



Media Toolkit Style Guide

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Facebook Cover Photo Example

The image shows a Facebook page cover for a government organization in Tennessee. The cover photo features a man fishing in a river, with the text "POWERED BY PEOPLE YOU KNOW." overlaid in large white letters. A lightning bolt icon in a circle is positioned on the left side of the cover. The text "YOUR COMPANY @COMPANY" is displayed below the main headline. In the bottom right corner of the cover, there is a placeholder for a logo and a "TVA" logo. The page header includes the Facebook logo, a search bar, and navigation links for Home, About, #TVAfun, Videos, and More. The page information section identifies the organization as a "Government Organization" in "Tennessee" with a 4.3-star rating and "OPEN ALWAYS" status. A search bar for posts on the page is located at the bottom left. The main content area contains a status update prompt: "Write something on this Page...".

Facebook navigation: Home, About, #TVAfun, Videos, More

Page Information: Government Organization, Tennessee, 4.3 ★★★★★ OPEN ALWAYS

Search: Search for posts on this Page

Status: Write something on this Page...

Facebook Cover Photo Template

Template:



Style Guide:

- Headline may not be moved or re-sized because of Facebook's profile picture and layout.
- Logo lockup may not be moved because of Facebook's page buttons.
- Headline should not cover any important information when placing image into the template, such as a person's face.
- Placement of LPC logo must remain in the white box provided. If the LPC logo becomes illegible, you may increase the maximum size of the LPC logo to twice the size of TVA's logo.
- White box may be adjusted to fit logo proportions.
- LPC logo must be centered horizontally and vertically within the white box.
- Keep baseline of white box and TVA logo consistent.

TVA Logo Guide:

- The area surrounding the TVA logo should always be free of other graphic elements. "X" represents one-half the size of the logo and is used as a measuring tool to help maintain clearance. Maintaining a clear zone draws attention to the logo and prevents competition from other graphic elements.

File Name:

FACEBOOK_COVER_PHOTO_TEMPLATE.psd

Document:

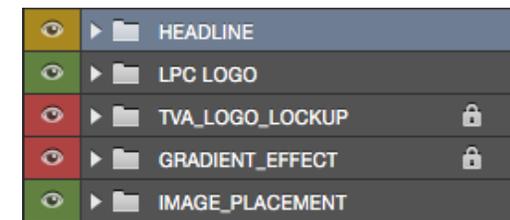
Mode: RGB
Size: 828 x 315 px
DPI: 150

Mandatories:

- Layers must remain in the order given.
- Turn on guides.

Layers:

-  Remain locked. (Do not modify.)
-  May be moved vertically. (Do not modify.)
-  Requires LPC assets.



TVA Logo Guide:



Twitter Cover Photo Example

The image shows a Twitter profile page for 'YOUR COMPANY'. The cover photo features a man fishing in a lake with the text 'POWERED BY PEOPLE YOU KNOW.' overlaid. The profile picture is a square with a lightning bolt icon. The bio includes placeholder text and a link to 'COMPANY.GOV'. The page also shows statistics for tweets, following, followers, and likes, along with a 'Who to follow' section.

Home Moments Notifications Messages Search Twitter Tweet

POWERED BY PEOPLE YOU KNOW.

YOUR-LOGO PLACE HOLDER TVA

TWEETS 2,972 FOLLOWING 98 FOLLOWERS 9,434 LIKES 226

YOUR COMPANY @COMPANY

LOREM IPSUM DOLOR SIT AMET, CONSECTUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIOUA. UT ENIM AD MINIM VENIAM,

COMPANY.GOV

Joined November 2009

Tweets Tweets & replies Media

Who to follow · Refresh · View all

- Ty Lawson @TyLawson3 Follow
- Ariel McFall @arielmcfall Followed by Clay McCullou... Follow
- alla smilnak @allasmilnak Followed by Luke & The Tig... Follow

Twitter Cover Photo Template

Template:



Style Guide:

- Headline may not be moved or re-sized because of Twitter's profile picture and layout.
- Logo lockup may not be moved because of Twitters's banner upload cropping.
- Headline should not cover any important information when placing image into the template, such as a person's face.
- Placement of LPC logo must remain in the white box provided. If the LPC logo becomes illegible, you may increase the maximum size of the LPC logo to twice the size of TVA's logo.
- White box may be adjusted to fit logo proportions.
- LPC logo must be centered horizontally and vertically within the white box.
- Keep baseline of white box and TVA logo consistent.

