BRAND GUIDE



KNOXVILLE
Entrepreneur
Center

INTRODUCTION

Since 2013

Knoxville Entrepreneur Center has been a “center of gravity, without being the center of attention” in our entrepreneurial ecosystem, helping build a collaborative, supportive environment where entrepreneurs can thrive. We are The Maker City. We are a hub of world-class technological innovation. We are blessed with talent and natural resources.

And we are just getting started.



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MISSION

OUR MISSION

To create a thriving entrepreneurial community that is accessible, diverse, and sustainable.



LOGO

LOGOMARK

Whether it's a high-growth startup or taking the next step in a handmade business, we are

Creating space for big ideas.

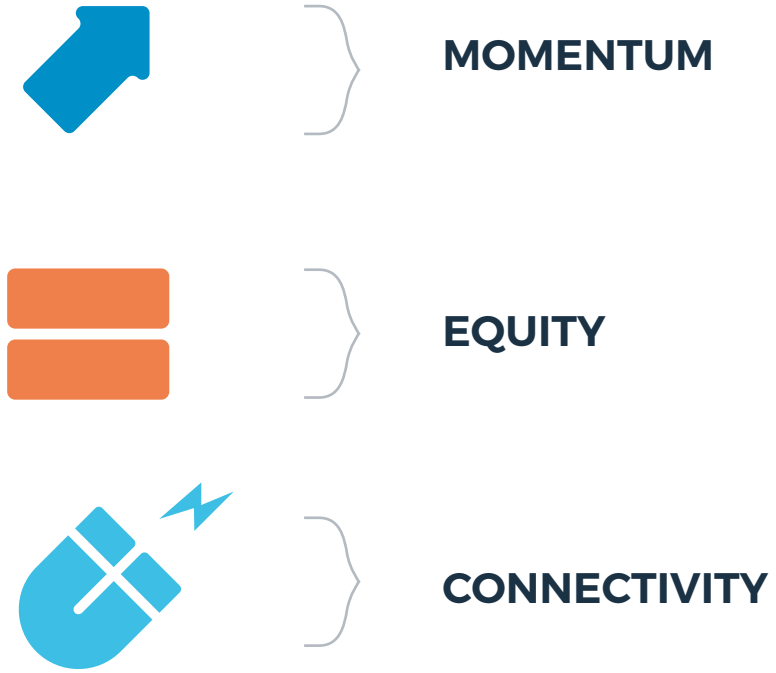
Our vision is to become the most founder-friendly city in America — and that starts with empowering founders of all walks of life.



MEANING

Simplicity. Identity. Connectivity.
The KEC mark is the flexible
foundation of a larger system.





CONSTRUCTION



SPACING


6x
4x
6x
1x
1x
1x
1x
6x
KNOXVILLE
Entrepreneur
Center
6x


6x
6x
6x
3x
KNOXVILLE
Entrepreneur
Center
6x

VARIATIONS

HORIZONTAL LOCKUP



VERTICAL LOCKUP



SECONDARY LOGO





REVERSED & SINGLE COLOR













LOGO + TAGLINE

KNOXVILLE
Entrepreneur
Center

Changing lives through entrepreneurship

PARTNERSHIPS

KNOXVILLE
Entrepreneur
Center

THE
MAKER
CITY
KNOXVILLE

TYPOGRAPHY

TYPOGRAPHY

Logo Typeface

Gill Sans Nova

Gills Sans Nova is used for our logo.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
~ ! @ # $ % ^ & * () [] {} ? : ” ’ | /

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

TYPOGRAPHY

Primary Typeface

Montserrat

Our primary typeface should be used for all materials both digital and printed, including presentations and documents.

