THE UNIVERSITY OF TENNESSEE
SYSTEM
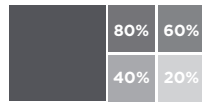
UT SYSTEM BRAND
QUICKLOOK: 2021

THE UNIVERSITY OF TENNESSEE SYSTEM

| | **80%** | **60%** |
| | **40%** | **20%** |
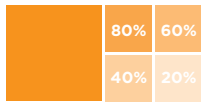
ORANGE:
CMYK   0 50 100 0
HEX   FF8200
RGB   255 130 0
PMS   151

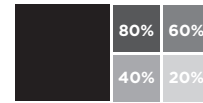**GRAY:**
CMYK   0   0   0 80
HEX   58595B
RGB   88 89 91
PMS   COOL GRAY 11

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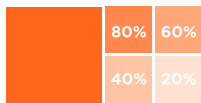RGB   255 255 255
PMS   NA

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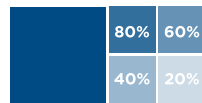
UTK TORCH:
CMYK   0 85 100 0
HEX   e65933
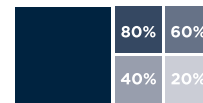RGB   230 89 51
PMS   PMS WARM RED

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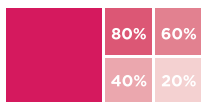HEX   115740
RGB   17 87 64
PMS   343

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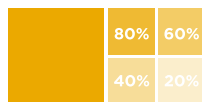HEX   00386b
RGB   0 56 107
PMS   295

UTM DARK BLUE:
CMYK   99 84 45 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
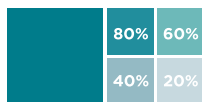
TEAL:
CMYK   100 33 42 7
HEX   007d8a
RGB   0 123 138
PMS   7713 C
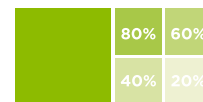
SPRING:
CMYK   56 3 100 0
HEX   80bc00
RGB   128 188 0
PMS   376

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.

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.

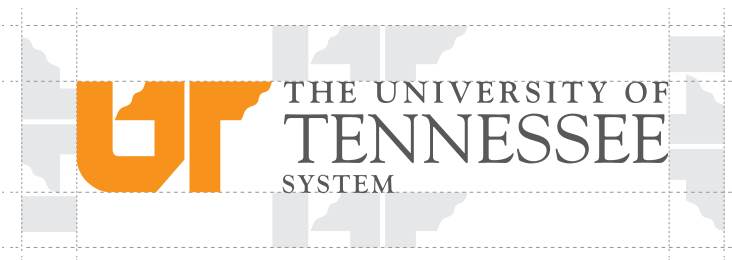Color standards are orange for the icon and 80% black (gray) for the text. Reversed options are shown at right.

Minimum recommended height is .3125" or 36 pixels.

Reversed two-color option

Reversed one-color option

PREFERRED

UT SYSTEM 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.

Reversed two-color option

Reversed one-color option

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 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.

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.

THE UNIVERSITY OF TENNESSEE SYSTEM

DIVISION
DEPARTMENT
OFFICE

FINANCE AND ADMINISTRATION
Capital Projects
Real Property and Space Administration

THE UNIVERSITY OF TENNESSEE SYSTEM

FINANCE AND ADMINISTRATION
Capital Projects
Real Property and Space Administration

Reversed two-color option

THE UNIVERSITY OF TENNESSEE SYSTEM

FINANCE AND ADMINISTRATION
Capital Projects
Real Property and Space Administration

Reversed one-color option

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.

THE UNIVERSITY OF TENNESSEE SYSTEM

FINANCE AND ADMINISTRATION
Capital Projects
Real Property and Space Administration

THE UNIVERSITY OF TENNESSEE SYSTEM

FINANCE AND ADMINISTRATION
Capital Projects
Real Property and Space Administration

Reversed two-color option

THE UNIVERSITY OF TENNESSEE SYSTEM

FINANCE AND ADMINISTRATION
Capital Projects
Real Property and Space Administration

Reversed one-color option

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.

THE UNIVERSITY OF TENNESSEE SYSTEM

NAME HERE
Title here

DIVISION, DEPARTMENT AND/OR OFFICE NAME

865-974-0000 office
865-974-0000 alternative
emailaddress@tennessee.edu

Address 1
Address 2
Knoxville, TN 37902
tennessee.edu

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

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

THE UNIVERSITY OF TENNESSEE SYSTEM

KNOXVILLE • CHATTANOOGA • PULASKI • MARTIN • MEMPHIS
INSTITUTE FOR PUBLIC SERVICE • INSTITUTE OF AGRICULTURE

Back of card — non-editable. System campus option.

No. 10 Envelope

THE UNIVERSITY OF TENNESSEE SYSTEM

DIVISION NAME HERE
Department
Office

Address 1
Address 2
Knoxville, TN 37902
tennessee.edu

UT SYSTEM BUSINESS ENVELOPE TEMPLATE

The template used is active on UPM's order system:

https://upm.utk.edu/order/

UT SYSTEM
LETTERHEAD
TEMPLATE

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

Variations are limited.