TVA Logo Guide:

- The area surrounding the TVA logo should always be free of other graphic elements. "X" represents one-half the size of the logo and is used as a measuring tool to help maintain clearance. Maintaining a clear zone draws attention to the logo and prevents competition from other graphic elements.

File Name:

TVAC0295_TWITTER_COVER_PHOTO_TEMPLATE.psd

Document:

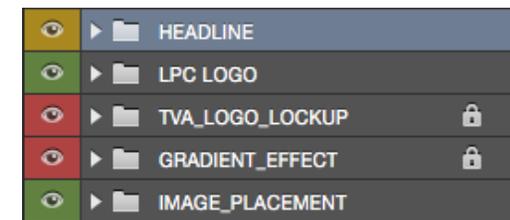
Mode: RGB
Size: 1500 x 500 px
DPI: 150

Mandatories:

- Layers must remain in the order given.
- Turn on guides.

Layers:

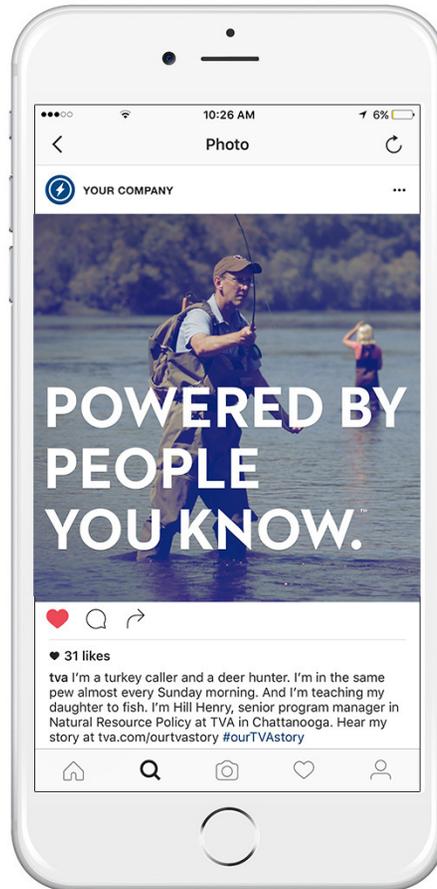
-  Remain locked. (Do not modify.)
-  May be moved vertically. (Do not modify.)
-  Requires LPC assets.



TVA Logo Guide:



Instagram Post Example



Instagram Post Template

Template:



File Name:

TVAC0295_INSTAGRAM_POST_TEMPLATE.psd

Document:

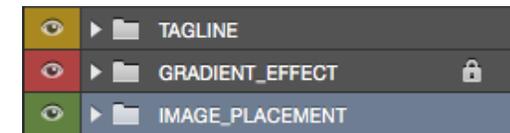
Mode: RGB
Size: 1080 x 1080 px
DPI: 150

Mandatories:

- Layers must remain in the order given.
- Turn on guides.

Layers:

-  Remain locked. (Do not modify.)
-  May be moved vertically. (Do not modify.)
-  Requires LPC assets.



Style Guide:

