TABLE OF CONTENTS

BRAND POSITION
BRAND ATTRIBUTES
BRAND VALUES
VISUAL ELEMENTS
COLOR PALETTE
LOGO USAGE
SAMPLE APPLICATIONS
SAMPLE APPLICATION FOR LOGO USAGE
BRAND POSITION

Bristol is an accessible, technologically advanced, workforce/talent-ready, vibrant, affordable, burgeoning community with world-class assets in a beautiful setting fertile for business success and personal happiness.

BRAND ATTRIBUTES

- CERTIFIED WORKFORCE
- ADVANCED FIBER OPTIC NETWORK
- DYNAMIC YOUNG PROFESSIONALS GROUP
- AFFORDABLE LIVING
- STRONG CULTURAL IDENTITY
- DIVERSE ECONOMIC PORTFOLIO
- URBAN AMONGST NATURAL BEAUTY
- TOP TIER EDUCATION SYSTEM
- COMPETITIVE TRANSPORTATION SYSTEM / PROXIMITY TO MARKET
- BEAUTY OF NATURAL ENVIRONMENT
- FORTITUDE
- FRIENDLY
- INNOVATION
- NATURAL
- CONFIDENT
WHAT IS THE LOGO?
The Bristol logo is iconic, ornate, friendly, confident and is flexible yet recognizable. The logo should not be confused with the City Seal, which is reserved for official city business.

WHY DOES IT MATTER?
The Bristol logo acts as a stamp that ties all of our messaging together. Color variation can be used to create brand messaging (see subsequent pages for guidelines) but the Bristol logo form stays consistent across all applications.

WHAT IS THE BENEFIT OF CONSISTENT USE OF THE LOGO?
Consistent usage of the logo is important to generate brand recognition for our audiences, thus strengthening the power of the Bristol voice.

BASIC LOGO GUIDELINES
At the most basic level, the Bristol logo should consist of the ornate “B”, the rising letterforms to create the word mark, and the “star” mark above the letter “I”. The basic logo can be used as one color only. Color variations and text additions are allowed in accordance with the guidelines in this document.

OVERVIEW OF TRADEMARKS
The City of Bristol, Tennessee owns and controls its logos, insignias, seals, designs, symbols, and any other marks associated with city activities and functions. The city’s trademarks are intended to present a positive image of the city. All trademarks should be used in an appropriate manner and should not be altered in any way except under the conditions set forth in this document. Third-party organizations desiring to make use of the city’s trademarks should request permission to do so from the Office of Community Relations by completing the Application for Logo Usage at www.bristoltn.org.
This visual solution for the Bristol brand identity is a direct reflection of the community’s unique personality. It is a marriage of its cultural roots with its modern, business-minded attitude. The strong, clear shape of the word is grounded and also optimistic, even musical. The star is a nod to Bristol’s historic sign but modernized to represent its bright future, which is also reflected in the promise of “Bristol is...”
Padding between the Bristol logo and other elements should be at least the width of the “L” letterform, except when adding a logo descriptor.
COLOR PALETTE

Our color palette is meant to celebrate the natural surroundings of Bristol - trees, water, sky - while still reflecting the energy and vibrancy of the professional and cultural communities.

The light sand color is meant to be used as a neutral background color. It can be used in place of pure white when needed.

<table>
<thead>
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<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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<td>186, 188, 22</td>
<td>babc16</td>
</tr>
</tbody>
</table>

FONTS

GOTHAM BLACK

Gotham Black should be used for headlines, subheads or for the “Bristol is…” tag line.

GIN ROUND

Gin Round can be used for headlines. It should be tracked out to between 50 and 150 depending on space allowance.

Gotham Book

Gotham Book should be used for body copy. Do not track out the copy, keep tracking at 0.
One color light blue and dark blue logos

The Bristol logo can be used in the Bristol light blue, dark blue, light green, dark green, black or white. When used on blue, green or black, the white version should be used. In some cases, the two-tone blue and two-tone green logos may be used. The light blue should be placed on the dark blue background, and the light green should be placed on the dark green background. Do not mix the blues and greens together.

