



UT MARTIN
ATHLETIC LOGO BRAND GUIDE

V1.2024

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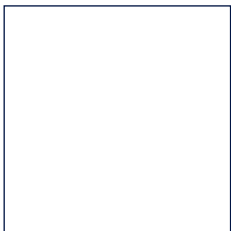
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**PMS 289 C**

C- 100	R- 0
M- 66	G- 44
Y- 0	B- 65
K- 76	#0b2341

**PMS 151 C**

C- 0	R- 255
M- 50	G- 130
Y- 100	B- 0
K- 0	#ff8200

**WHITE**

C- 0	R- 255
M- 0	G- 255
Y- 0	B- 255
K- 0	#ffffff

PRIMARY COLOR PALETTE

The colors used for the logo are PMS 289 C, PMS 151 C and White to be exact. Each color has been calibrated in CMYK, RGB, and Hex code for appropriate print and web usage. For professional offset printing, Pantone® spot colors are used.

PRIMARY FONTS

ATHLETICS

LHF TALLINGTON MODERN

(Primary traditional, header)

LHF TALLINGTON TRADITIONAL

(Primary traditional, header)

DIN Font Family

(Secondary font, header, body text)

DIN Extra Light
DIN Extra Light Italic
DIN Light
DIN Light Italic
DIN Regular
DIN Italic

DIN Demi
DIN Demic Italic
DIN Bold
DIN Bold Italic
DIN Extra Bold
DIN Extra Bold Italic

UT SYSTEM/UT MARTIN

Goudy Font Family

(Primary traditional/formal font, header, body text)

Goudy Regular
Goudy Bold

Goudy Italic

Humnst777 Font Family

(Primary traditional font, body text)

Humnst777 LT BT-Light
Humnst777 LtCn BT-Light
Humnst777 Cn BT-Regular

Humnst777 Cn BT-Bold
Humnst777 BlkCn BT-Black

Gotham Font Family

(Secondary font, header, body text)

Gotham Thin
Gotham Extra Light
Gotham Light
Gotham Book
Gotham Medium
Gotham Bold
Gotham Black
Gotham Ultra

Gotham Thin Italic
Gotham Extra Light Italic
Gotham Light Italic
Gotham Book Italic
Gotham Medium Italic
Gotham Bold Italic
Gotham Black Italic
Gotham Ultra Italic

UT MARTIN MARKETING

Archer Font Family

(Primary “new brand” font, body text)

Archer Book
Archer Medium
Archer Semibold
Archer Bold

Archer Book Italic
Archer Medium Italic
Archer Semibold Italic
Archer Bold Italic

ASPHALTS DISPLAY - asphalt's display

(Secondary “new brand” font, header)

UNIVERSITY REFERENCES & STYLE SUGGESTIONS

The following are some style preferences suggested for publications and other written and scripted information:

University Reference

- In text, the full reference to the university is the University of Tennessee at Martin. (“The” is normally not capitalized in the full reference. In titles of brochures, etc., “The” is capitalized and included.). Do not capitalize the word “university” when it stands alone.
- The preferred secondary university reference is UT Martin (no hyphen between UT and Martin). References to “UTM” may be used only when the audience is either local to the Martin geographic area or already affiliated with the university. References to UT Martin as “Martin” may only be used with audiences that will understand the reference to be for the university, not the town.
- The full names of buildings or specifically named areas within buildings should be used on first reference (examples: Ed and Carolyn Boling University Center, Glenn Gallien Auditorium, Kathleen and Tom Elam Center). Secondary references can be shortened (examples: Boling University Center, Gallien Auditorium).
A list of full building names can be found at [campus maps](#), or “[Guide to UT Martin Facility Namings and Dedications](#).”
- When referencing room numbers, the room numbers should appear first, capitalized, followed by the building name (example: The session will be held in Room 114 of the Boling University Center).

Capitalization, etc.

- When proper titles are used before a name, capitalize the title (examples: UT President Randy Boyd, Dean Ahmad Tootoonchi, Professor Elaine Harriss).
- When proper titles are used after a name, lowercase the title, but capitalize the entire proper name of a school, office or department (examples: Randy Boyd, president; Cynthia West, dean of the College of Education, Health, and Behavioral Sciences).
- When the entire proper name of a school, office or department is not used after a person’s title, the area name is lowercase (example: Jason Roberts, professor of animal science).
- When a title is used for the first time, it should be written out in its entirety. After the first reference, a shortened title reference is acceptable.

UNIVERSITY REFERENCES & STYLE SUGGESTIONS

General Reference

- Earned, formal titles should be used before names on first reference (examples: Dr. Jerald Ogg, Dr. Robbie Montgomery).
- In general, when using numbers within the text of a publication, whole numbers below 10 should be spelled out; figures should be used for the numbers 10 and above (examples: one, two, three, 10, 103, 1,302).
- Use an apostrophe in bachelor's degree and master's degree; do not use an apostrophe in associate degree.
- Lowercase modifiers before academic titles (example: history Professor David Coffey).