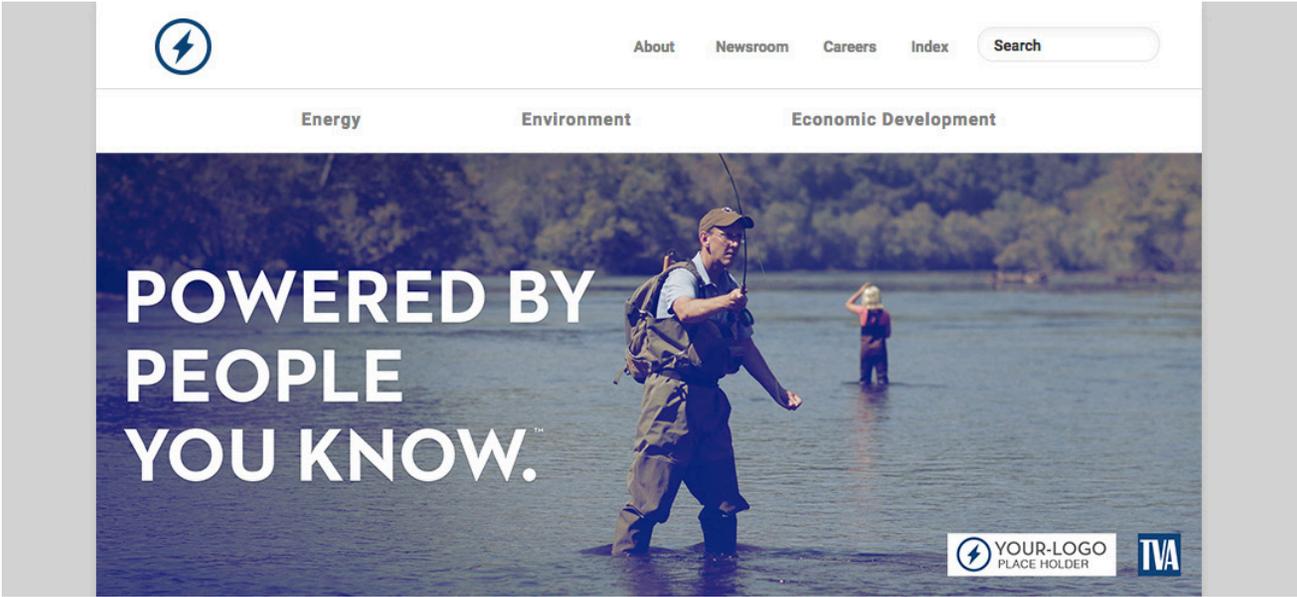
- Headline may be moved vertically but may not be resized or modified.
- Headline should not cover any important information when placing image into the template, such as a person's face.

Sample Post Copy:

I'm a turkey caller and a deer hunter. I'm in the same pew almost every Sunday morning. And I'm teaching my daughter to fish. I'm Hill Henry, senior program manager in Natural Resource Policy at TVA in Chattanooga. Hear my story at tva.com/ourtvastory #ourTVAstory

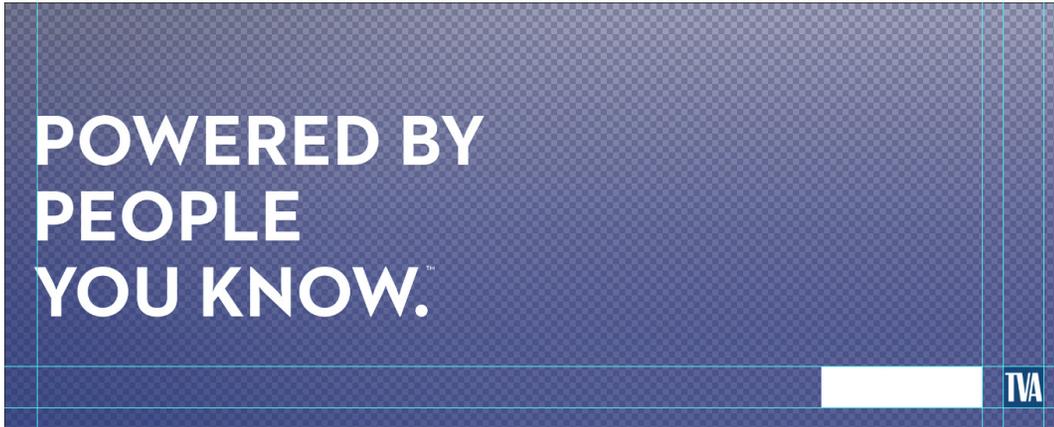
If you use a hashtag, we recommend using #OURTVASTORY so all posts can be easily linked together.

