Launch Tennessee
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01 Brand Foundation

- About Launch Tennessee
- Brand Attributes
- Visual Moodboard
About Us

LaunchTN is a public-private partnership with a vision to make Tennessee the most startup-friendly state in the nation.

Our mission is to empower a high-functioning network of resources focused on core priorities that support Tennessee’s entrepreneurial ecosystem.

Partnering with Entrepreneur Centers in seven regions, LaunchTN creates collaboration among entrepreneurs, the private sector, capital sources, institutions, and government to offer entrepreneurs what they need to succeed and stay in Tennessee to build companies and create jobs.
## Brand Attributes

<table>
<thead>
<tr>
<th>Clear</th>
<th>Progressive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bright</td>
<td>Accessible</td>
</tr>
<tr>
<td>Aspirational</td>
<td>Confident</td>
</tr>
<tr>
<td>Connected</td>
<td>Seamless</td>
</tr>
<tr>
<td>Diverse</td>
<td></td>
</tr>
</tbody>
</table>
Connectivity and growth are represented visually with this brand direction. Bold, colorful shapes and clean cut typography work together to create a unified yet dynamic brand aesthetic. The concept of "highlighting" elements adds a human touch to the brand, helping investors and business-owners feel confident that Launch Tennessee leads with a hands-on approach. The combination of the elements together creates a clean, yet diverse final visual direction that resonates with entrepreneurs and investors.
02 Logos

- Vertical Logo
- Horizontal Logo
- Dimensional Tri-star Logo
- Logo Spacing
- Logo Usage Guidelines
VERTICAL LOGO

The vertical logo is to be used in most instances to represent the Launch Tennessee brand. The logomark and the word 'Launch' is always displayed as is, regardless of the color background.
HORIZONTAL LOGO

The horizontal logo is to be used as an alternate to represent the Launch Tennessee brand. The logomark and the word 'Launch' is always displayed as is, regardless of the color background. This logo is to be used when vertical space is limited.
DIMENSIONAL TRI-STAR LOGO

The Dimensional Tri-Star logo is to be used only when the Launch Tennessee name is represented somewhere else nearby. An example of proper usage of the Tri-Star logo would be on an app icon, social media profile image, on the back of a business card or on an email signature. In all of these examples, the brand name is seen nearby in the form of text or one of the other logo iterations.
LOGO SPACING

No elements should be placed closer than 50% the height of the Tri-star of any Launch Tennessee logo.
**LOGOS**

**Never use effects.**
Never apply drop shadow, glow or any other effects on the logo.

**Only use approved colors.**
Logos should only use approved colors for all elements.

**Never warp the logo.**
The logo should always remain proportionate and never be warped or skewed in any way.

**Always use 100% opacity.**
The logo should always have 100% opacity so that all colors and gradients look clear.

**Never rotate the logo.**
The logo should always be completely upright and not tilted in any direction.

**Always use the Tri-Star.**
Never remove the Dimensional Tri-Star from any logo variation.

**Use high contrast backgrounds.**
Make sure that the logo is easily seen. Reference appropriate color usage on each logo page above.

**Never change the Tri-star scale.**
The tri-star should never be scaled up or down in relation to the “Launch Tennessee” text. Only use provided files with approved proportions and spacing.
03 Color

- Color Palette
- Color Values
- Color Hierarchy
- Color Usage Guidelines
Color Palette

The Launch Tennessee color palette is primarily made up of cool tones. Additional bright and muted accent colors can be used sparingly to create dynamic visuals.
Color Values

**LAUNCH TENNESSEE BLUE**
Pantone 298 C
Pantone 298 U
C=65 M=3 Y=0 K=0
R=46 G=190 B=239
#2EBEEF

**PURPLE**
C=86 M=93 Y=0 K=0
R=70 G=6 B=179
#4606B3

**RUBY**
C=0 M=98 Y=54 K=0
R=255 G=18 B=85
#FF1255

**YELLOW**
C=0 M=29 Y=98 K=0
R=255 G=188 B=18
#FBC12

**ORANGE**
C=0 M=79 Y=100 K=0
R=241 G=93 B=34
#F15D22

**DARK BLUE**
Pantone 293 C
Pantone 293 U
C=100 M=76 Y=0 K=9
R=0 G=61 B=165
#003DA5

**TEAL**
C=0 M=0 Y=0 K=0
R=255 G=255 B=255
#FFFFFF

**SKY**
C=25 M=2 Y=3 K=0
R=185 G=224 B=240
#B9E0F0

**PEACH**
C=3 M=26 Y=27 K=0
R=242 G=195 B=175
#F2C3AF

**AMBER**
C=26 M=98 Y=100 K=26
R=150 G=28 B=0
#961C00
COLOR USAGE

This visual gives a rule of thumb on how much of each color to use. Designs should be compared to this diagram in order to make sure color usage is appropriate through all visual communication pieces. Please note — each design should NOT use all colors. Use a maximum of 5 colors, paying attention to contrast of color. While there will be some exceptions (such as a large webpage), there should never be more than 5 brand colors in any visual.

