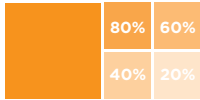




THE UNIVERSITY OF
TENNESSEE
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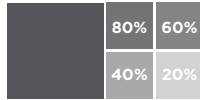
UT SYSTEM BRAND
QUICKLOOK: 2023

UT SYSTEM PRIMARY COLOR PALETTE



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

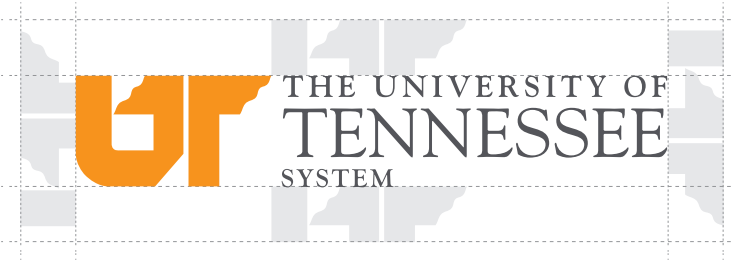


WHITE:

CMYK 0 0 0 0
HEX FFFFFF
RGB 255 255 255
PMS NA

UT SYSTEM LOGO SPACING CONSIDERATIONS

In order to maintain legibility, the UT System primary logo should reduce to no smaller than .375 inches 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.



Gap spacing for the primary UT System icon is equal to 50% of the width and height of the UT icon. Minimum height is .25 inches or 24 pixels.



UT SYSTEM ICON

The UT icon is a distinctive mark that has represented the University since 1985 and can be found throughout the UT System and state of Tennessee.

Color options include solid orange, and white. Only render the UT icon in black when necessary, such as for black-and-white printing.

The UT icon can be used as a stand-alone graphic if: the target audience is internal to the University, such as employees or alumni; connection to the University is obvious, for example the primary logo is incorporated elsewhere in the collateral; or when size or space dictate

Minimum recommended height is .25 inches or 24 pixels.



Reversed one-color option



Limited-use one-color option

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 external audiences.

Color standards are orange for the icon and gray for the text. Reversed options are shown at right.

Minimum recommended height is .3125 inches 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 gray for the text. Reversed options are shown at right.

Minimum recommended height is .75 inches 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 inches or 18 pixels.



UT SYSTEM PRIMARY LOGOS — ONE COLOR

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

Limited use option for identifying the UT System brand on stationery, templates and signage where one color printing is required. One color options include orange white and 100% black.

Minimum recommended height is .3125 inches or 36 pixels.



4 LEVEL PRIMARY LOGO - ALIGN CENTER - ONE COLOR

Limited use option for identifying the UT System brand on stationery, templates and signage where one color printing is required. One color options include orange white and 100% black.

Minimum recommended height is .75 inches or 72 pixels.



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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 inches or 18 pixels.

UT THE UNIVERSITY OF TENNESSEE SYSTEM

UT THE UNIVERSITY OF TENNESSEE SYSTEM

UT THE UNIVERSITY OF TENNESSEE SYSTEM

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 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 inches or 72 pixels.

DIVISION **FINANCE AND ADMINISTRATION**
DEPARTMENT **Capital Projects**
OFFICE *Real Property and Space Administration*



Reversed two-color option



Reversed one-color option

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



THE UNIVERSITY OF
TENNESSEE
SYSTEM

FINANCE AND ADMINISTRATION
Capital Projects
Real Property and Space Administration

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 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 1.5 inches or 144 pixels.



Reversed two-color option



Reversed one-color option

UT SYSTEM BUSINESS STATIONERY

UT SYSTEM BUSINESS CARD TEMPLATE

Stationery can be ordered through an online portal in partnership with Graphic Creations, a licensed vendor of the University of Tennessee System. Each department has an assigned order portal account manager with access to the portal.

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



UT THE UNIVERSITY OF
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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.



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

No. 10 Envelope



UT 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 is available through the Graphic Creations stationery ordering portal. Variations are limited.



THE UNIVERSITY OF TENNESSEE SYSTEM

DIVISION NAME HERE

Department

Office

UT SYSTEM LETTERHEAD TEMPLATE

The template is available through the Graphic Creations stationery ordering portal. Variations are limited.