June 10, 2019

**Nashville
Entrepreneur Center**
Brand Guidelines

NASHVILLE
**ENTREPRENEUR
CENTER**

TABLE OF CONTENTS

The following guidelines are intended to support the Nashville Entrepreneur Center's ongoing efforts to present a strong, unified image for the brand.

This manual includes specifications for title/logo usage and application, considering a variety of contexts, along with font, color, social media and web guidelines.

It is designed to be a document-in-progress. As more deliverables are defined, they will be included.

The Primary Logo

The Icon

#1: Icon   #2: Wordmark

The Nashville Entrepreneur Center logo is made up of two separate elements. **1: The Wordmark** and **2: The Icon.** The rules surrounding the usage of these elements and how they interact with each other is evolving but at the time of the publishing of this document, they are documented in the following pages and are as follows:

The combination of the wordmark and the icon as shown is the primary logo and is to be used on all brand collateral that represents the organization. The icon may sometimes be used alone but only in certain specific circumstances. Rules surrounding these scenarios will be included at a later date. In the meantime, any questions, please contact the EC Marketing Department or Delevante at 615.383.4700.
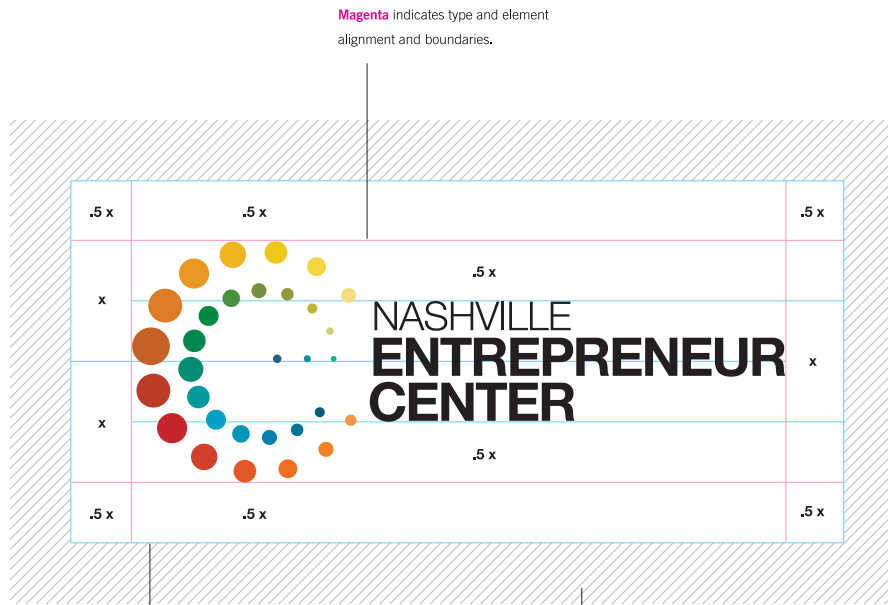
TITLE TREATMENT
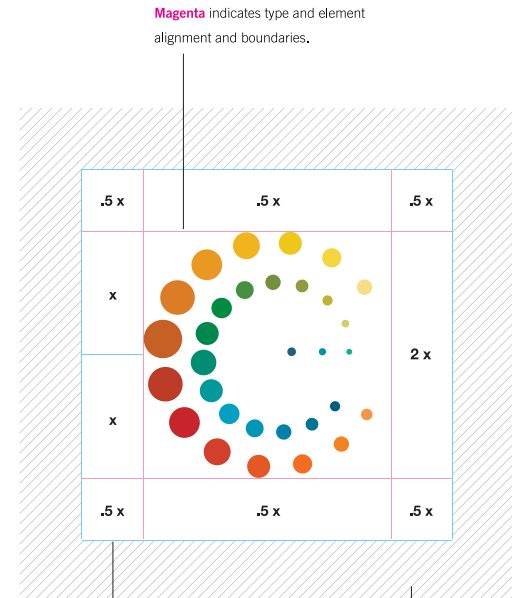## CLEARSPACE

Nashville Entrepreneur Center
Primary Logo + Icon
Used on all brand assets.

Magenta indicates type and element alignment and boundaries.

