

Creative Services

TVA Corporate Identity Guidelines

Every company has an identity. The people, the products, and the look and tone of its corporate communications all combine to create a certain perception of that company. In Creative Services, we recognize that TVA's communications products are often the most immediate source of information people have about the company. Consequently, those products need to reflect a consistent, coordinated approach that best promotes TVA's goals and business objectives. All corporate communications must be prepared using the guidelines outlined here. If you are working with external agencies on communications projects, make sure they are made aware of these guidelines so that all of TVA communicates with a single, **unified voice**. If you have any questions about these guidelines, contact Creative Services at 751-6830.

Logo usage

Because a logo is the single most recognizable identifying element of any corporate communication, it is imperative that the TVA logo **always** be used in a consistent manner:

- TVA has only one logo!
- Logos should not be created or used for any TVA organization, group, program, or project; as such a logo would only interject confusion into TVA's brand image
- Always reproduce a logo that has been supplied to you by TVA Creative Services
- Do not resize, reshape, or outline/border the logo
- The approved printed colors for the logo are black or TVA blue (PMS 295), neutral colors (metallic inks) may be used on select printed materials
- Tone on tone color combinations may be used on corporate apparel
- Allow sufficient free space around the logo (*see below*)
- The TVA logo should be easy to distinguish from the background upon which it is placed, always make sure the background is light enough to provide a strong visual contrast

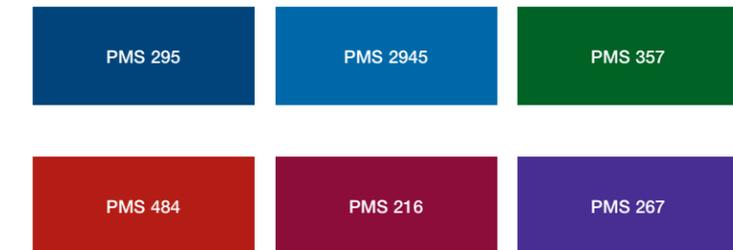
LOGO SIZES

Brochures	1/2" to 5/8"
Maps	3/4" to 2"
Newsletters	5/8"
Posters	5/8" to 2"
Proposals	5/8"
Reports	5/8"

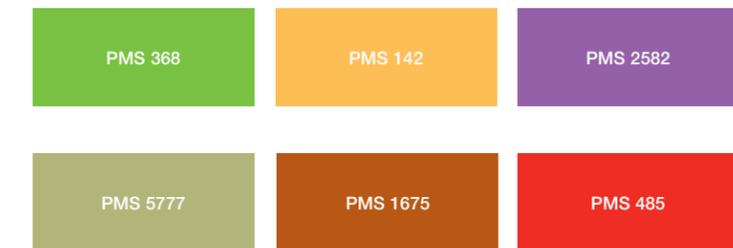
TVA color palette

The following Pantone® list represents the TVA color palette, additional spot color choices can be evaluated on a case by case basis.

CORE COLORS



SECONDARY COLORS



CLEAR ZONE

The area surrounding the TVA logo should always be free of other graphic elements*. This "clear zone" should extend approximately one logo space around the logo on all sides. Maintaining a clear zone draws attention to the logo and prevents competition from other graphic elements.

*Clear zone spacing may not apply to a listing of company logos.

BUSINESS UNIT W/LOGO

TVA business unit names can be used in conjunction with the TVA logo in certain applications (ex: corporate apparel, info-graphics, custom e-mail.)

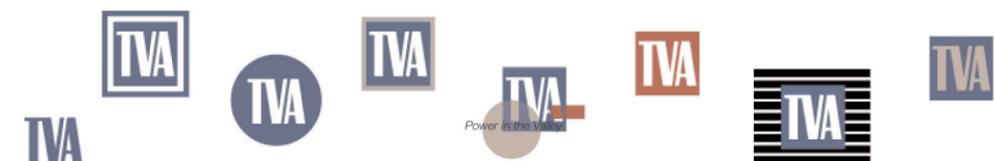


Commercial Ops & Fuels

COLOR VARIATIONS



EXAMPLES OF INCORRECT LOGO USAGE



www.tva.com

Whenever possible, promote TVA's Web site by incorporating the company's Internet address into the design. This encourages viewers to find out more about TVA by visiting its Web site. It is recommended the url address be displayed in Helvetica Neue and lowercase.