TENNESSEE'S TEACHERS

tea

an nea affiliate

tennessee education association

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Introduction

This manual has been designed to provide detailed, standardized usage guidelines for the Tennessee Education Association logo and associated elements. By following these guidelines, a uniform recognition and awareness of the logo and associated elements will be created.

These graphic style guides have been prepared by TEA's Brand Identification Team in consultation with TEA Communications and Graphics Divisions and with Visuality Media, Inc. The purpose of this guide is to maintain and build upon our overall system of branding.

It is the responsibility of each person receiving this guide to see that usage protocol is followed for all communications.

Logo Interpretation

The TEA logo embodies a number of different values and ideas that are at the core of TEA's identity.

- The forward tilt of the image symbolizes the progressive nature of the Association and the need for movement and progress in education.
- The three stars symbolize both the three regions of Tennessee and the critical relationship among the NEA, TEA, and the local affiliates.
- And finally, by echoing the colors and imagery of the Tennessee flag we tap into the pride that Tennessee residents take in their state.

Tagline: **TENNESSEE'S TEACHERS**

Positioning Statement:

Educating Our Children, Engaging Our Parents, Empowering Our Schools

-or-

Educating Our Children,
Engaging Our Parents, Empowering Our Schools

Or, the three phrases can be centered and stacked **without** commas.
The typestyle is **Arial Bold**.

Suggested Typefaces

Here are some suggested typefaces for use in creating
documents in association with the TEA identity system.

Headers and Taglines:

Meta Black
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#$%^&*()_+

Arial Black
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+

Body Text:

Meta Normal
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#$%^&*()_+
Arial
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+
Times New Roman
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+

When using Meta Black for headers and
taglines, use Meta Normal or Times New Roman
for the body text. Do not mix Arial and Meta
fonts in the body or headers of the same
document.

NOTE: The Graphics Division and the two
editors in Communications have the Meta font
on their computers. Work with them in creating
any document that will be significant in number
of copies, used statewide, and/or will have a
long shelf life so it can be produced in the Meta
font.

Organizational Signature

The organizational signature is the Tennessee Education Association's visual identification. It joins the TEA circle with the logotype "TEA."

TEA Circle

The stylized circle (circled stars and the swirl) may be used separately as a supergraphic or design element. However, it may not be distorted in any way. For use in background, it is a 5% screen.

Logotype

The initials "TEA" are in special stylized letter forms that are used for the Tennessee Education Association organizational signature. The logotype may not be used without the circle.

Signature

The signature is the central element of this system. It is the most fundamental identifier of the Tennessee Education Association and its programs, and its correct use is required on all materials issued.
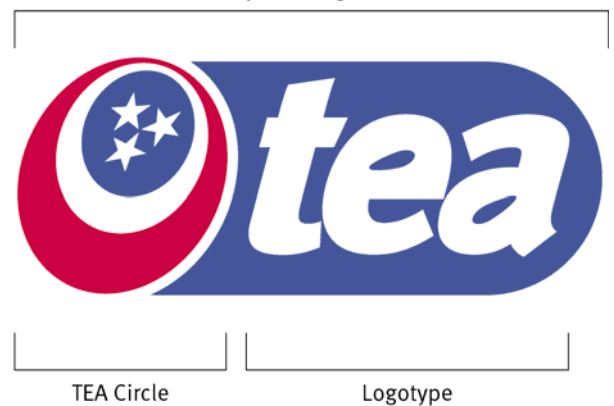
Within the configuration, the size and the position of the circle and logotype are fixed, and must not be altered. The typeface used for "TEA," "TENNESSEE'S TEACHERS," and "tennessee education association" is a customized version of Meta Black. Do not substitute the logotype of the signature with the standard versions of these fonts.

The signature should be used with all elements intact. However, if the application of the signature precludes the legibility of "TENNESSEE'S TEACHERS," "tennessee education association," or "an nea affiliate," these elements may be excluded and the Simplified Signature used.

Signature

TEA Circle   Logotype

Simplified Signature

TEA Circle   Logotype

TEA Logo Color Breaks

A TEA logo color palette has been established to ensure consistency in reproduction on different printed surfaces and across different electronic media (RGB). Refer to the list below when selecting colors. Please specify colors whenever possible. Note the different TEA colors to be used on coated vs. uncoated paper stock and web vs. other electronic media.

The swirl and star circle, when used in a background, is a 5% screen of TEA red and blue (see page 6).

Pantone® Color

TEA Blue	Coated Paper:	PMS 287C
	Uncoated Paper:	PMS 287U
TEA Red	Coated Paper:	PMS 485C
	Uncoated Paper:	PMS 485U

Process Printing Color

| TEA Blue | 100C | 69M | 0Y | 11K |
| TEA Red | 0C | 100M | 91Y | 0K |

RGB Standard Color

| TEA Blue | 11R | 45G | 132B |
| TEA Red | 254R | 0G | 11B |

RGB Websafe Color

| TEA Blue | 0R | 51G | 153B | #003399Hex |
| TEA Red | 255R | 0G | 0B | #FF0000Hex |

TEA Blue

TEA Red

TEA Logo Grayscale

(For black and white reproduction)

A specific grayscale TEA logo has been created for use on both offset printed documents requiring all black ink or on desktop-created documents that will be output on a laser or inkjet printer.

