Anderson County Board of Commissioners
OPERATIONS COMMITTEE
AGENDA
November 14, 2022
6:00 p.m. Room 312

1. **Call to Order**

2. **Prayer / Pledge of Allegiance**

3. **Approval of Agenda**

4. **Appearance of Citizens**

5. **EMS Mission Statement and Core Values Presentation** – by Nathan Sweet, EMS Director

6. **Mayor's Report**
   - Proposed Anderson County Logo
   - The working group's recommendation regarding Glen Alpine property
   - Moving the Blockhouse Valley recycling center.

7. **Law Director**
   1. MOU between Tourism and the Chamber.
   2. Sales contract with Tourism and Chamber for new building.
   3. Revisit Oak Ridge MOU Fire Training Facility MOU.

New Business

Old Business

Adjournment

ANDERSON

COUNTY

TENNESSEE

BRAND
GUIDE

ANDERSON COUNTY TENNESSEE

OFFICIAL LOGO

CONTENTS

OVERVIEW

The purpose of this guide is to acknowledge the importance of consistent usage of the components including color, type, shape and usage to build a brand & to allow your audience to learn it and commit to memory. Any change these elements go against this idea.

BRAND LOGO

There is a vertical and horizontal version of the logo mark. Some applications lend themselves to one or the other.

Vertical

Horizontal

ANDERSON COUNTY
TENNESSEE

FILE TYPES

Different applications take different file types. Included in your new dropbox is a file for each application, digital or print.

AI
ADOBE ILLUSTRATOR

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logo. Some print shops will request this file when prepping a project for print.

EPS
ENCAPSULATED POST SCRIPT

Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.

PDF
PORTABLE DOCUMENT FORMAT

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.

SVG
SCALABLE VECTOR GRAPHIC

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.

JPEG
JOINT PHOTOGRAPHIC EXPERTS GROUP

A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG, but does not support transparent backgrounds.

PNG
PORTABLE GRAPHICS NETWORK

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.

ANDERSON
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There is only one font used in
your new Anderson County Logo.
It is important to your brand that
you not change the typeface.

TYPE
FACE

CONNECT

https://creativemarket.com/TortugaStudios/369316-Desiderata

23.00

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COLOR MATCH

COLOUR SPACES

RGB
DIGITAL (RED, GREEN, BLUE)

The colour space for digital displays. These files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colours. Use CMYK or Pantone files for printing purposes

CMYK
PRINT (CYAN, MAGENTA, YELLOW, BLACK)

CMYK stands for Cyan, Magenta, Yellow, and Black. These are the four basic colours used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use.
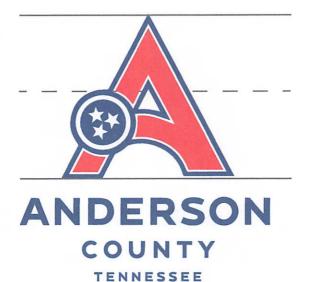
PANTONE/SPOT
OFFSET PRINT

Pantone is a standardize system for colour. Unlike CMYK, A Pantone or spot colour is a single colour created from a precise mixture of inks. Their colour accuracy is superior to CMYK, but can become costly using more than three colours.

RGB PMS 2768

Red 0
Green 35
Blue 78

CMYK PMS 2768

Cyan 90
Yellow 60
Magenta 0
Black 71

Pantone
2768 C

RGB PMS 485
Red 237
Green 28
Blue 36

CMYK
Cyan 0
Yellow 100
Magenta 100
Black 0

PANTONE®
485 C

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X Do not stretch the logo to make it fit into the space

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X Do not use different color other than the one's specified for the brand

MIS-USE

ANDERSON
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ANDERSON
COUNTY
TENNESSEE

ANDERSON COUNTY
TENNESSEE

ANDERSON

COUNTY

TENNESSEE

ANDERSON COUNTY
TENNESSEE

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