UT SYSTEM BASE 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

**BLACK:**
- CMYK: 0 0 0 100
- HEX: 000000
- 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: 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

**DAFFODIL:**
- CMYK: 3 42 100 0
- HEX: eba900
- RGB: 235 169 0
- PMS: Rubine Red C

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

**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.

**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.

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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.

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

**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.
Reversed two-color option

Reversed one-color option

Reversed two-color option

Reversed one-color option

Reversed two-color option

Reversed one-color option

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

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

UT SYSTEM BUSINESS ENVELOPE TEMPLATE
The template used is active on UPM's order system:
https://upm.utk.edu/order/

No. 10 Envelope
UT SYSTEM
LETTERHEAD
TEMPLATE
The template is available through the UPM order system. https://upm.utk.edu/order/
Variations are limited.