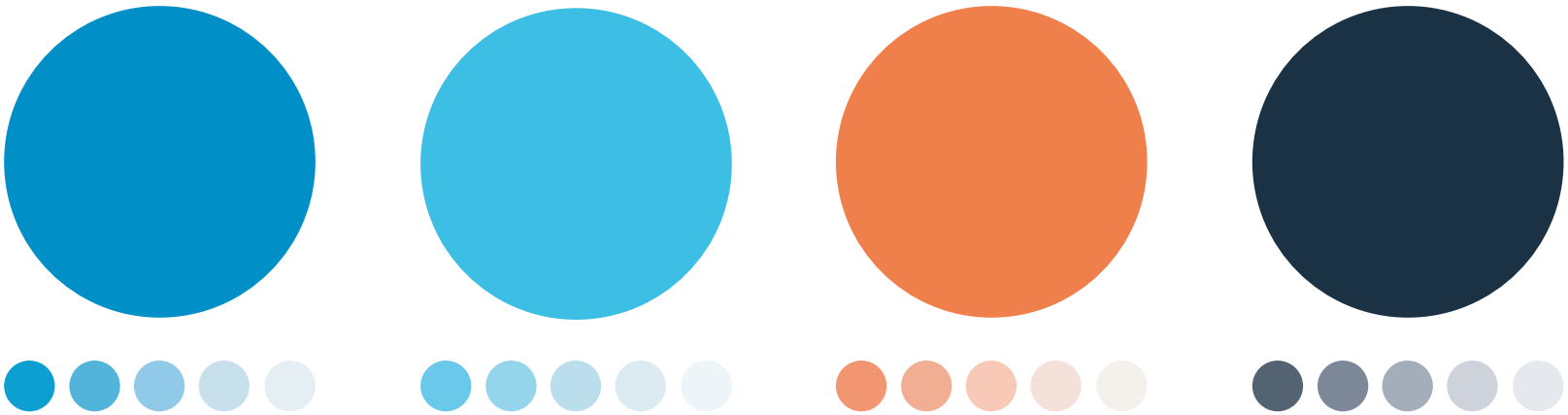
Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
~ ! @ # $ % ^ & * () [] {} ? : ” ’ | /



COLORS

COLORS

Primary Palette



SKY	SEA	SUNSET	MIDNIGHT
Hex #0079A9	Hex #5EC1D1	Hex #FB632B	Hex #151B2D
RGB 0 121 169	RGB 94 193 209	RGB 251 99 43	RGB 21 27 45
CMYK 95 25 8 1	CMYK 64 3 5 0	CMYK 2 61 76 0	CMYK 86 66 43 52
Pantone 7690 C	Pantone 2227 C	Pantone 165 C	Pantone 7547 C

COLORS

Secondary Palette



FOREST

Hex
#006368

RGB
0 99 104

CMYK
93 28 43 13

Pantone
7715 C

FERN

Hex
#11A569

RGB
17 165 105

CMYK
89 1 67 0

Pantone
2251 C

LEMON

Hex
#F9C430

RGB
249 196 48

CMYK
3 22 80 0

Pantone
123 C

CANYON

Hex
#EA2E1B

RGB
234 46 27

CMYK
7 81 84 1

Pantone
2028 C

MISUSE

DON'TS

Don't distort the logo in any way



Don't place the logo against any background that doesn't create contrast

Don't change the original solid color to an outline

Don't add a drop shadow

Don't change the letter spacing

Don't use colors or gradients ourside of brand colors

APPLICATIONS

PERSONALIZATION

The identity is bold and imaginative, just like the movers and shakers we serve. Our goal is to be founder-first in everything — including the brand.





The KEC mark is the foundation of a visual system of building blocks. Combine images, colors, and patterns with it to highlight the creativity and innovation of the Knoxville community.