.5 x

.5 x

.5 x

.5 x

x

.5 x

x

x

.5 x

.5 x

.5 x

NASHVILLE
ENTREPRENEUR
CENTER

Blue indicates Clear Space. The blue area must be kept free of other elements.

The minimum required Clear Space is defined by the measurement '2x' (equal to twice the circumference of the Logomark: the "Connector")

Grey padding indicates Safe Zone.

Magenta indicates type and element alignment and boundaries.

.5 x

.5 x

.5 x

x

2 x

x

.5 x

.5 x

.5 x

Blue indicates Clear Space. The blue area must be kept free of other elements.

The minimum required Clear Space is defined by the measurement '2x' (equal to twice the circumference of the Logomark: the "Connector")

Grey padding indicates Safe Zone.

Do NOT stretch the logo.

Do NOT use a stroke.

Do NOT stretch the icon.

Do NOT change the opacity of the logo.

Do NOT add words or phrases to the logo

Do NOT put on an angle.

Do NOT change the wordmark and icon's positioning

Do NOT use any other colors than the brand colors

Do NOT use any other colors than the brand colors

COLOR
COLORS USED IN LOGO

C5
M30
Y100
K0

R241
G181
B28

#F1B51C

C20
M100
Y100
K0

R201
G37
B44

#C9252C

Wordmark

Outer Circle

Icon

Inner Circle

Center

C95
M10
Y20
K0

0
161
195

#00A1C3

Delevante and the EC Marketing Department are currently developing new collateral materials in which certain colors in the logo wil be utilized. (Three are highlighted above and defined as samples.) As these marketing materials are produced, the information on colors in this document will be updated.

FONTS
FONTS IN LOGO

HELVETICA NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=_+<>?/.,:"

STYLING TO CONSIDER

Kerning -25

(unless otherwise noted)

HELVETICA NEUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
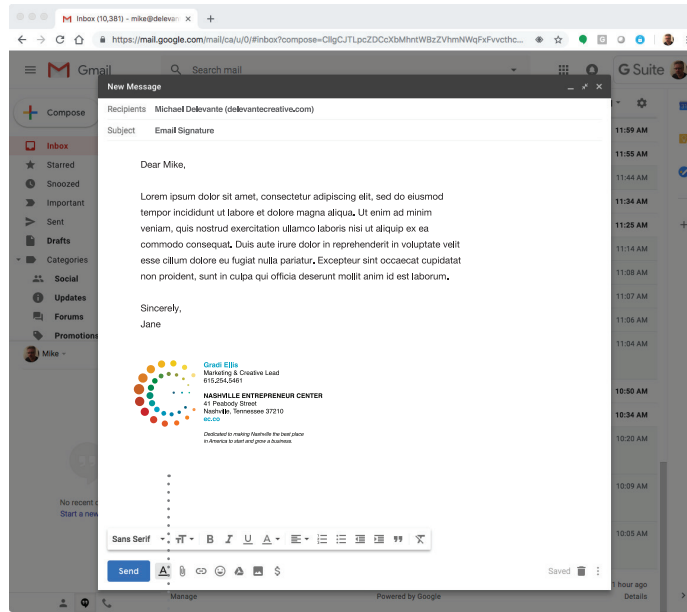
1234567890-=_+<>?/.,:"

STYLING TO CONSIDER

Kerning -25

(unless otherwise noted)

EMAIL SIGNATURE

Dear Mike,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sincerely,
Jane

USE SUPPLIED EMAIL SIGNATURE TEMPLATE

EMAIL SIGNATURE DO'S

- Simplify

- Use Arial or Helvetica for all text

- Use a bold style for the name, a regular
  weight for the rest of the information

- Use black for the name and light gray for the other information

- Embed logo below rule

EMAIL SIGNATURE DON'T'S

- DO NOT use underline styling for website link

- DO NOT attach additional images or links to
  the signature

- DO NOT attach or include social media links
  to the signature

Gradi Ellis ·········· Name
Marketing & Creative Lead ·········· Title
615.254.5461 ·········· Phone

NASHVILLE ENTREPRENEUR CENTER ·········· Company
41 Peabody Street
Nashville, Tennessee 37210 ·········· Address
ec.co ·········· Website

Embedded Logo