INTRODUCING AND CREATING AWARENESS of the new UT Foundation requires a clear, concise, and consistent message. Use of the following graphic standards will help establish awareness of the foundation, raise recognition, and distinguish the foundation’s objectives.

Communications from the foundation originate from four major campuses, three institutes, and the UT Knoxville athletics programs. Audiences range from young alumni to seasoned donors. Topics span the gamut from an alumni event invitation to making a major gift through the Planned Giving Program. The audience includes twenty-something recent grads, eighty-something (and beyond!) golden grads, and countless friends of UT from across the country and around the world. Their combined UT alumni, friend, and donor experiences are the foundation of the UTFI brand.

The objective of the graphic identity standards is to consistently reinforce the visual messages supporting the foundation and UT both financially and demonstratively. Maintaining a cohesive “voice” enhances the foundation’s potential for success. It is critical that these messages reflect a singular purpose with consistency and integrity.

The perception of UTFI is similar to a mosaic illustration. As with the tiles of a mosaic, the public’s impression of the foundation will be formed by an overall view of a variety of messages, including visual representations. These graphic standards guide the individual designs, which collectively add to the target audiences’ experience with the University of Tennessee Foundation.
Logo

At the heart of the UT Foundation graphic identity is the logo, the one graphical element that ties all aspects of the foundation and university together.

To illustrate the foundation’s affiliation with the university, the university’s wordmark and icon are incorporated in the logos for both the foundation’s fund raising and alumni programs.

These are the only logos approved to represent the University of Tennessee Foundation. Use of any other typographic or visual combinations are not permitted.

The foundation logo should appear no smaller than one-quarter of an inch tall. It should be surrounded on all sides by an amount of open space equal to half its height. It may be reproduced without the university wordmark when the scale is so small the wordmark can not be easily reproduced. No other combinations are permitted.

The UT icon should only be rendered in UT Orange (PMS 151) with the exception of the UTC campus foundation and alumni programs. Solid black may be used in black-and-white print materials or solid white when the logo needs to be reversed on a dark background. No other colors are permitted. Permitted color schemes are included with this document.

The UTFI logos are presented in this document. Files are available for download at UTFI.org/identity.

As a general rule, all foundation- and alumni-created materials should use the appropriate UT Foundation, UT Alumni or campus logo. In these cases, it is permissible to use the University of Tennessee marks. The UT Foundation, Alumni and campus logo may be used as secondary marks placed in the lower right-hand corner of the letterhead and the lower left-hand corner of the mailing envelope.

Campus marks should not be followed by the word “alumni.” Campus marks should be used as a single entity, not combined with the word “alumni” or any other word.

For more information about the use of the foundation and alumni logos, contact the director of communications at 865-974-2115.
UTFI Family of Logos

The UTFI logo is the official mark of the University of Tennessee Foundation. Consistent use of the logo helps strengthen the foundation’s identity as a cohesive, yet multi-faceted enterprise.

Logos have been designed for each of UT’s four main campuses and two institutes. These are the only approved marks for alumni and development programs.

As shown on the previous page, the logos may be modified to accommodate small-scale applications. This is done by removing “The University of Tennessee” and the unit affiliation shown in the bar below the primary elements (UT icon and the word “Foundation” or “Alumni”).

An option is to include the name of the campus or institute below the bar. When reproducing on a white or light background, the type must be either PMS Cool Gray 9 or 65% black. On dark backgrounds, the type must be white (reversed).

Designers are encouraged to use artistic license to adapt the color scheme within these parameters to compliment the particular application. Prior to publishing, please contact the director of communications at 865-974-2115.

The UTFI family of logos is presented on the following pages. Files are available for download at utfi.org/identity.

