UT SYSTEM BRAND
QUICKLOOK: 2021
UT SYSTEM BASE COLOR PALETTE:

ORANGE:
CMYK  0  50  100  0
HEX   FF8200
RGB  255 130  0
PMS   151

GRAY:
CMYK  0  0  80  0
HEX   58595B
RGB  88 89  91
PMS   COOL GRAY 11

WHITE:
CMYK  0  0  0  0
HEX   FFFF
RGB  255 255  255
PMS   NA

BLACK:
CMYK  0  0  0  100
HEX   00000
RGB  0  0  0
PMS   BLACK C

UT SYSTEM ACCENT COLORS:

The primary System colors are used to define the brand personality while the accent colors are used to enhance but never dominate the System palette. Tints are acceptable on all colors.

UTK TORCH:
CMYK  0  85  100  0
HEX   e65933
RGB  230  89  51
PMS   PMS WARM RED

UTHSC GREEN:
CMYK  89  19  72  60
HEX   115740
RGB  17  87  64
PMS   343

UTC BLUE:
CMYK  100  54 0  36
HEX   00386b
RGB  0  56  107
PMS   295

UTM DARK BLUE:
CMYK  99  84  51
HEX   0a2240
RGB  10  34  64
PMS   289

ROSE:
CMYK  12  100  47  2
HEX   #D50057
RGB  213  0  87
PMS   PMS Rubine Red C

DAFFODIL:
CMYK  3  42  100  0
HEX   eba900
RGB  235 169  0
PMS   124

TEAL:
CMYK  100  33  42  7
HEX   007d8a
RGB  0  123  138
PMS   7713 C

SPRING:
CMYK  56  3  100  0
HEX   80bc00
RGB  128  188  0
PMS   376

UT SYSTEM LOGO SPACING CONSIDERATIONS:

In order to maintain legibility, the UT System primary logo should reduce to no smaller than .375” or 36 pixels in height. Gap spacing for the primary UT System logo is equal to half the height of the UT icon in the logo.
UT SYSTEM PRIMARY LOGOS

PREFERRED

UT SYSTEM PRIMARY 3 LEVEL LOGO - LEFT ALIGN

The first of two primary options for identifying the UT System brand on stationery, templates (i.e. email signatures), signage, website header, and vehicles.

The primary 3-level left-align logo should be used when communicating with legislative or trustee audiences or when multiple UT campuses/institutes are represented.

Color standards are orange for the icon and 80% black (gray) for the text. Reversed options are shown at right.

Minimum recommended height is .3125” or 36 pixels.

UT SYSTEM PRIMARY 4 LEVEL PRIMARY LOGO - ALIGN CENTER

The second of two primary options for identifying the UT System brand on stationery, templates (i.e. email signatures), signage, website header, and vehicles.

Color standards are orange for the icon and 80% black (gray) for the text. Reversed options are shown at right.

Minimum recommended height is .75” or 72 pixels.

UT SYSTEM HORIZONTAL LOGO

Limited use option for identifying the UT System brand on stationery, templates and signage where a horizontal placement is required. Examples are PPT templates, footers and official letterhead.

Minimum recommended height is .1875” or 18 pixels.
UT SYSTEM PRIMARY LOGOS — ONE COLOR

UT SYSTEM PRIMARY
3 LEVEL LOGO - LEFT
ALIGN - ONE COLOR

One color options include orange, white, and 100% black.
Minimum recommended height is .3125” or 36 pixels.

4 LEVEL PRIMARY
LOGO - ALIGN CENTER -
ONE COLOR

One color options include orange, white, and 100% black.
Minimum recommended height is .75” or 72 pixels.

UT SYSTEM HORIZONTAL LOGO

Limited use option for identifying the UT System brand on stationery, templates and signage where a horizontal placement is required. Examples are PPT templates, footers and official letterhead. One color options include orange, white, and 100% black.
Minimum recommended height is .1875” or 18 pixels.
UT SYSTEM PRIMARY LOGOS WITH DIVISION / DEPARTMENT / OFFICE

PRIMARY LOGO –
ALIGNED LEFT
WITH DIVISION,
DEPARTMENT AND
OFFICE APPLIED

Used as the first of two primary options for identifying a UT System division, department and/or office name if required. Color standards are orange for the icon and 80% black (gray) for all text.

Division name is set in all caps, gray, centered in Gotham Bold; +20% word spacing. Height is 75% the X-height of SYSTEM text. A department name is centered below and set in Gotham Medium, reduction of 10%, +20% leading, upper and lower case with same word spacing applied. If office is required, the name is centered below in Gotham Book Italic reduction of 10%, +20% leading, upper and lower case.

When reducing the logo, department and office copy should be reviewed and size adjusted to guarantee legibility.

Minimum recommended height is .75” or 72 pixels.

PRIMARY LOGO –
ALIGNED CENTER
WITH DIVISION,
DEPARTMENT AND
OFFICE APPLIED

Used as second of two primary options for identifying a UT System division, department and/or office if required. Color standards are orange for the icon and 80% black for all text.

Division name is set in all caps, gray, centered in Gotham Bold; +20% word spacing. Height is 75% the X-height of SYSTEM text. A department name is centered below and set in Gotham Medium, reduction of 10%, +20% leading, upper and lower case with same word spacing applied. If office is required, the name is centered below in Gotham Book Italic reduction of 10%, +20% leading, upper and lower case.

When reducing the logo, department and office copy should be reviewed and size adjusted to guarantee legibility.

Minimum recommended height is 1.5” or 144 pixels.
SHORTCUT LOGO - CENTER STACK
This logo is used as secondary option for identifying UT System. Color standards are orange for the icon and 80% black for the text.
One color options include orange, white, and 100% black.
These logos are suitable for embroidery, promotional items, web logo, social media, and locations that require an abbreviated logo.
Minimum recommended height of stacked shortcut is .5” or 48 pixels.
Minimum recommended height of horizontal shortcut is .375” or 36 pixels.

SHORTCUT LOGO - HORIZONTAL
This logo is used as secondary shortcut option for identifying UT System. Color standards are orange for the icon and 80% black for the text.
One color options include orange, white, and 100% black.
These logos are suitable for embroidery, promotional items, web logo, social media, and locations that require an abbreviated logo.
Minimum recommended height of horizontal shortcut is .25” or 24 pixels.
When utilizing department and office, all text should be reviewed for legibility and reduction should be no smaller than 1” or 96 pixels in height.

FINANCE AND ADMINISTRATION
Treasurer
Procurement Services

Reversed two-color option
Reversed one-color option
UT SYSTEM BUSINESS STATIONERY

UT SYSTEM BUSINESS CARD TEMPLATE

The template used is active on UPM's order system:
https://upm.utk.edu/order/

Design variations are limited as the template must be maintained from order to order.

Front of card is editable for name, title, department / office, phones, addresses, web and email addresses

No. 10 Envelope

UT SYSTEM BUSINESS ENVELOPE TEMPLATE

The template used is active on UPM's order system:
https://upm.utk.edu/order/

Back of card — non-editable. Be One UT option.

Back of card — non-editable. System campus option.
UT SYSTEM
LETTERHEAD
TEMPLATE

The template is available through the UPM order system.
https://upm.utk.edu/order/
Variations are limited.