City Vehicle Branding Guidelines MTAS Research and Information Center | January 2020

UP P Municipal Schmidt Advisory Service

City	Title	First Name	Last Name	Email Address	Phone	Vehicle Color?	Make of Car Preferences?	Logo placement	Police/Firefighter Vehicle Info?
Brentwood	Public Works Director	Todd	Hoppenstedt	todd.hoppenstedt@ brentwoodtn.gov	615-371-0080	Most everything is white in color, dump trucks have white cabs with black dump bodies	A combination of Light to medium duty SUV's (Explorers, Trail Blazers, Traverse), medium and heavy duty pick-up trucks (Chevy, Ford, Dodge), Heavy Duty Trucks (Freightliner), a couple of vans (Sprinter).	passenger doors, typically with the department name in regular black text below the seal and a vehicle number in black text on the front fenders.	Police Department generally uses Dodge Chargers and Ford Explorers in their patrol fleet. Most marked vehicles are specially painted to be both dark blue and grey in color, very recognizable. There are several unmarked vehicles that use the same model vehicles, with few exceptions like Chevy Tahoe, Dodge Challenger, Etc.Fire Department has some Ford Pick-up trucks, Ford Explorers, Chevy Tahoes, and Dodge Chargers in their administrative/inspection sections.
Chattanooga	Public Works Administrator	Gary	Franks	gfranks@chattanoo ga.gov	423-643-5559		Ford because of the availability of diagnostic softward		Police vehicles are white and black, fire department red with white letters, dept. decal, and letters that indicate it is a class 1 department.
Franklin	Office Manager (Fleet maint.)	Kim	Hammon		615-791-3252	White	Generally GM and Chevy	On driver and front seat doors	Police use Ford explorer and Fire Dept Sutpher
Knoxville	Fleet Services Director	Keith	Shields	kshields@knoxvillet n.gov	865-215-2150	White	Chrystler/Dodge vehicles, but also have some chevy and ford	Have sunburst city logo and placed on each side of vehicle	KPD silver and Fire Dept. red