If you have questions or need more information about the use of logos, contact the director of communications at 865-974-2115.
UTFI Family of Logos for Dark Background

THE UNIVERSITY OF TENNESSEE UT FOUNDATION

THE UNIVERSITY OF TENNESSEE UT FOUNDATION KNOXVILLE

THE UNIVERSITY OF TENNESSEE UT FOUNDATION CHATTANOOGA

THE UNIVERSITY OF TENNESSEE UT FOUNDATION MARTIN

THE UNIVERSITY OF TENNESSEE UT FOUNDATION HEALTH SCIENCE CENTER

THE UNIVERSITY OF TENNESSEE UT FOUNDATION INSTITUTE OF AGRICULTURE

THE UNIVERSITY OF TENNESSEE UT FOUNDATION INSTITUTE FOR PUBLIC SERVICE

THE UNIVERSITY OF TENNESSEE UT ALUMNI ASSOCIATION

THE UNIVERSITY OF TENNESSEE UT ALUMNI KNOXVILLE

THE UNIVERSITY OF TENNESSEE UT ALUMNI CHATTANOOGA

THE UNIVERSITY OF TENNESSEE UT ALUMNI MARTIN

THE UNIVERSITY OF TENNESSEE UT ALUMNI HEALTH SCIENCE CENTER

THE UNIVERSITY OF TENNESSEE UT ALUMNI INSTITUTE OF AGRICULTURE

THE UNIVERSITY OF TENNESSEE UT ALUMNI INSTITUTE FOR PUBLIC SERVICE
The University Seal

The official seal of the University of Tennessee features an open book, globe, sextant, gear, and laurels. The words “agriculture” and “commerce,” along with the plow and riverboat, are elements of the seal of the State of Tennessee. The date, 1794, is the year Blount College, the University of Tennessee’s forerunner, was established in Knoxville.

The seal is not for general use. It should be used only for formal and official communications, such as diplomas, certificates, legal documents, and communications from the Board of Trustees.

UT’s seal should appear no smaller than three-quarters of an inch high. It should be surrounded on all sides by an amount of open space equal to half its width. The seal should always stand alone.

The seal should be rendered in solid black whenever possible. On a dark background, the seal may be reversed. Files are available for download at tennessee.edu/identity.

The design or use of any other seal representing the university, its campuses or units, is not permitted.

For more information about the use of the university seal, contact the System Office of Communications and Marketing at 865-974-8184.

Sports-Related Logos

Sports-related logos are for the sole use of sports organizations on campus, and on merchandise regulated by the Office of Trademark Licensing.

These marks may not be used by academic units or students groups.

For more information about licensing sports-related logos, contact the Office of Trademark Licensing at 865-974-1444.
Official Colors

Color is one of the most important elements of visual identity. UTFI has adopted the existing color palettes to maintain a visual association with the university’s major units. Approved Pantone Matching System (PMS) colors and the equivalent CMYK, RGB, and hex color matches are represented here.

The UTFI family of signatures should be rendered as shown on the previous pages. Solid black and screens of black may be used in black-and-white print materials. On dark backgrounds, signatures may be reversed as shown on previous pages.
Typography

Typefaces (fonts) are an important element of a graphic identity. The primary font of the UTFI wordmarks (foundation and alumni) is Gotham Black. “The University of Tennessee” wordmark is Goudy Old Style.

The foundation's graphic identity program uses a sans serif typeface, Gotham, and a serif typeface, Fairfield. Both type faces offer a broad range of weights and widths to provide multiple design options. Both typefaces are available in OpenType format.

Fairfield LT Std is the recommended font for body copy (as used in this publication).

UTFI units may choose other fonts for headlines, subheads, and other special applications. Prior to publishing, please contact the UTFI assistant vice president for approval of any variation.

For more information about the use of typefaces, contact the director of communications at 865-974-2115.

