

REPRESENTING TENNESSEE IN AN ALTERNATIVE WAY

MAIN IDEA:



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.

DESIGN ELEMENTS



1. UNIQUE OUTER SHAPE: Octagon

- Represents the 8 states that Tennessee borders

2. COLORS: Black and Tennessee Flag Colors of Red, White, and Blue

Black	CMYK: 74.90%, 67.84%, 67.06%, 40.20% RGB: 0, 0, 0
Red	CMYK: 12.94%, 100%, 98.43%, 3.14% RGB: 205, 33, 40
White	CMYK: 0, 0, 0, 0 RGB: 255, 255, 255
Blue	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

- Represent forward thinking

PIRULEN - Bold

FUTURA PT - Book

Concept	Focus	Abstract Representation
People	Students, instructors, and staff	 Inner shapes: brick-like pattern
A Place	Tennessee Photo credit: Nussbaum Education Network, LLC. 1. Virginia 5. Mississippi 2. Kentucky 6. Alabama 3. Missouri 7. Georgia 4. Arkansas 8. North Carolina	 Outer Shape: octagon 8 sides = 8 states Inner shapes: slanted rectangle = shape of Tennessee
A Thing	Students, instructors, and staff building up Tennessee	 Inner, brick-like shapes stacked within Outer, octagon shape

DESIGN INSPIRATIONS



Photo credit: Boston Rare Maps

Louise E. Jefferson, artist

Known for: posters and pictorial maps

Inspiration: use of pictures to visualize what a place represents

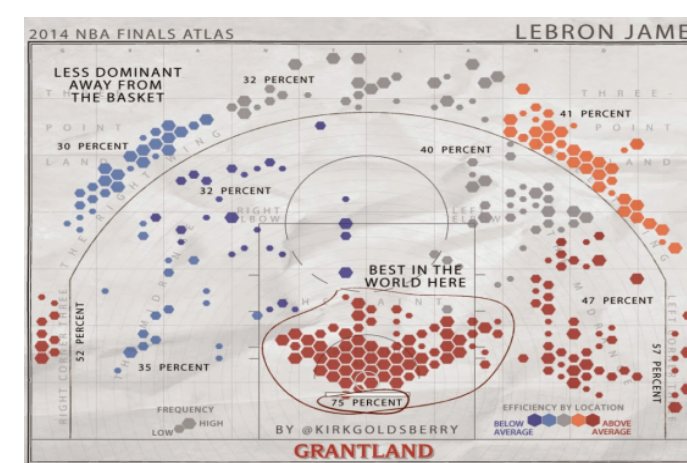


Photo credit: Grantland // ESPN Internet Ventures

Dr. Kirk Goldsberry, cartographer

Known for: sports data maps

Inspiration: use of connecting shapes to create a bigger picture

DESIGN PROCESS