SOCIAL

Icons

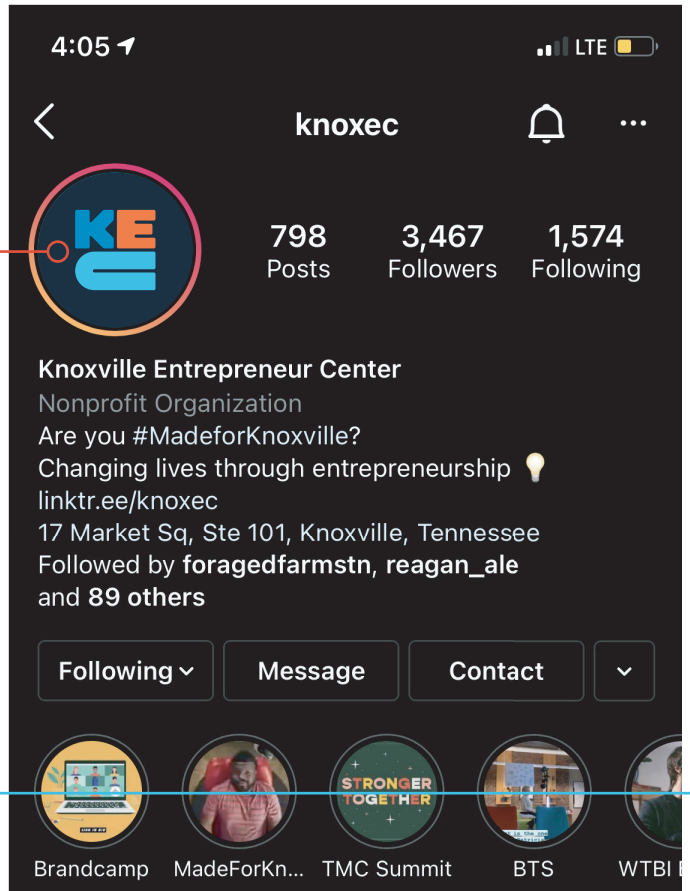





SOCIAL



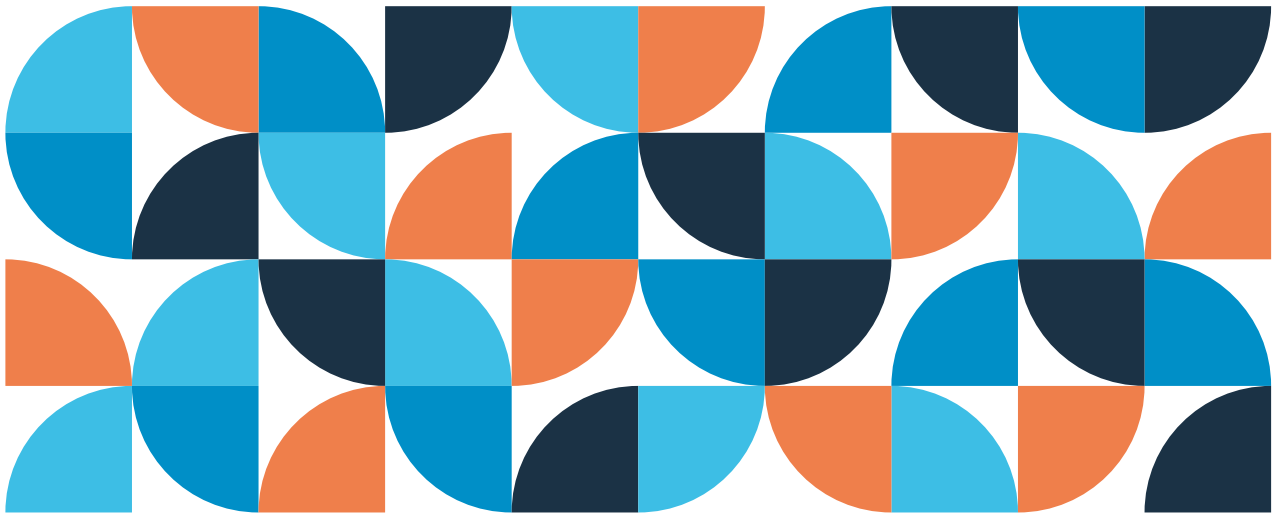
We will utilize the KEC mark across our social platforms to futher establish brand recognition.



The KEC social media, using our mark, promotes awareness of entrepreneurs and founders across Knoxville. We will share their stories to paint the picture of Knoxville's entrepreneurial commmunity.

PATTERNS









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