Partial Samples of Approved Type Fonts

- **Gotham Book**
  - ABC abc 123

- **Gotham Bold**
  - ABC abc 123

- **Gotham Black**
  - ABC abc 123

- **Gotham Condensed Book**
  - ABC abc 123

- **Gotham Condensed Bold**
  - ABC abc 123

- **Gotham Condensed Black**
  - ABC abc 123

- **Fairfield LT Std Light**
  - ABC abc 123

- **Fairfield LT Std Medium**
  - ABC abc 123

- **Fairfield LT Std Bold**
  - ABC abc 123

Stationery & Business Cards

The University of Tennessee Foundation business cards, letterhead, and envelopes are distributed far and wide. For some, the signature on UTFI stationery, through correspondence from the university, is their only impression of our graphic identity.

Examples of approved UTFI letterhead, envelopes, and business cards are shown here and on the following page.

UTFI stationery features the signature for the system, campus, or institute, followed by office and/or individual contact information.

The only approved font for department and/or individual contact information is Gotham.

In rare and special circumstances, an approved secondary mark may be placed on the stationery for your unit.

Stationery must be ordered through UT Graphic Arts Service.

For more information about stationery, contact the director of communications at 865-974-2115.
Promotional Materials

There are limitless possibilities for the application of the UTFI logo on promotional materials. Units are allowed to design their own promotional materials to carry their desired message. Keep in mind, however, that units are not permitted to develop their own logos without first consulting the UTFI assistant vice president for communications.

The UTFI logo should appear on promotional materials whenever room allows.

Promotional materials designed for sale to the public must carry the appropriate trademark indication and must be approved in advance by the Office of Trademark Licensing.

For more information about giveaways and merchandising design, contact the director of communications at 865-974-2115.
E-mail Signature Block

One of the most frequently seen contacts with UT Foundation is e-mail and the accompanying signature block. Since this is such a high-visibility communication vehicle, it is important to have a signature block that not only contains pertinent contact information, but also reinforces the organization.

Logos for each unit of the foundation have been developed for incorporation into the signature block. The example on this page shows how the signature block should be constructed.

For more information about the configuration of e-mail signatures, contact the director of communications at 865-974-2115.

E-mail appearance

(End of E-mail Text)

NAME
Title
Campus Name
Office Name
Address 1
Address 2
City, TN 37996
Office: (865) 881-7610
Direct Line: (865) 881-1234
Cell: (865) 234-5678
Fax: (865) 881-7622
Web: uthscalumni.com

Specifications

NOTE: Make all copy in signature block gray by choosing gray color option in the type options of your e-mail application

Three line spaces between end of e-mail text and signature block: Arial, 11pt

Logo furnished by UTFI Communications Office

Arial, 11pt, bold, set all caps
Arial, 11pt, set upper and lower case
Single line space: Arial, 11pt

Arial, 11pt, set upper and lower case
Optional
Arial, 11pt, set upper and lower case—bold campus ID in URL

Slideshow Template

Frequently, UTFI development and alumni staff give slideshow presentations to internal and external audiences. It is important for those graphics to be consistent with our image.

An example of the PowerPoint template is shown below. This design allows you to build a presentation within a framework that includes the UTFI signature.

Slideshow templates for use with PowerPoint are available for download from the UTFI website.

For more information about UTFI PowerPoint templates, contact the director of communications at 865-974-2115.

Sample PowerPoint® Template
CONTACTS

Graphic Identity Questions or Assistance
The University of Tennessee Foundation
Director of Communications
1525 University Avenue
Knoxville, TN 37921
865-974-2115

Trademark Licensing
Office of Trademark Licensing
1551 Lake Loudon Blvd.
Knoxville, TN 37996
865-974-1444
http://licensing.tennessee.edu/

Printing
UT Chattanooga Graphic Services
400 Palmetto Street
Chattanooga, TN 37403
423-425-4092
graphics@utc.edu

UT Health Science Center Printing & Copy Center
910 Madison Avenue, Suite C20
Memphis, TN 38163
901-448-5553
http://www.uthsc.edu/finance/printing/

UT Knoxville Graphics Arts Services
2021 Stephenson Drive
Knoxville, TN 37996
865-974-4416

UT Martin Digital Printing Services
7 Clement Hall
Martin, TN 38238
731-881-7842
digiprint@utm.edu