Website Banner Example



Website Banner Template

Template:



Style Guide:

- Headline may be moved vertically but may not be resized or modified. Do not move below logo lockup.
- Logo lockup may not be moved; must remain in the bottom right corner.
- Headline should not cover any important information when placing image into the template, such as a person's face.
- Placement of LPC logo must remain in the white box provided. If the LPC logo becomes illegible, you may increase the maximum size of the LPC logo to twice the size of TVA's logo.
- White box may be adjusted to fit logo proportions.
- LPC logo must be centered horizontally and vertically within the white box.
- Keep baseline of white box and TVA logo consistent.

TVA Logo Guide:

- The area surrounding the TVA logo should always be free of other graphic elements. "X" represents one-half the size of the logo and is used as a measuring tool to help maintain clearance. Maintaining a clear zone draws attention to the logo and prevents competition from other graphic elements.

File Name:

TVAC0295_WEBSITE_BANNER_TEMPLATE.psd

Document:

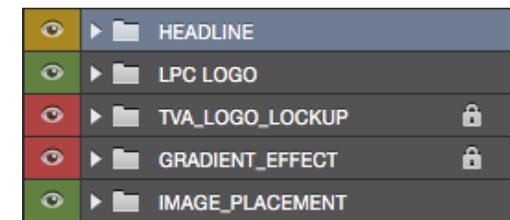
Mode: RGB
Size: 2048 x 820 px
DPI: 150

Mandatories:

- Layers must remain in the order given.
- Turn on guides.

Layers:

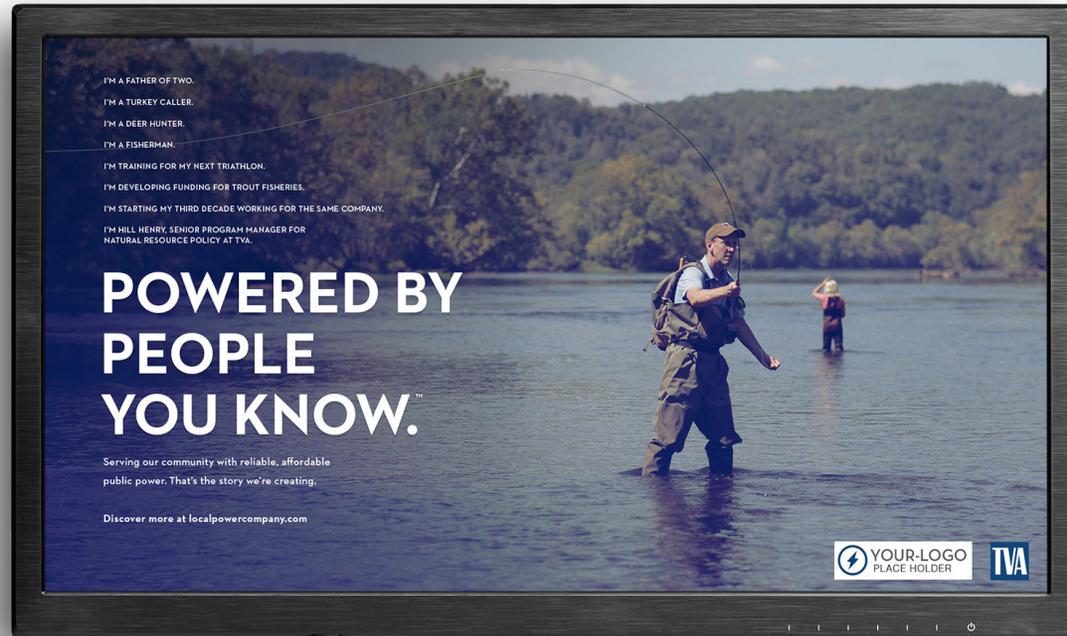
-  Remain locked. (Do not modify.)
-  May be moved vertically. (Do not modify.)
-  Requires LPC assets.



