

Brand Architecture



THE UNIVERSITY OF
TENNESSEE
SYSTEM

What is brand architecture?

- Brand architecture outlines how a company's brands are organized. It typically involves a master brand (like The University of Tennessee) overseeing several distinct sub-brands (e.g., UTC, UTM, UTK).
- This approach allows for targeting diverse audiences with various brand elements like names, colors and logos.
- It's crucial for these elements to remain consistent to maintain the original brand's strength.
- The parent brand, UT, forms the foundation, while its subsidiaries create a cohesive brand family, each with its own identity yet aligned with the parent's values.




Evolution of the UT Brand



THE UNIVERSITY OF
TENNESSEE
SYSTEM


UT Brand: Pre-2015

- Prior to 2015, UT utilized a "Branded House" approach.
- The UT wordmark and icon were incorporated into all campus marks with an underscored identifier.


THE UNIVERSITY *of* TENNESSEE 



THE UNIVERSITY *of* TENNESSEE
KNOXVILLE, CHATTANOOGA, MARTIN, TULLAHOMA, MEMPHIS

THE UNIVERSITY *of* TENNESSEE 
KNOXVILLE

THE UNIVERSITY *of* TENNESSEE 
CHATTANOOGA

THE UNIVERSITY *of* TENNESSEE 
MARTIN

THE UNIVERSITY *of* TENNESSEE 
HEALTH SCIENCE CENTER

THE UNIVERSITY *of* TENNESSEE 
SPACE INSTITUTE

THE UNIVERSITY *of* TENNESSEE 
INSTITUTE *for* PUBLIC SERVICE

THE UNIVERSITY *of* TENNESSEE 
INSTITUTE *of* AGRICULTURE

UT Brand: 2015

- In 2015, the UT brand was redesigned to clean up design elements in the wordmark.
- UTIA, Knoxville and Chattanooga implemented their own marks.

 THE UNIVERSITY OF TENNESSEE

 THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

 THE UNIVERSITY OF
TENNESSEE
CHATTANOOGA

 THE UNIVERSITY OF
TENNESSEE
MARTIN

 THE UNIVERSITY OF
TENNESSEE
HEALTH SCIENCE CENTER

 INSTITUTE OF
AGRICULTURE
THE UNIVERSITY OF TENNESSEE

 THE UNIVERSITY OF
TENNESSEE
INSTITUTE FOR PUBLIC SERVICE

 THE UNIVERSITY OF
TENNESSEE
KNOXVILLE
SPACE INSTITUTE AT TULLAHOMA

UT Brand: 2018

- In 2018, UT conducted statewide brand research, which led to UT adding the word “System” to marks representing the systemwide entity to provide clarity between the system and the Knoxville campus.
- The move ensured all UT entity marks provided clarification to avoid confusion in the marketplace.
- The UT brand moved to an “endorsed brand” approach with a redesigned wordmark to create consistency and demonstrate a level of synergy between all UT entities.



What is an Endorsed Brand Architecture?

- The “endorsed brands” architecture model features synergy between the master brand and sub-brands, ensuring support from the master brand while maintaining distinct identities for each sub-brand.
- This model is ideal for leveraging the entire enterprise while enabling separate entities to compete effectively in their markets.
- Benefits include enhanced credibility through endorsement, the ability for sub-brands to have unique identities, and leveraging the positive equity of the master brand for new sub-brands.
- Additionally, it allows for competition in the market without alienating existing audiences.



Elements of UT Endorsed Brand Structure



Wordmark

Consistent structure/use of the wordmark



Typography

Consistent font usage of Goudy and Gotham

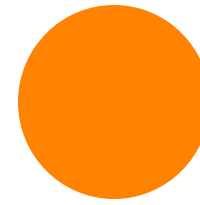


Color

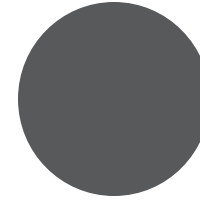
Consistent Use of UT Orange
(UT Chattanooga excluded)

Unique Identifiers

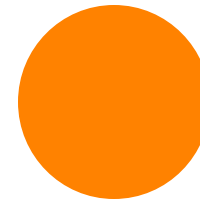
- Each campus is represented in the UT System brand guide by colors selected from the campus' brand.
- Use of the campus palette in System communications is limited to coordinating content which references a campus with its respective color in addition to the System's primary, neutral and accent.



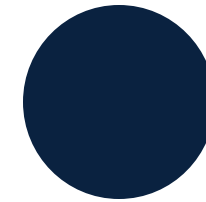
Tennessee Orange



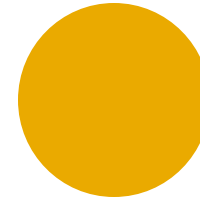
Smokey Mountain Gray



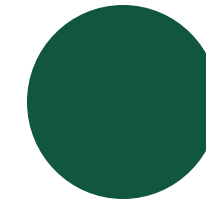
UT Knoxville



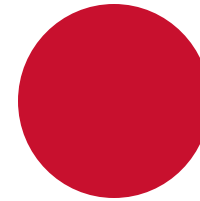
UT Martin



UT Chattanooga



UT Health Science Center



UT Southern

How does that play out?



