



TTC Tennessee Technology Centers



There are 27 technology centers across the state of Tennessee. Looking for a unifying look and presence on the web, the BMC was approached to put together a modern design. The BMC developed and built all 27 websites for the technology centers across the state. After the websites were completed, the center also took the steps to train each technology center in how to maintain and contribute to their own website. From the logo, to the print campaigns, to the multimedia projects, the BMC has helped to cultivate the growth of the centers.

"The technology centers are staples in their individual communities. Partnering with them to promote safety initiatives like the Ollie Otter program allows the TTCs to

make positive impacts in their communities and allows us to have a broader reach," said Julie Brewer, Ollie Otter program manager. "Without our partnership with the TTCs, we wouldn't have been able to make the impact that we have. This has allowed us to bring service learning to them, and for them to bring seat belt education to their local area."

"We have re-branded their entire initiative through working with their top-level leaders. It has been amazing to see how we have created a brand for them that has solidified these 27 institutions and provided consistency across the board. This sustainable, long-term branding campaign is uniting these campuses on a statewide level. We at the BMC have always been huge advocates for career, technical, and continuing education, and I take a personal interest in seeing these technology centers succeed," said Michael Aikens, BMC manager.