TVA Logo Guide:



Digital Signage Example



Digital Signage Template

Template:



Style Guide:

- Headline and body copy layers are linked and should be centered horizontally. Both layers may not be modified.
- When replacing body copy; be sure to keep the same structure and point size as well as the same context. Body copy may not exceed the amount of copy lines given.
- Logo lockup may not be moved; must remain in the bottom right corner.
- Headline should not cover any important information when placing image into the template, such as a person's face.
- Placement of LPC logo must remain in the white box provided. If the LPC logo becomes illegible, you may increase the maximum size of the LPC logo to twice the size of TVA's logo.
- White box may be adjusted to fit logo proportions.
- LPC logo must be centered horizontally and vertically within the white box.
- Keep baseline of white box and TVA logo consistent.

TVA Logo Guide:

- The area surrounding the TVA logo should always be free of other graphic elements. "X" represents one-half the size of the logo and is used as a measuring tool to help maintain clearance. Maintaining a clear zone draws attention to the logo and prevents competition from other graphic elements.

File Name:

TVAC0295_DIGITAL_SIGNAGE_TEMPLATE.psd

Document:

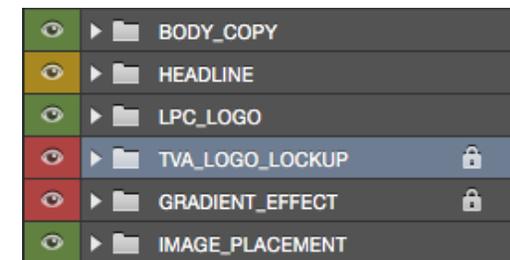
Mode: RGB
Size: 1920 x 1080 px
DPI: 150

Mandatories:

- Layers must remain in the order given.
- Turn on guides.

Layers:

-  Remain locked. (Do not modify.)
-  May be moved vertically. (Do not modify.)
-  Requires LPC assets.



TVA Logo Guide:

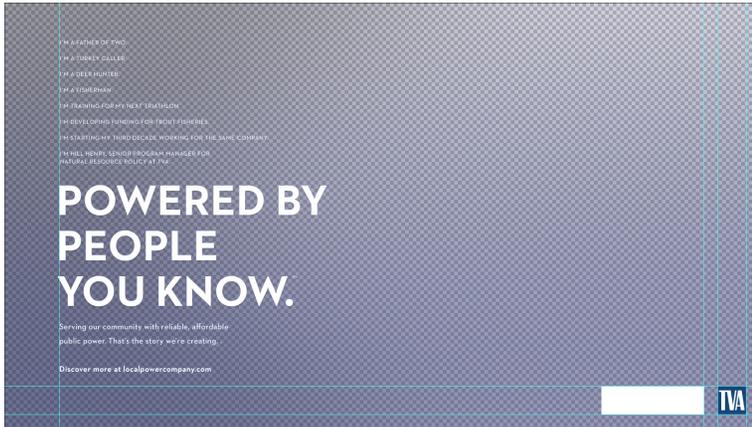


Poster Example



Poster Template

Template:



Style Guide:

- Headline and body copy layers are linked and should be centered horizontally. Both layers may not be modified.
- When replacing body copy; be sure to keep the same structure and point size as well as the same context. Body copy may not exceed the amount of copy lines given.
- Logo lockup may not be moved; must remain in the bottom right corner.
- Headline should not cover any important information when placing image into the template, such as a person's face.
- Placement of LPC logo must remain in the white box provided. If the LPC logo becomes illegible, you may increase the maximum size of the LPC logo to twice the size of TVA's logo.
- White box may be adjusted to fit logo proportions.
- LPC logo must be centered horizontally and vertically within the white box.
- Keep baseline of white box and TVA logo consistent.
- Once you have completed the template, **flatten Photoshop document and convert to CMYK for print.**

TVA Logo Guide:

- The area surrounding the TVA logo should always be free of other graphic elements. "X" represents one-half the size of the logo and is used as a measuring tool to help maintain clearance. Maintaining a clear zone draws attention to the logo and prevents competition from other graphic elements.

