THE UNIVERSITY *of* TENNESSEE
UT FOUNDATION

THE UNIVERSITY OF TENNESSEE FOUNDATION

Graphic Identity Guide

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Graphic Identity Guide

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**Why We Have Graphic
Identity Standards**

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.

Who Needs
Graphic Standards

Everyone involved in the production of foundation communications is a guardian of the UT Foundation image. Utilizing the following graphic standards strengthens the singular UTFI identity, and thereby strengthens the variety of messages coming from the foundation.

Recognizing the needs of each entity within UTFI are unique, these standards will aid in the development of messages that are cohesive and reinforce the foundation's visual identity. Creativity is encouraged and suggestions for improving these guidelines are welcomed.

If you have any questions, suggestions, or need assistance with these graphic guidelines, please contact the UTFI assistant vice president of communications at 865-974-3011 or tcarpenter@utfi.org.

THE UNIVERSITY *of* TENNESSEE

UT FOUNDATION

THE UNIVERSITY *of* TENNESSEE

UT ALUMNI

ASSOCIATION

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 (the "winged UT") 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 or UT Alumni logo unless the materials being created are stationery for the president, a chancellor or dean to sign. In these cases, it is permissible to use the University of Tennessee marks. The UT Foundation and Alumni logos 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.

For more information about the use of the foundation and alumni logos, contact the UTFI assistant vice president for communications at 865-974-3011 or tcarpenter@utfi.org.

Minimal Space Around Logo
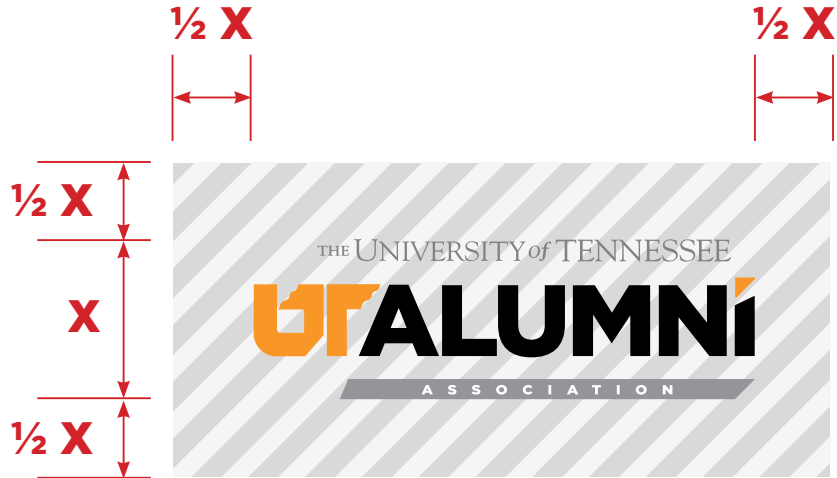
Minimum Logo Sizes

Full Logo

Logo Without UT Wordmark

Campus Unit Affiliation Optional

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, two institutes, and the UT Knoxville Athletics program. 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 10 or 50% 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 UTFI assistant vice president for approval of any variation.

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 UTFI assistant vice president for communications at 865-974-3011 or tcarpenter@utfi.org

THE UNIVERSITY *of* TENNESSEE
UT ALUMNI
ASSOCIATION

THE UNIVERSITY *of* TENNESSEE
UT FOUNDATION
INSTITUTE OF AGRICULTURE

THE UNIVERSITY *of* TENNESSEE
UT ALUMNI
KNOXVILLE

THE UNIVERSITY *of* TENNESSEE
UT FOUNDATION
INSTITUTE OF PUBLIC SERVICE

THE UNIVERSITY *of* TENNESSEE
UT ALUMNI
CHATTANOOGA

THE UNIVERSITY *of* TENNESSEE
UT FOUNDATION
ATHLETICS

THE UNIVERSITY *of* TENNESSEE
UT ALUMNI
MARTIN

THE UNIVERSITY *of* TENNESSEE
UT ALUMNI
HEALTH SCIENCE CENTER

UT FOUNDATION

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 ALUMNI
ASSOCIATION

THE UNIVERSITY *of* TENNESSEE
UT FOUNDATION
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UT FOUNDATION
ATHLETICS

THE UNIVERSITY *of* TENNESSEE
UT ALUMNI
MARTIN

THE UNIVERSITY *of* TENNESSEE
UT ALUMNI
HEALTH SCIENCE CENTER

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, or its campuses or units, is not permitted.

