

Style Guide for the Tennessee Electronic Library

About TEL

The Tennessee Electronic Library provides free access to great resources for all Tennesseans. Whether you are studying for an exam, looking to change careers, or trying to learn a new language, TEL has something for you. As these resources are widely used across the state, this style guide has been developed to help promote a unified look and feel for TEL materials.

Logo



The TEL logo is 1235 x 407 px. The logo font is Georgia.

Rules for use

The TEL logo is free to use on any web or print materials concerning TEL. This includes links to TEL resources on library websites and print promotional materials for TEL resources. When using the logo, please keep the following in mind:

- **Sizing:** Do not distort the proportions of the logo. While the logo may be made smaller if necessary, it cannot be larger than 1235 x 407 px.
- **White space:** On websites, please keep at least 10 px. of white space around the logo. This can be achieved with the css property *padding:10px*; If used for a print material, please include at least the same amount. Also, please do not place the logo on a busy background. This ensures the logo will be clear and readable.
- **Color:** Do not alter the coloring of the logo.
- **Other Alterations:** Do not change the logo's orientation, crop it in any way, or add other visual effects to it.

For example:



Buttons

Buttons for a variety of TEL resources can be found on the vendor websites.

- Gale: <https://support.gale.com/icon/products/>
- World Book: <http://tntel.tnsos.org/libraries.htm#marketing>

Rules for use

Some vendors may have their own rules for the use of their images. If they are not specified, please follow the rules for use in the **logo** section of this document.

Fonts

Georgia and other sans serif fonts are used for print materials. Sizing and emphasis are at your discretion, but 11 pt. font is suggested as the minimum for print materials.

Georgia

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Colors

The colors of the TEL logo are as follows:

Color	RGB	Hex	Pantone
Red	200, 16, 46	#c8102e	186 C
Blue	0, 71, 187	#0047BB	2728 C

It is suggested that when using the TEL logo on promotional materials the colors chosen for those materials are complementary to these colors.

Examples of Best Use



Tennessee Electronic Library

Free access to resources for Tennesseans

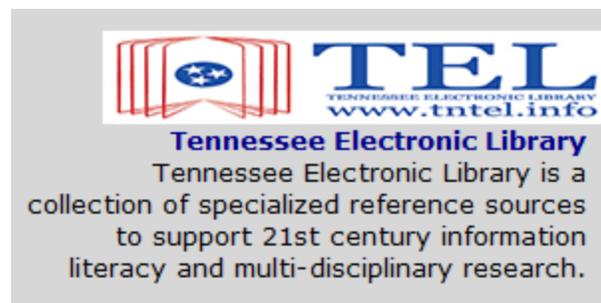


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Examples of Poor Use



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