PALETTE EXAMPLES

This visual guide provides examples of color selections that work together for creating visual assets.
04 Typography

- Fonts
- Usage Guidelines
Aventa

The Aventa variable font is an exciting geometric typeface with contemporary touches. It has distinctive voice, retaining the simplicity and elegance of classic geometric typefaces with a fresh, stylish rework. It’s bold in personality and appears refined and confident, a perfect match for the Launch Tennessee brand.

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?#.

AVENTA

FONT WEIGHTS
- Regular, Regular Italic
- Bold, Bold Italic
- Extra Bold, Extra Bold Italic
- Variable, Italic
The Aventa variable font is an exciting geometric typeface with contemporary touches. It has distinctive voice, retaining the simplicity and elegance of classic geometric typefaces with a fresh, stylish rework. It’s bold in personality and appears refined and confident, a perfect match for the Launch Tennessee brand.

**AVENETIA**

**FONT WEIGHTS**

- Regular, Regular Italic
- Bold, Bold Italic
- Extra Bold, Extra Bold Italic
- Variable, Italic
Usage Guidelines

Disrupting the Industry

COLLABORATION IN THE STATE

Our mission is to empower a high-functioning network of resources focused on core priorities that support Tennessee’s entrepreneurial ecosystem. Partnering with Entrepreneur Centers in seven regions, LaunchTN creates collaboration among entrepreneurs, the private sector, capital sources, institutions, and government to offer entrepreneurs what they need to succeed and stay in Tennessee to build companies and create jobs.
05 Photography

- Photography Examples
- Photography Usage Guidelines
Photography Examples

CRISP AND CLEAR
Photos should always be high-resolution and in focus. The imagery should never be overly saturated or treated, and always show relevant content. Imagery must be action-oriented when possible, representing Tennessee’s entrepreneurs and innovators as engaged and confident. In this example, a businessman is presenting to a crowd.

COLOR TREATED
Color Treated images should use a gradient overlay, using LaunchTN brand colors. Color treated images should meet all the same standards as other brand photography. Although these images are more subtle, the viewer should always be able to make out what’s happening in the image.
Photography Usage

CRISP AND CLEAR PHOTO USAGE
Crisp and Clear photos should be used more often than Color Treated photos to portray an accurate representation of Tennessee entrepreneurs and innovators. An example of Crisp and Clear photo usage would be a promotional graphic for an event.

COLOR TREATED PHOTO USAGE
Color Treated photos are more suitable to be used as a background photo with text or other content placed on top of the image. Color Treated photos can be used in other instances besides a background photo with the intent to reinforce brand colors. However, Crisp and Clear photos should be used more often than Color Treated photos.
06 UI Elements

- Link and Icon Examples
- Form Examples
- Text Styling
Link and Icon Examples

START HERE

Button

JOIN US

Text Link

Close Button

Play Button

Progress Slider Dots

ABOUT

Team
Board of Directors
Reports
Assets
Governance
Contact

Close Icon

Left Arrow

Right Arrow

Expand Icon

Navigation Link and Dropdown

Navigation Menu Icon

Search icon

Illustrative Icons
Can I include multiple programs in my applications for funding?
Absolutely! The application does not need to be just for one program but can be for a variety of activities planned for the year. For example, a community could apply for funding to run two Co.Starters Cohorts with a pitch competition at the completion of each program and four 100 GOC camps. However, the maximum amount of funding an organization can receive from LaunchTN in a funding cycle is $25,000.

Do the programs have to use one of the curricula listed in the Creative Communities Toolkit?

How will applications be evaluated?

What are examples of demonstrating demand?

What is my match requirement?

What if I have more questions?
Text Styling

Our Network Partners

Angel Tax Credit

Nashville Entrepreneur Meet-up

STATEWIDE NETWORK PARTNERS

Get Weekly Entrepreneurship News

We are a public-private partnership with a mission to empower a high-functioning network of partners to grow and support Tennessee’s entrepreneurial ecosystem.

Paragraph

H1
AVENTA SEMIBOLD / BLACK
68PT

H2
AVENTA EXTRABOLD
36PT

H3
AVENTA EXTRABOLD
28PT

H4
AVENTA MEDIUM
26PT, UPPERCASE

H5
AVENTA MEDIUM
24PT

Paragraph
AVENTA REGULAR
16PT
07 Social Media

- Profile Pictures and Header Images
- Post Examples
Social Profile Pictures

Facebook, Twitter, Flickr, Medium, Instagram

LinkedIn, YouTube
Social Header Images

Empowering Tennessee's Entrepreneurial Ecosystem

Twitter

Empowering Tennessee's Entrepreneurial Ecosystem

Facebook

Empowering Tennessee's Entrepreneurial Ecosystem

LinkedIn
Social Header Images

YouTube

Flickr
Social Profiles

Facebook

Twitter
Social Profiles

LinkedIn

Flickr
Social Profiles

YouTube

Instagram
Post Examples

Image Only

Image with Text

Quote

Text Only
Post Ratios

- 2:1
- 16:9
- 9:16
- 1:1