Other UT Entity Logos

- UT System Communications and Marketing collaborates with entities and partners to create logos representing a relationship with the University.
- Included here are primary logos representing the latest approved visual identities for UT's non-campus, non-institute partners.



Co-Branded Logos

- In instances where multiple UT entities are involved in projects, the UT icon and/or wordmark will serve as a unifying mark to identify the projects.
- In instances where multiple campuses and an outside entity are collaborating, the use of just the wordmark treatment “The University of Tennessee” is appropriate.



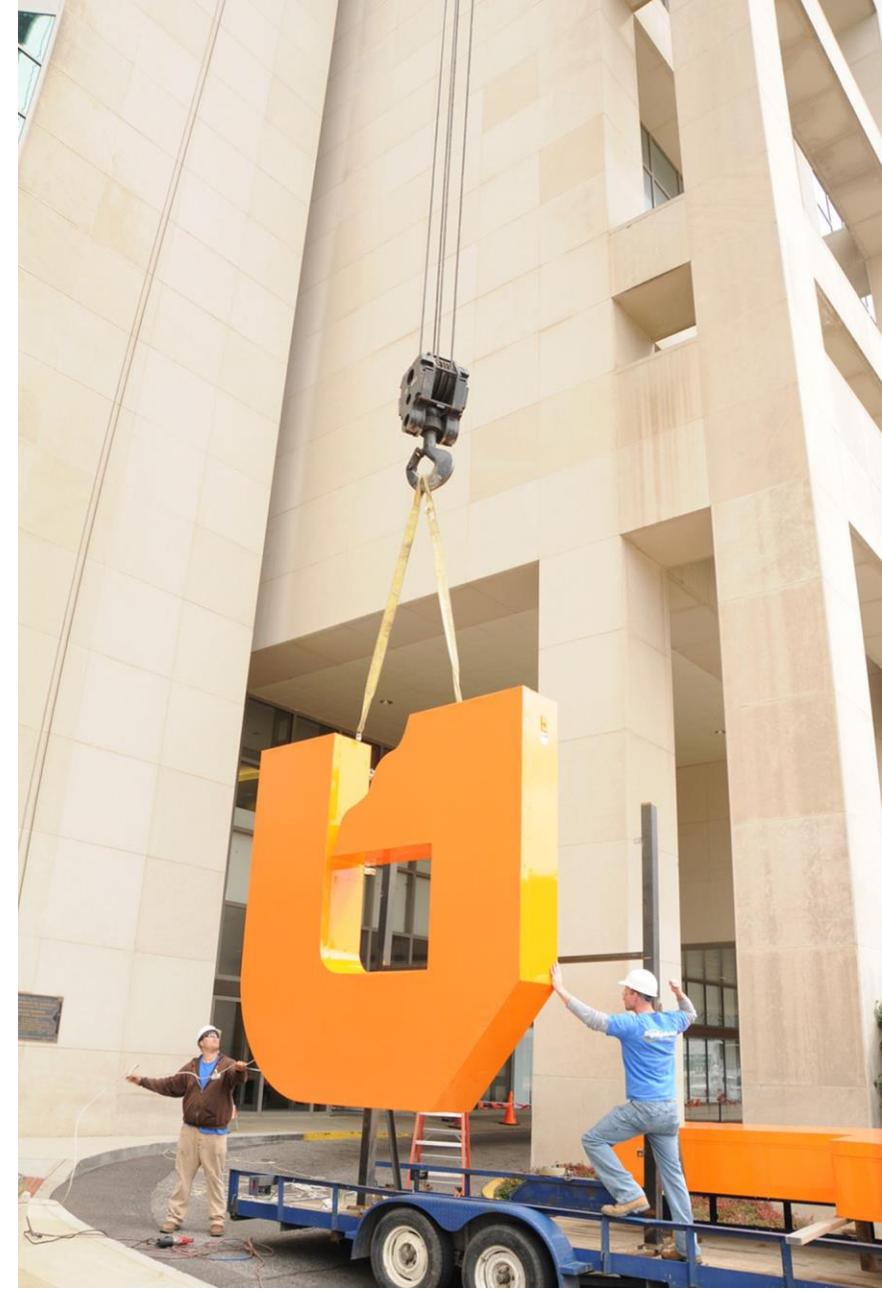
Custom Logo Process

- Custom logos are often created for large-scale initiatives or events.
- All custom logos must be created or approved by UT System Communications and Marketing.
- Designs will incorporate the UT icon and meet brand standards to ensure consistency and recognizability.



UT Brand Standards

- Managing a brand as large and visible as that of the University of Tennessee is a team effort.
- The UT System vice president of communications and marketing holds executive responsibility for the creation of and adherence to UT System brand standards and serves as chair of the brand standards committee.



UT Brand Standards Committee

- The purpose of the committee is to establish coordination of images, messages and materials that identify or represent the statewide University of Tennessee System.
- Committee members are appointed by the UT System vice president of communications and marketing, and membership includes design and marketing experts representing each UT campus, institute and entity.



UT Brand Standards Committee

Proposal Review and Process

Core Brand Standards Updates Requiring Approval:

- Primary and Shortcut Logos
- Primary Colors
- Primary Typefaces

Proposal Process:

1. Present proposed changes and rationale to UT System Administration committee representatives
2. Pending approval by UTSA committee representatives, present proposal and implementation plan to full committee for review/discussion
3. Majority vote required for final approval