One color light green and dark green logos

The “Bristol Is” logo can be used for various marketing purposes. When using this logo version, the light blue and dark blue should be used together with the dark blue being the dominant color and the light blue being the accent color.

You may also use the dark green and light green together. The dark green should be the dominant color and the light green should be the accent color.

The “Bristol Is” logo is flexible, allowing for various descriptors to be added to the logo to complete the sentence. To the left are some options for the descriptor word. This system is meant to grow as the needs of Bristol grow, and new words can be added. Outside parties wishing to utilize the “Bristol Is” logo with their own descriptor should submit an Application for Logo Usage to the Office of Community Relations.

When adding a word to the Bristol logo, please use Gotham Bold in all caps, with tracking set to between 75-200 based on space allowance. The word should be added flush right, so that the end of the descriptor aligns with the end of the “L” in the word Bristol.

Tracking Example:

Don’t use non-contrast colors. Make sure the logo is always legible.

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“BRISTOL IS…” LOGO

The “Bristol Is” logo can be used for various marketing purposes. When using this logo version, the light blue and dark blue should be used together with the dark blue being the dominant color and the light blue being the accent color.

You may also use the dark green and light green together. The dark green should be the dominant color and the light green should be the accent color.

The “Bristol Is” logo is flexible, allowing for various descriptors to be added to the logo to complete the sentence. To the left are some options for the descriptor word. This system is meant to grow as the needs of Bristol grow, and new words can be added. Outside parties wishing to utilize the “Bristol Is” logo with their own descriptor should submit an Application for Logo Usage to the Office of Community Relations.

When adding a word to the Bristol logo, please use Gotham Bold in all caps, with tracking set to between 75-200 based on space allowance. The word should be added flush right, so that the end of the descriptor aligns with the end of the “L” in the word Bristol.

Tracking Example:

Don’t use non-contrast colors. Make sure the logo is always legible.
The “B” shield or circle can be used as an icon or when the full logo cannot fit. It can also be used as a button on the website or other social media purposes.

The same general color guidelines apply to the “B” shield and circle as they do with the full logo, though they may be utilized with some flexibility, provided that the design is legible and aesthetically pleasing.
SAMPLE APPLICATIONS
SAMPLE APPLICATIONS

BRISTOL
BOLD

BRISTOL
RHYTHM & ROOTS

BRISTOL
BEAUTIFUL

BRISTOL
BUILT FOR BUSINESS

BRISTOL
BOUNDLESS

BRISTOL
THE BIRTHPLACE OF COUNTRY MUSIC

VISITBRISTOLTN.COM TO LEARN MORE ABOUT BUSINESS IN BRISTOL.

VISITBRISTOLTN.COM TO START EXPLORING.
SAMPLE APPLICATION FOR LOGO USAGE

TO COMPLETE FORM, PLEASE VISIT BRISTOLTN.ORG

APPLICATION FOR THE USE OF
CITY OF BRISTOL, TENNESSEE TRADEMARKS AND LOGOS

All marks must be used in their original form and may not be altered in any way except under the conditions set forth in the Graphics Standards document. The marks must include the proper trademark symbol - TM. For more information, please contact the Office of Community Relations.

Organization: ___________________________ Date: ___________________________

Contact: ___________________________ Title: ___________________________

Phone: (___) ___-_______ E-mail: ___________________________

Intended use: Describe in detail how you would like to use the city logo(s).

________________________________________

________________________________________

________________________________________

________________________________________

Is your proposed usage of the city mark(s) for retail/profit? □YES □NO

Note: A proof or draft of the imprint/logo/design you would like to use must be submitted prior to approval. Approval for a specific use or design for one application does not grant permission to alter the design in any way or to use the same design for another purpose, without seeking additional written approval from the Office of Community Relations.

FOR INTERNAL USE ONLY:

Date: _______________ □Approved □Denied □Changes requested (see Notes)

One Time Use: ____________ Other Defined Period of Use: _______________________

Notes: ____________________________________________

________________________________________

________________________________________

Approved by: ____________________________