For more information about the use of the university seal, contact Public and Government Relations 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.

**System-Level Foundation and
UT Alumni Association**

PMS 151 Orange
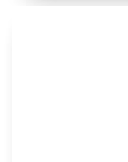CYMK: 0/45/100/0
RGB: 255/121/0
HEX: FF7900

PMS Cool Gray 9
CYMK: 30/23/15/50
RGB: 116/118/120
HEX: 747878

**UT Knoxville and UTK Athletics
UT Space Institute**

PMS 151 Orange
CYMK: 0/45/100/0
RGB: 255/121/0
HEX: FF7900

White
CYMK: 0/0/0/0
RGB: 255/255/255
HEX: 000000

UT Chattanooga

PMS 295
CYMK: 100/68/8/520
RGB: 0/47/95
HEX: 002F5F

PMS 124
CYMK: 0/27/100/0
RGB: 234/171/0
HEX: EAAB00

UT Martin

PMS 151 Orange
CYMK: 0/45/100/0
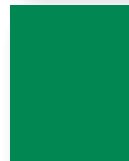RGB: 255/121/0
HEX: FF7900

PMS 289
CYMK: 100/76/10/65
RGB: 0/34/68
HEX: 002244

UT Institute of Agriculture

PMS 151 Orange
CYMK: 0/45/100/0
RGB: 255/121/0
HEX: FF7900

PMS 348
CYMK: 100/4/87/18
RGB: 0/133/66
HEX: 008542

UT Health Science Center

PMS 151 Orange
CYMK: 0/45/100/0
RGB: 255/121/0
HEX: FF7900

PMS 342
CYMK: 100/9/66/41
RGB: 0/106/77
HEX: 006A4D

UT Institute for Public Service

PMS 151 Orange
CYMK: 0/45/100/0
RGB: 255/121/0
HEX: FF7900

PMS 3015
CYMK: 100/30/5/20
RGB: 0/102/161
HEX: 0066A1

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 UTFI assistant vice president for communications at 865-974-3011 or tcarpenter@utfi.org.

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 UTFI assistant vice president for communications at 865-974-3011 or tcarpenter@utfi.org.

THE UNIVERSITY *of* TENNESSEE

UT FOUNDATION

K N O X V I L L E

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UTFI.ORG/KNOXVILLE

THE UNIVERSITY *of* TENNESSEE

UT ALUMNI

**H E A L T H
S C I E N C E
C E N T E R**

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Associate Vice Chancellor

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Memphis, TN 38163
(901) 448-4960 • Cell: (865) 599-5898
Fax: (901) 448-5906
kphillips@utfi.org

UTHSCALUMNI.COM

THE UNIVERSITY *of* TENNESSEE

UT FOUNDATION

Office of Advancement Services

600 Henley Street
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Knoxville, TN 37996
(865) 974-0381
Fax: (865) 974-4250

THE UNIVERSITY *of* TENNESSEE

UT FOUNDATION

Office of Advancement Services

600 Henley Street
Suite B-022
Knoxville, TN 37996

UTFI.ORG

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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 UTFI assistant vice president for communications at 865-974-3011 or tcarpenter@utfi.org.

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 UTFI assistant vice president for communications at 865-974-3011 or tcarpenter@utfi.org.

E-mail appearance

Specifications

(End of E-mail Text)

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

THE UNIVERSITY *of* TENNESSEE

UT ALUMNI

HEALTH SCIENCE CENTER

Logo furnished by UTFI Communications Office

NAME — Arial, 11pt, bold, set all caps
Title — Arial, 11pt, set upper and lower case

Single line space: Arial, 11pt

Campus Name
Office Name
Address 1
Address 2
City, TN 37996 — Arial, 11pt, set upper and lower case
Office: (865) 881-7610
Direct Line: (865) 881-1234 — Optional
Cell: (865) 234-5678 — Optional
Fax: (865) 881-7622
Web: **uthsc**alumni.com — 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 UTFI assistant vice president for communications at 865-974-3011 or tcarpenter@utfi.org.

Sample PowerPoint® Template

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CONTACTS

Graphic Identity Questions or Assistance

The University of Tennessee Foundation
Assistant Vice President for Communications
1609 Melrose Avenue
Knoxville, TN 37996
865-974-1476
tcarpenter@utfi.org

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

Trademark Licensing

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

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