1.13
Dos & Don’ts

Don’t produce the TennStar symbol in sizes less than 1/4 inch square.

MINIMUM SIZE

.25"

FIRST TENNESSEE

CORRECT

TOO SMALL

Don’t create new arrangements of the TennStar symbol and corporate or subsidiary entity name other than those arrangements provided by Bank Marketing as approved signature con gurations. The most common arrangements are vertically stacked, horizontal/left justi ed, and horizontal/single line (see 1.04).

FIRST TENNESSEE

CORRECT

Don’t modify colors – match the Pantone equivalent colors speci ed for each application. Our colors are Pantone 485C Red, Pantone 2757C Dark Blue, and White.

CORRECT

Don’t substitute typefaces. The First Horizon and First Tennessee logotypes are specially designed versions of the Weiss font which use some modi ed letters, spacing and boldness. **Always** use the approved First Tennessee or First Horizon logotype with the TennStar symbol.

FIRST TENNESSEE

CORRECT

FIRST TENNESSEE

FIRST HORIZON

Don’t change the shape of the TennStar symbol.

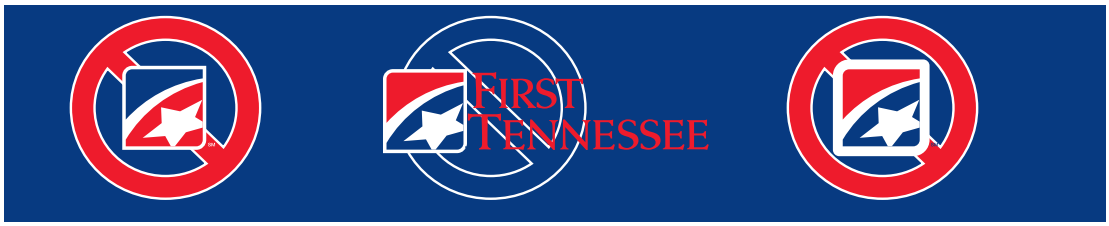
CORRECT

1.13 (Continued)
Dos & Don'ts

Don't change the symbol and logotype relationships of any approved signature. Logotype sizing and relationship versus the TennStar symbol has been carefully designed for each signature con guration and cannot be changed without approval from Bank Marketing & Strategy.

Don't interrupt the signature (symbol and typeface) with any other graphic (except background patterns). A "stay away" area equal to the width of the symbol should be maintained at all times (see 1.08).

Don't change color arrangements within the symbol or for logotypes. Use blue logotypes on white/light backgrounds and white type on dark backgrounds. **Always** use the prescribed outline around the symbol on dark backgrounds.



Don't use color applications using red. In one color applications, use screened art if possible, to simulate the red eld in the TennStar symbol.

Don't create your own artwork. **Always** use approved digital or camera-ready art provided by Bank Marketing & Strategy. Never create your own signage layouts. Only approved elements and designs can be extracted from the symbol (see 1.12).