



Life Redefined

Campaign Design Standards

MARCH 2021

The logo consists of five colored dots arranged in a cluster: a purple dot on the left, a red dot above it, a green dot to the right of the red one, a yellow dot below the red one, and a grey dot at the bottom center.

Life Redefined

The logo icon consists of five colored dots arranged in a cluster: a purple dot on the left, a pink dot above it, a teal dot to the right of the pink one, a yellow dot below the pink one, and a grey dot at the bottom center.

Life Redefined

The campaign mark consists of five solid black circles of varying sizes arranged in a pattern that suggests movement or a cluster. One circle is on the left, and four are on the right, with the top-right one being the largest and the bottom-left one being the smallest.

Life Redefined

The campaign mark consists of five white dots of varying sizes arranged in a pattern that suggests a stylized 'L' or a cluster of points. The dots are positioned to the left of the text.

Life Redefined

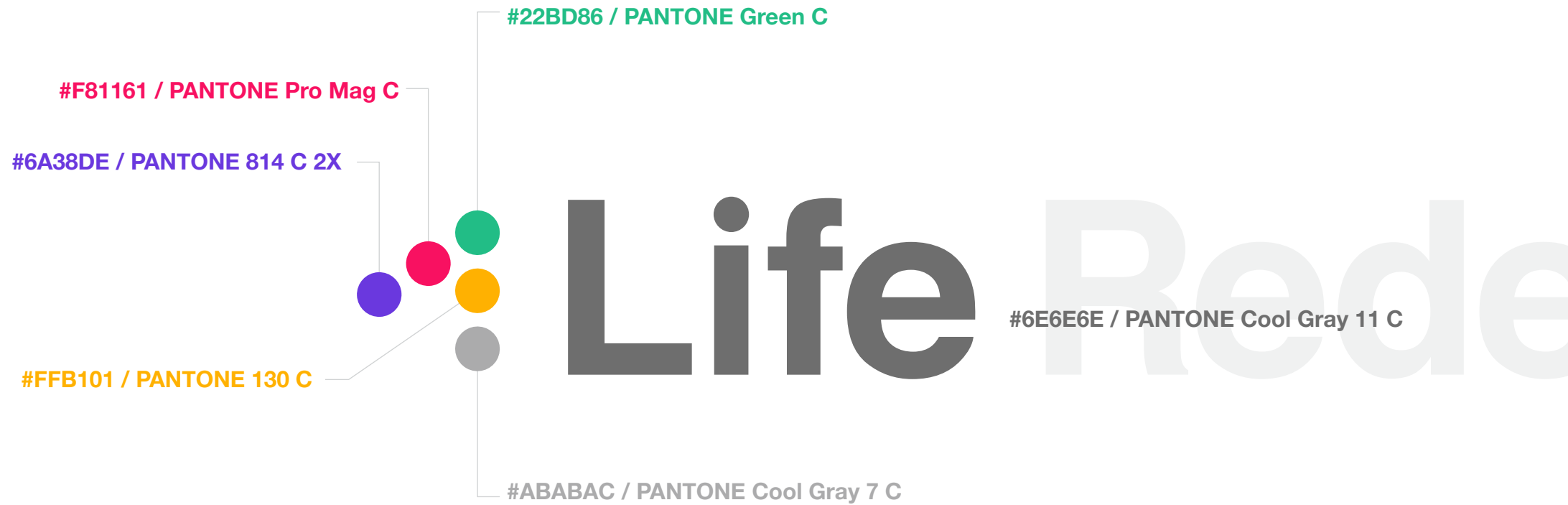


dots in i's are replaced with circles

Icon/wordmark space relationship 2 i's

Base font: **Helvetica Neue Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890