File Name:

TVAC0295_POSTER_TEMPLATE.psd

Document:

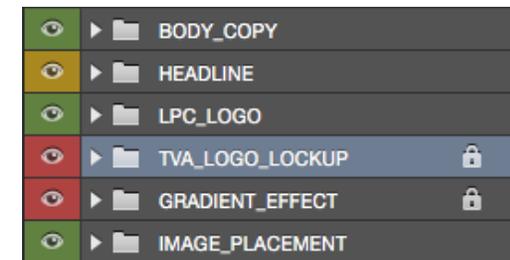
Mode: RGB
Export: Flatten Document and convert to CMYK
Size: 16" x 9" inches
DPI: 300

Mandatories:

- Layers must remain in the order given.
- Turn on guides.

Layers:

-  Remain locked. (Do not modify.)
-  May be moved vertically. (Do not modify.)
-  Requires LPC assets.



TVA Logo Guide:



14 x 48 Billboard Example



14 x 48 Billboard Template

Template:



Style Guide:

- Headline may not be moved or be modified.
- Logo lockup may not be moved; must remain in the bottom right corner.
- Headline should not cover any important information when placing image into the template, such as a person's face.
- Placement of LPC logo must remain in the white box provided. If the LPC logo becomes illegible, you may increase the maximum size of the LPC logo to twice the size of TVA's logo.
- White box may be adjusted to fit logo proportions.
- LPC logo must be centered horizontally and vertically within the white box.
- Keep baseline of white box and TVA logo consistent.
- Once you have completed the template **flatten Photoshop document and convert to CMYK for print.**

TVA Logo Guide:

- The area surrounding the TVA logo should always be free of other graphic elements. "X" represents one-half the size of the logo and is used as a measuring tool to help maintain clearance. Maintaining a clear zone draws attention to the logo and prevents competition from other graphic elements.

File Name:

TVAC0295_14x48_BILLBOARD_TEMPLATE.psd

Document:

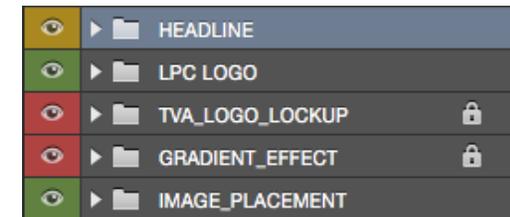
Mode: RGB
Export: Flatten Document and convert to CMYK
Size: 14.5" x 48.5" inches (Bleed included)
DPI: 150

Mandatories:

- Layers must remain in the order given.
- Turn on guides.

Layers:

-  Remain locked. (Do not modify.)
-  May be moved vertically. (Do not modify.)
-  Requires LPC assets.



TVA Logo Guide:



Full-Page Magazine Ad Example



Full-Page Magazine Ad Template

Template:



Style Guide:

- Headline and body copy layers are linked and should not be moved or modified
- When replacing body copy, be sure to keep the same structure and point size as well as the same context. Body copy may not exceed the amount of copy lines given.
- Logo lockup may not be moved; must remain in the bottom right corner.
- Headline should not cover any important information when placing image into the template, such as a person's face.
- Placement of LPC logo must remain in the white box provided. If the LPC logo becomes illegible, you may increase the maximum size of the LPC logo to twice the size of TVA's logo.
- White box may be adjusted to fit logo proportions.
- LPC logo must be centered horizontally and vertically within the white box.
- Keep baseline of white box and TVA logo consistent.
- Once you have completed the template **flatten Photoshop document and convert to CMYK for print.**
- Due to different ad sizes per publication. Template content must remain in the same proportions when resizing. Logo lockup should always remain in the bottom right corner. Headline and body copy must remain equal distance from the right of the trim as given in the template.
- If publication requires bleed, extend your "IMAGE_PLACEMENT" layer to the bleed area.
- In the case of the logo lockups extending out of the live area, you are to unlock the "TVA_LOGO_LOCKUP" layer and move it with the "LPC_LOGO" layer to the bottom right edge of the live area.

TVA Logo Guide:

- The area surrounding the TVA logo should always be free of other graphic elements. "X" represents one-half the size of the logo and is used as a measuring tool to help maintain clearance. Maintaining a clear zone draws attention to the logo and prevents competition from other graphic elements.

