INSTITUTE for PUBLIC SERVICE

PRIMARY LOGO MARK

SECONDARY LOGO MARK
TERTIARY LOGO MARK

This logo is preferred when used as a part of the broader University of Tennessee System.
PRIMARY LOGO MARK

Ensure adequate clearance. The logo should not overlap with any surrounding elements and requires a set clearance space of 1/2 the height of the “UT” on all sides.

SECONDARY LOGO MARK
IPS SEAL

For more formal or ceremonial application, the agency seal is appropriate.
DO NOT PLACE AT AN ANGLE

DO NOT STRETCH

DO NOT ADD COLORS

DO NOT ALTER TYPEFACES

PRIMARY LOGO MARK

DO NOT PLACE AT AN ANGLE

DO NOT STRETCH

DO NOT ADD COLORS

DO NOT ALTER TYPEFACES

SECONDARY LOGO MARK
IPS COLOR PALETTE

PRIMARY COLOR PALETTE

- **Pantone 151**
  - CMYK: 0/60/100/0
  - RGB: 255/11/0

- **Pantone 286**
  - CMYK: 100/65/1/17
  - RGB: 0/82/149

- **Pantone Cool Gray 7**
  - CMYK: 20/11/12/30
  - RGB: 151/159/162

- **Pantone 383**
  - CMYK: 29/3/99/19
  - RGB: 160/175/40

SECONDARY COLOR PALETTE

- **Pantone 632**
  - CMYK: 93/2/15/7
  - RGB: 0/147/178

- **Pantone 364**
  - CMYK: 71/4/100/45
  - RGB: 74/119/47

- **Pantone 7535**
  - CMYK: 10/11/23/19
  - RGB: 183/176/156

- **Pantone 7409**
  - CMYK: 0/31/100/0
  - RGB: 240/179/35
REVERSED AND ONE COLOR PRIMARY LOGO MARK

REVERSED AND ONE COLOR SECONDARY LOGO MARK
GOTHAM
ABCDEFHIJKLMNOPQRSTUVWXYZ
1234567890

SENTINAL
ABCDEFHIJKLMNOPQRSTUVWXYZ
1234567890

TUNGSTEN
ABCDEFHIJKLMNOPQRSTUVWXYZ
1234567890
PATTERN

A graphic element that can be used throughout branding and collateral.
Below are four of the acceptable color combinations.
The horizontal and stacked icon lock-up will be the most commonly used form of the logo.
HORIZONTAL LOGO MARK

To ensure adequate clearance, the logo should not overlap with surrounding elements. The offset area should be equal to the size of the agency icon on all sides.

STACKED LOGO MARK
Shown here is the complete family of IPS agency-specific brand elements.
PRIMARY COLOR PALETTE

- Pantone 151
  - CMYK: 0/60/100/0
  - RGB: 255/11/0

- Pantone 286
  - CMYK: 100/65/1/17
  - RGB: 0/82/149

- Pantone Cool Gray 7
  - CMYK: 20/11/12/30
  - RGB: 151/159/162

- Pantone 383
  - CMYK: 29/3/99/19
  - RGB: 160/175/40

SECONDARY COLOR PALETTE

- Pantone 632
  - CMYK: 93/2/15/7
  - RGB: 0/147/178

- Pantone 364
  - CMYK: 71/4/100/45
  - RGB: 74/119/47

- Pantone 7535
  - CMYK: 10/11/23/19
  - RGB: 183/176/156

- Pantone 7409
  - CMYK: 0/31/100/0
  - RGB: 240/179/35
DO NOT PLACE AT AN ANGLE

DO NOT STRETCH

DO NOT ADD COLORS

DO NOT ALTER TYPEFACES

HORIZONTAL LOGO MARK

DO NOT PLACE AT AN ANGLE

DO NOT STRETCH

DO NOT ADD COLORS

DO NOT ALTER TYPEFACES

STACKED LOGO MARK
Center for Industrial Services
INSTITUTE for PUBLIC SERVICE

REVERSED AND ONE COLOR HORIZONTAL LOGO MARK

Center for Industrial Services
INSTITUTE for PUBLIC SERVICE

REVERSED AND ONE COLOR STACKED LOGO MARK
GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SENTINAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TUNGSTEN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
PATTERN

A graphic element that can be used throughout branding and collateral. Below are four of the acceptable color combinations.
The horizontal and stacked icon lock-up will be the most commonly used form of the logo.
HORIZONTAL LOGO MARK

To ensure adequate clearance, the logo should not overlap with surrounding elements. The offset area should be equal to the size of the agency icon on all sides.