Grayscale Printing Color

TEA Blue   100% black
TEA Red   64% screen of black
Swirl & star circle in background—5% black

Grayscale Desktop Color

TEA Blue   0R   0G   0B
TEA Red   80R   80G   80B

Black

Grey

TEA Circle Screened Use

The TEA circle may be used as a screened design
element provided that it does not come within 0.25"
of an actual TEA logo placement on any particular
page of a designed piece.

Pantone® Color

TEA Blue   Coated Paper: PMS 287C 5% screen
           Uncoated Paper: PMS 287U 5% screen

TEA Red   Coated Paper: PMS 485C 5% screen
           Uncoated Paper: PMS 485U 5% screen

Process Printing Color

TEA Blue   5C   4M   1Y   1K
TEA Red   0C   5M   4Y   0K

TEA Logo Acceptable Usage

The TEA logo must be used in its positive form, preferably on a light background. The logo can be used on colored or printed backgrounds as long as the color saturation does not adversely affect readability. Use the logo bounded in white on dark backgrounds. Full cooperation in the observance of these guidelines will help strengthen the consistency of the TEA brand.

A. Four-Color Process and Two-Color Usage

This is the preferred form of reproduction. Please refer to the TEA Logo Color Breaks section for proper color selection.
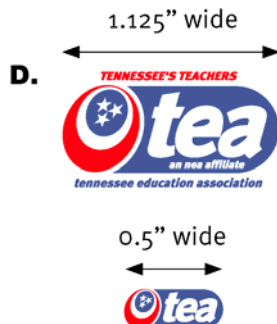
B. One-Color Usage

It is acceptable to use the logo in a single color provided the color is an approved PMS color or a screen of Black.

C. Using the four-color process logo on a printed colored background

This version of the logo should be used on a background color that is too dark for the logo still to "read." The white center of the stylized circle, the border surrounding the signature, and the TEA logotype should be white, as shown in figure C.

D. Smallest Acceptable Size

This smallest acceptable size for use is 1.125" wide for the full logo and 0.5" wide for the simplified logo.

A.

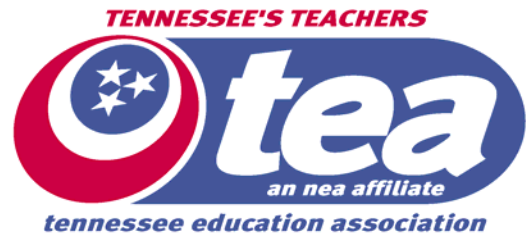**B.**

C.

D.

1.125" wide

0.5" wide

TEA Logo Unacceptable Usage

The following are some examples of unacceptable usage of the TEA logo.

You may not:

A. Alter the length of the logo relative to its height or width.

B. Change any typeface or type style.

C. Enclose the logo in any graphic or geometrical shape.

D. Change the colors or tints of the logo in any fashion.

A.

B.

C.

D.

Affiliate Logos

Student TEA and local association logos derived from the TEA logo fall under the same usage standards as those for the TEA logo.

Local associations may choose to use either logo shown here. The local president should contact the Brand Manager (615-242-8392). TEA graphics will produce the logo and provide the files on a disk.

No other adaptations of the official TEA logo are allowed, except for those already in existence and approved prior to January 1, 2003.

A.

B.

Footer

To ensure that TEA materials are clearly and easily identifiable, use the footer found on the Y: drive, Logos folder, file name is teafooter.

This footer should appear at the bottom of every page of such things as training materials, workbooks, booklets, pamphlets, flyers as appropriate, etc.

UniServ Stationery

Use the Arial font in MS Word; select 8 pt. type. Use regular black or dark blue if using a color printer. Envelope address should be stacked lines to the right of the TEA logo.

> Name
> Street Address
> City, State, Zip

Stationery address should be centered and 1/2 inch from the bottom of the paper; two spaces on each side of the bars, periods to separate sections of phone and FAX numbers, and your E-mail address.

P.O. Box 1212 | Linden, TN 37096 | 931.555.1212 | FAX: 931.555.1212 | yourname@tea.nea.org

E-mail messages

Consider E-mail as another form of business communication. E-mails should be written in Arial 10 or 12 point regular style. Times New Roman can also be used; Arial is easier to read onscreen.

As in letters and memos, bolding should be used for emphasis; italics used as appropriate. **(E-mail etiquette considers large, bold, or all capital words "shouting.")**

Signatures can be set up to include as much contact information as each individual wishes; however, personal slogans, exhortations, or clip art should be avoided just as you would in any other business communication. "Signed" names can be done in any font and should be similar in size to the text.

Questions and Suggestions

Questions on usage are expected; suggestions for additions or revisions to this guide are welcome.

Local Association leaders should consult their UniServ Coordinator about any usage issues. Staff can consult the Graphics Division or the Brand Manager (615-242-8392).