TN Orange Dark.

Style

Illustrations

All Flyover State illustrations are the combination of photography, post-processing, and hand-drawn black outlines.

Illustrations are either a collage-style of multiple photographs initially positioned on the canvas or a single photograph.

Each significant element in each photograph is then outlined by hand in a thick, black outline on its own layer. Afterwards, the photograph layer is given a waterpixel filter (in GIMP at 8-16 pixels per stroke and a smoothness of 0.1) to give it a water-color brush stroke feel. The photo layer's brightness, contrast, and/or saturation are increased for vibrancy.

Elements & Trim

The Tennessee Flyover is anchored in its logo style, which is a nod to a whiskey label. It uses fine lines paired with subtle flourishes to wrap iconic visuals that are relevant to Tennessee.

Pages, illustrations, fields, buttons, and sections are outlined with at least a double border or a triple border with a dotted line as the middle border.

Corners are not rounded.



Illustration example

Typography

Newsreader Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Use on all headlines, sub headlines, and Instagram post images. Lean towards using **Newsreader Semi-Bold**.

<https://fonts.google.com/specimen/Newsreader>

Inter Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Use for all other text, including paragraphs, labels, etc.

<https://rsms.me/inter/>

Assets

The brand package includes this guide, original vector logo artwork, raster logo artwork, and icons. Download the brand package at:

<https://thetennesseeflyover.com/brand/>