Life
Redefined

casual font

Life Redefined

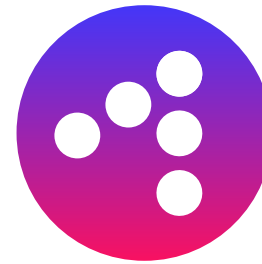
gradient text fill



inter-connecting icon



icon cropped



reverse icon with
gradient background

Colors display at 100% value

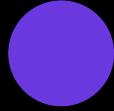
#22BD86 / PANTONE Green C



#F81161 / PANTONE Pro Mag C



#6A38DE / PANTONE 814 C 2X



#FFB101 / PANTONE 130 C



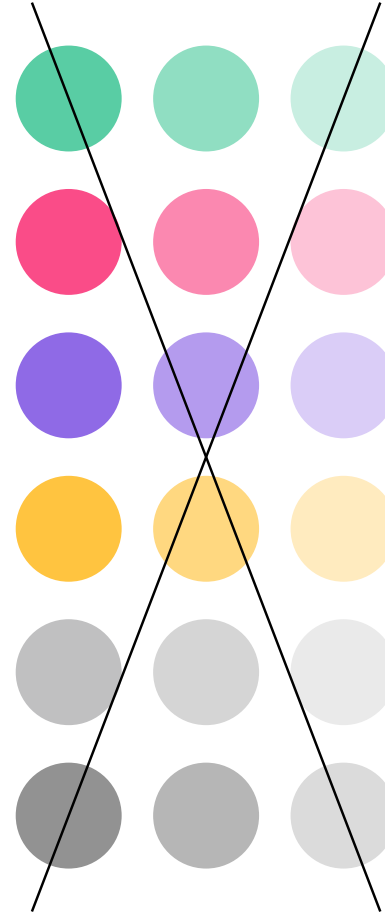
#ABABAC / PANTONE Cool Gray 7 C



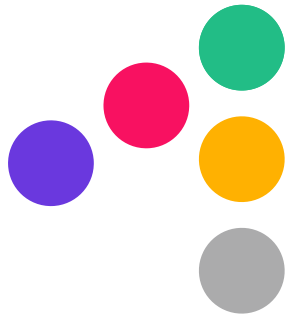
#6E6E6E / PANTONE Cool Gray 11 C



No tinting







Communications Redefined

Health Redefined

Movement Redefined

Security Redefined

Power Redefined

*examples only



Life Redefined
KNOXVILLE, TN

The 'Life Redefined' graphic system



Example: wordmark plus circular element

Communications Redefined

Example: color plus font and wordmark

 **Campaign Adaptation**

Example: icon (colors) plus font

Life Redefined

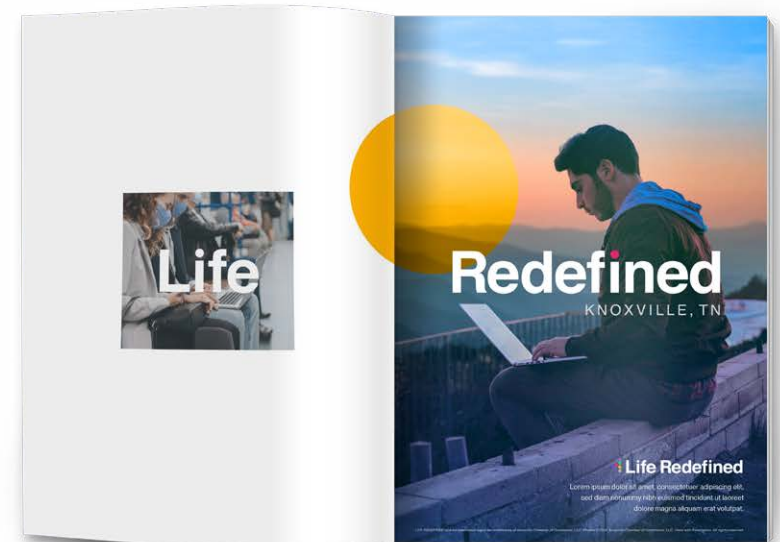
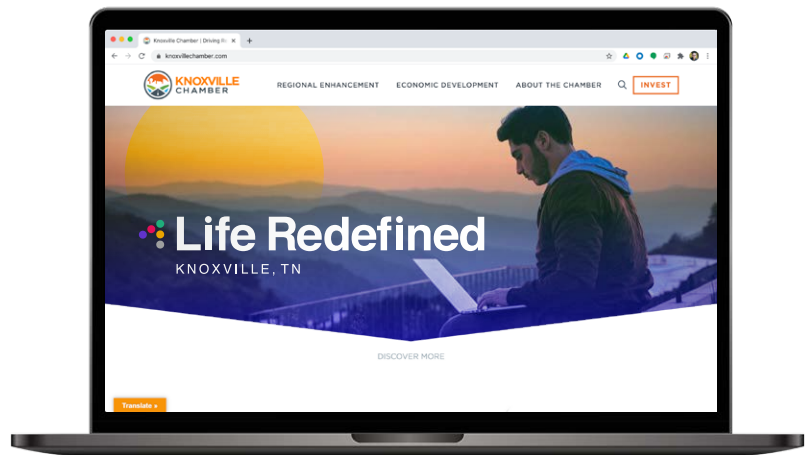
Example: color plus wordmark (font)

There are **3 parts** to the system:

- The icon or a circular element.
- Color palette
- Font

To retain the integrity of the campaign **2 elements** should be retained to carry the equity of the campaign.

Additional Examples



Growing the campaign

The next phase of the *Life Redefined* campaign is about furthering the design system and implementing marketing materials that are distinct to Knoxville and the campaign messaging. **Original photography will be essential** in all forms of media and will require new imagery. Note: The photography above is shown for design exploration. But moving forward, capturing the essence of the lifestyle and landscape of the area will be vital.