

Usage Instructions for New BioTenn Logo

Following Governor Bredesen's creation of the Alternative Fuels Task Force and announcements recently of grants and initiatives to increase the production, distribution and use of biofuels in Tennessee, the Task Force has created a name and logo treatment, BioTenn, to officially brand the initiative.

The image incorporates color, graphic and typographical elements as follows:

- β Blue and green are used predominantly to symbolize a clean approach to the state's alternative energy choices and for our environment.
- β The name BioTenn illustrates the convergence of nature and science to produce beneficial results for our state as a whole.
- β The tagline, "A Partnership for Homegrown Energy," communicates the initiative, and ultimately its success, is a direct result of a partnership of businesses, community leaders, government representatives non-profit organizations and research entities.
- β A generic plant element is used to reinforce the concept of having alternative energy choices, and to emphasize the agricultural and environmental contributions of the initiative.

Two versions of the logo are included: a primary, rectangular version for use in event signage, press release headers, print ads and collateral marketing pieces; and a secondary, circular version for decals, stickers, print and electronic map markers and road signs.

The typographic treatment, BioTenn, is to be used on first and second reference in all broadcast, print and Web formats. The typographic treatments, BIOTENN and biotenn, should not be used in any formats or materials.

The tagline, "A Partnership for Homegrown Energy," can be used on first reference in all formats, if necessary, to reinforce the mission of the initiative.

The URL www.biotenn.org will be used as the primary domain in all materials and in broadcast, print and Web formats.

Usage Guidelines

- The BioTenn logo is only for BioTenn official communications and recruitment, and in relation to any Department's functions as it relates to the work of the Governor's Alternative Fuels Task Force.
- Do not alter the logo in any way, nor attempt to reproduce the logo from scratch. If you need some variation of the logo included with the CD packet, please contact Dawn Rutledge Jones, ECD public information officer, at (615) 532-1910.
- The CD that accompanies this guide includes the new BioTenn logo in four different color variations: black only, grayscale, two-color, and four-color process.
- The BioTenn logo must always stand alone, with at least as much clear space as the logo's diameter on all sides.
- Do not frame the logo with a rule.
- The proportions of the logo must always remain intact. Do not stretch or condense the logo vertically or horizontally.
- Whenever possible, the logo should be printed in process color or displayed in RGB for internet and television media.
- When only one color of ink is used to reproduce the logo, the appropriate version is always the black-only version. The grayscale version of the logo should only be reproduced in black ink (for shades of gray).
- The colors must never be changed from those provided on the CD.
- The tagline, "A Partnership for Homegrown Energy," is always optional, however, no other tagline or text is to be used within the logo space. Versions with and without the tagline have been provided on the accompanying CD.
- Any other usage questions should be directed to Dawn Rutledge Jones, ECD public information officer, at (615) 532-1910.

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BIOTENN

A PARTNERSHIP FOR HOMEGROWN ENERGY



100%



75%



50%



GPS/MAP

FONTS:

BIO

Businko Regular

TENN

Neographik MT Regular

TAGLINE

Future Book 18pt.

COLORS:

Green

Pantone 7482 C

Blue

Pantone 300 C

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