STACKED LOGO MARK
LEIC SEAL

For more formal or ceremonial application, the agency seal is appropriate.
Shown here is the complete family of IPS agency-specific brand elements.
PRIMARY COLOR PALETTE

- **Pantone 151**
  - CMYK: 0/60/100/0
  - RGB: 255/11/0

- **Pantone 286**
  - CMYK: 100/65/1/17
  - RGB: 0/82/149

- **Pantone Cool Gray 7**
  - CMYK: 20/11/12/30
  - RGB: 151/159/162

- **Pantone 363**
  - CMYK: 29/3/99/19
  - RGB: 160/175/40

SECONDARY COLOR PALETTE

- **Pantone 632**
  - CMYK: 93/2/15/7
  - RGB: 0/147/178

- **Pantone 364**
  - CMYK: 71/4/100/45
  - RGB: 74/119/47

- **Pantone 7535**
  - CMYK: 10/11/23/19
  - RGB: 183/176/156

- **Pantone 7409**
  - CMYK: 0/31/100/0
  - RGB: 240/179/35
DO NOT PLACE AT AN ANGLE

DO NOT STRETCH

DO NOT ADD COLORS

DO NOT ALTER TYPEFACES

HORIZONTAL LOGO MARK

STACKED LOGO MARK
Law Enforcement Innovation Center
INSTITUTE for PUBLIC SERVICE

Law Enforcement Innovation Center
INSTITUTE for PUBLIC SERVICE

REVERSED AND ONE COLOR HORIZONTAL LOGO MARK

Law Enforcement Innovation Center
INSTITUTE for PUBLIC SERVICE

Law Enforcement Innovation Center
INSTITUTE for PUBLIC SERVICE

REVERSED AND ONE COLOR STACKED LOGO MARK
GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SENTINAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TUNGSTEN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
A graphic element that can be used throughout branding and collateral. Below are four of the acceptable color combinations.
The horizontal and stacked icon lock-up will be the most commonly used form of the logo.
HORIZONTAL LOGO MARK

To ensure adequate clearance, the logo should not overlap with surrounding elements.

The offset area should be equal to the size of the agency icon on all sides.

STACKED LOGO MARK
TLC SEAL

For more formal or ceremonial application, the agency seal is appropriate.
Shown here is the complete family of IPS agency-specific brand elements.
UT INSTITUTE FOR PUBLIC SERVICE / BRAND GUIDE

TLC COLOR PALETTE

**PRIMARY COLOR PALETTE**

- **Pantone 151**
  - CMYK: 0/60/100/0
  - RGB: 255/11/0

- **Pantone 286**
  - CMYK: 100/65/1/17
  - RGB: 0/82/149

- **Pantone Cool Gray 7**
  - CMYK: 20/11/12/30
  - RGB: 151/159/162

- **Pantone 383**
  - CMYK: 29/3/99/19
  - RGB: 160/175/40

**SECONDARY COLOR PALETTE**

- **Pantone 632**
  - CMYK: 93/2/15/7
  - RGB: 0/147/178

- **Pantone 364**
  - CMYK: 71/4/100/45
  - RGB: 74/119/47

- **Pantone 7535**
  - CMYK: 10/11/23/19
  - RGB: 183/176/156

- **Pantone 7409**
  - CMYK: 0/31/100/0
  - RGB: 240/179/35
**TLC Logo / Usage**

**Horizontal Logo Mark**

- **Do not place at an angle**
- **Do not stretch**
- **Do not add colors**
- **Do not alter typefaces**

**Stacked Logo Mark**

- **Do not place at an angle**
- **Do not stretch**
- **Do not add colors**
- **Do not alter typefaces**
Tennessee Language Center
INSTITUTE for PUBLIC SERVICE

REVERSED AND ONE COLOR HORIZONTAL LOGO MARK

Tennessee Language Center
INSTITUTE for PUBLIC SERVICE

REVERSED AND ONE COLOR STACKED LOGO MARK
GOHTAM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SENTINAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TUNGSTEN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
PATTERN

A graphic element that can be used throughout branding and collateral. Below are four of the acceptable color combinations.
The horizontal and stacked icon lock-up will be the most commonly used form of the logo.
HORIZONTAL LOGO MARK

To ensure adequate clearance, the logo should not overlap with surrounding elements.