File Name:

TVAC0295_FULL_PAGE_MAGAZINE_AD_TEMPLATE.psd

Document:

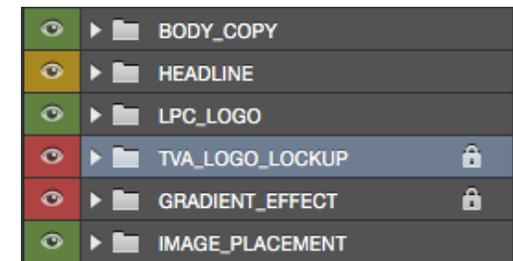
Mode: RGB
 Export: Flatten Document and convert to CMYK
 Size: 8.5" x 11" inches (Trim Size)
 DPI: 300

Mandatories:

- Layers must remain in the order given.
- Turn on guides.

Layers:

-  Remain locked. (Do not modify.)
-  May be moved vertically. (Do not modify.)
-  Requires LPC assets.



TVA Logo Guide:



Full-Page Newspaper Ad Example

NEWS SENTINEL PG4

I'M A FATHER OF TWO.
I'M A TURKEY CALLER.
I'M A DEER HUNTER.
I'M A FISHERMAN.
I'M TRAINING FOR MY NEXT TRIATHLON.
I'M DEVELOPING FUNDING FOR TROUT FISHERIES.
I'M STARTING MY THIRD DECADE WORKING FOR THE SAME COMPANY.
I'M HILL HENRY, SENIOR PROGRAM MANAGER FOR
NATURAL RESOURCE POLICY AT TVA.

POWERED BY PEOPLE YOU KNOW.

Serving our community with reliable, affordable
public power. That's the story we're creating.

Discover more at localpowercompany.com

 YOUR-LOGO
PLACE HOLDER 



Full-Page Newspaper Ad Template

Template:



Style Guide:

- Headline and body copy layers are linked and should not be moved or modified
- When replacing body copy, be sure to keep the same structure and point size as well as the same context. Body copy may not exceed the amount of copy lines given.
- Logo lockup may not be moved; must remain in the bottom right corner.
- Headline should not cover any important information when placing image into the template, such as a person's face.
- Placement of LPC logo must remain in the white box provided. If the LPC logo becomes illegible, you may increase the maximum size of the LPC logo to twice the size of TVA's logo.
- White box may be adjusted to fit logo proportions.
- LPC logo must be centered horizontally and vertically within the white box.
- Keep baseline of white box and TVA logo consistent.
- Once you have completed the template **flatten Photoshop document and convert to CMYK for print.**
- Due to different ad sizes per publication, template content must remain in the same proportions when resizing. Logo lockup should always remain in the bottom right corner. Headline and body copy must remain equal distance from the right of the trim as given in the template.
- If publication requires bleed extend your "IMAGE_PLACEMENT" layer to the bleed area.
- In the case of the logo lockups extending out of the live area, you are to unlock the "TVA_LOGO_LOCKUP" layer and move it with the "LPC_LOGO" layer to the bottom right edge of the live area.

TVA Logo Guide:

- The area surrounding the TVA logo should always be free of other graphic elements. "X" represents one-half the size of the logo and is used as a measuring tool to help maintain clearance. Maintaining a clear zone draws attention to the logo and prevents competition from other graphic elements.

File Name:

TVAC0295_FULL_PAGE_NEWSPAPER_AD_TEMPLATE.psd

Document:

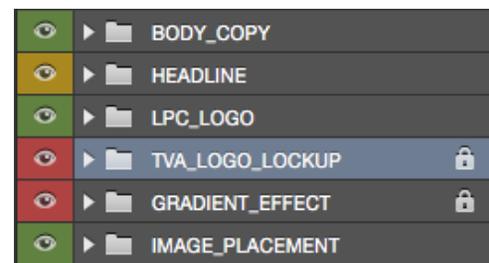
Mode: RGB
 Export: Flatten Document and convert to CMYK
 Size: 17" x 25" inches (Trim Size)
 DPI: 300

Mandatories:

- Layers must remain in the order given.
- Turn on guides.

Layers:

-  Remain locked. (Do not modify.)
-  May be moved vertically. (Do not modify.)
-  Requires LPC assets.



TVA Logo Guide:



