REPRESENTING TENNESSEE IN AN ALTERNATIVE WAY

This pin design functions as a conversation starter, a souvenir of personal growth, and a reminder that our training, teaching, and support are “building up” our state for the better.

MAIN IDEA:

1. **UNIQUE OUTER SHAPE**: Octagon
   - Represents the 8 states that Tennessee borders

2. **COLORS**: Black and Tennessee Flag Colors of Red, White, and Blue
   - **CMYK**: 74.90%, 67.84%, 67.06%, 40.20%  **RGB**: 0, 0, 0
   - **CMYK**: 12.94%, 100%, 98.43%, 3.14%  **RGB**: 205, 33, 40
   - **CMYK**: 0, 0, 0  **RGB**: 255, 255, 255
   - **CMYK**: 100%, 89.80%, 32.94%, 22.75%  **RGB**: 31, 50, 99

3. **UNIQUE INNER SHAPES**: Mosaic, Brick-like, Abstract Tennessee Shape
   - Represent the students, instructors, and staff “building up” Tennessee

4. **FONTS**: Futuristic, Modern
   - **Pirulen** - Bold
   - **Futura PT** - Book

DESIGN INSPIRATIONS

**Louise E. Jefferson**, artist
- **Known for**: posters and pictorial maps
- **Inspiration**: use of pictures to visualize what a place represents

**Dr. Kirk Goldsberry**, cartographer
- **Known for**: sports data maps
- **Inspiration**: use of connecting shapes to create a bigger picture

DESIGN PROCESS