The offset area should be equal to the size of the agency icon on all sides.

STACKED LOGO MARK
CTAS SEAL

For more formal or ceremonial application, the agency seal is appropriate.
Shown here is the complete family of IPS agency-specific brand elements.
COUNTY TECHNICAL ASSISTANCE SERVICE

DO NOT PLACE AT AN ANGLE
DO NOT STRETCH
DO NOT ADD COLORS
DO NOT ALTER TYPEFACES

HORIZONTAL LOGO MARK

DO NOT PLACE AT AN ANGLE
DO NOT STRETCH
DO NOT ADD COLORS
DO NOT ALTER TYPEFACES

STACKED LOGO MARK
GOTHAM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SENTINAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TUNGSTEN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
PATTERN

A graphic element that can be used throughout branding and collateral. Below are four of the acceptable color combinations.
The horizontal and stacked icon lock-up will be the most commonly used form of the logo.
HORIZONTAL LOGO MARK

To ensure adequate clearance, the logo should not overlap with surrounding elements. The offset area should be equal to the size of the agency icon on all sides.

STACKED LOGO MARK
MTAS SEAL

For more formal or ceremonial application, the agency seal is appropriate.
Shown here is the complete family of IPS agency-specific brand elements.
DO NOT PLACE AT AN ANGLE

DO NOT STRETCH

DO NOT ADD COLORS

DO NOT ALTER TYPEFACES

HORIZONTAL LOGO MARK

STACKED LOGO MARK
**Municipal Technical Advisory Service**

**INSTITUTE for PUBLIC SERVICE**

**REVERSED AND ONE COLOR HORIZONTAL LOGO MARK**

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**Municipal Technical Advisory Service**

**INSTITUTE for PUBLIC SERVICE**

**REVERSED AND ONE COLOR STACKED LOGO MARK**
GOTHAM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SENTINAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TUNGSTEN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
A graphic element that can be used throughout branding and collateral. Below are four of the acceptable color combinations.
The horizontal and stacked icon lock-up will be the most commonly used form of the logo.
HORIZONTAL LOGO MARK

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The offset area should be equal to the size of the agency icon on all sides.

STACKED LOGO MARK
NCEL SEAL

For more formal or ceremonial application, the agency seal is appropriate.
Shown here is the complete family of IPS agency-specific brand elements.
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NCEL COLOR PALETTE

**PRIMARY COLOR PALETTE**

- **Pantone 151**
  - CMYK: 0/60/100/0
  - RGB: 255/11/0

- **Pantone 286**
  - CMYK: 100/65/1/17
  - RGB: 0/82/149

- **Pantone Cool Gray 7**
  - CMYK: 20/11/12/30
  - RGB: 151/159/162

- **Pantone 383**
  - CMYK: 29/3/99/19
  - RGB: 160/175/40

**SECONDARY COLOR PALETTE**

- **Pantone 632**
  - CMYK: 93/2/15/7
  - RGB: 0/147/178

- **Pantone 364**
  - CMYK: 71/4/100/45
  - RGB: 74/119/47

- **Pantone 7535**
  - CMYK: 10/11/23/19
  - RGB: 183/176/156

- **Pantone 7409**
  - CMYK: 0/31/100/0
  - RGB: 240/179/35
**HORIZONTAL LOGO MARK**

- Do not place at an angle
- Do not stretch

**STACKED LOGO MARK**

- Do not place at an angle
- Do not stretch
- Do not add colors
- Do not alter typefaces
GOTHAM
ABCDEFGHJKLMNOPQRSTUVWXYZ
1234567890

SENTINAL
ABCDEFGHJKLMNOPQRSTUVWXYZ
1234567890

TUNGSTEN
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PATTERN

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Below are four of the acceptable color combinations.