Official Athletics Facility Names

- Hardy M. Graham Stadium, H.K. Grantham Field (football)
- Skyhawk Arena, Pat Head Summitt Court (men's and women's basketball)
- Skyhawk Fieldhouse (volleyball)
- Skyhawk Field (baseball)
- Bettye Giles Field (softball)
- Skyhawk Soccer Field (soccer)
- Skyhawk Track Facility (track and field)
- Kathleen and Tom Elam Center



THE **SKYHAWK** **HEAD MARK**

The Skyhawk Head mark was created in 1995 and still guides our Skyhawks above and beyond. This mark references UT Martin's past as a World War II aviation training site and the hawks commonly found in West Tennessee.

FULL-COLOR VARIATIONS

The **Skyhawk Head Mark** is designed in three full-color configurations: Standard and White Outline. Selection of appropriate configuration may depend on the size, usage and/or background color of the placement.

The **Standard** mark may be used on all white or light backgrounds. Where proper separation between the mark and the background are paramount, use on backgrounds darker than 60% grayscale value is prohibited.



Standard

The **White Outline** mark creates contrast between non-white background colors. This mark is the approved option for all darker backgrounds and all outlined uses that are smaller than 2" height.



White Outline

SINGLE-COLOR VARIATIONS

Single-color uses of the **Skyhawk Head Mark** have been designed to maximize flexibility in placement. The Black option may be used on background colors lighter than 85% grayscale value. These are only to be used where single-color options are the only option. The full-color variation should be prioritized.



Blue



Black



White



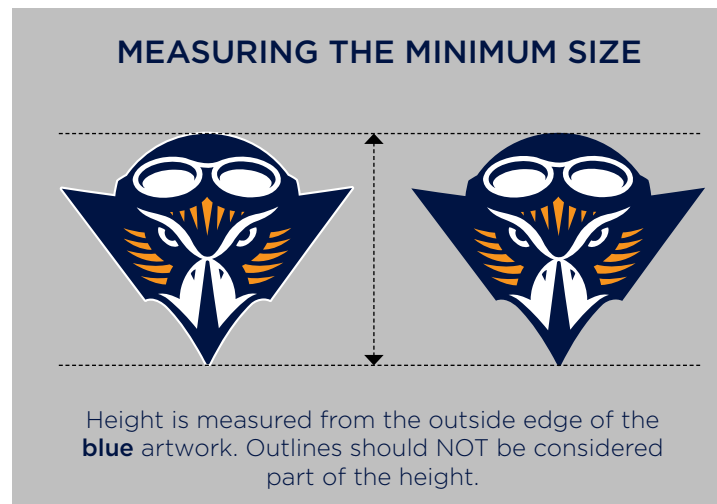
Orange (on white background)



Orange (on dark background)

MINIMUM-SIZE REQUIREMENTS

The Skyhawk Head Mark should always be legible. The examples shown on this page indicate the required minimum sizes for print. For smaller formats, it is necessary to use either the Standard or White Outline.



PARTIAL-USAGE REQUIREMENTS

The Skyhawk Head Mark should always be legible. The examples shown on this page indicate the required minimum exposure at 100% opacity. The Skyhawk Head Mark is permitted in a 50% split symmetrically in print, digital, and promotional items. 50% or more of the logo should always be visible in digital and printed materials. Partial usage is always subject to approval or denial from Sports Information or University Relations. See examples:



50% Split



We are One
731 Campaign



Quad
Banner



Summer Melt
Postcard

INCORRECT LOGO USAGE

Use the Skyhawk Head mark **only as provided**.
Avoid misusing the logo in the following ways:



NEVER distort the logo
in any way.



NEVER place the Standard
Mark on a background as **dark**
or darker than PMS 289C.



NEVER combine or add
graphics or text to the logo.



NEVER tilt or rotate the
logo.



NEVER change the colors
of the logo.



NEVER reverse the
Standard Black or White
mark.



NEVER watermark or use
the logo at less than 100%
opacity.



THE ALTERNATE MARK

The addition of the Alternate Mark to the UTM Athletics graphics library promotes and enhances the visual language of the university and its athletics program. This mark is meant to provide a more dynamic, dimensional, and aggressive mark to express the university of today.

FULL-COLOR VARIATIONS

The **Alternate Mark** is designed in three full-color configurations: Standard, White Outline, and Orange & White Outline. Selection of appropriate configuration may depend on the size, usage and/or background color of the placement.

The **Standard** mark may be used on all-white or light backgrounds. Where proper separation between the mark and the background are paramount, use on backgrounds darker than 60% grayscale value is prohibited.



Standard

The **White Outline** mark creates contrast between non-white background colors. This mark is the approved option for all darker backgrounds and all outlined uses that are smaller than 2" height.



White Outline

The **Orange & White Outline** mark adds an additional pop of energy with the addition of an orange rule. To retain the effectiveness of this flourish, this mark should remain a larger format option, with a minimum of 2" height required.



Orange & White Outline

SINGLE-COLOR VARIATIONS

Single-color uses of the **Alternate Mark** maximize flexibility in placement. The Black option may be used on background colors lighter than 85% grayscale value. The White option utilizes the white outline to create contrast.



Blue



Black



White



Orange (on white
background)



Orange (on a dark
background)

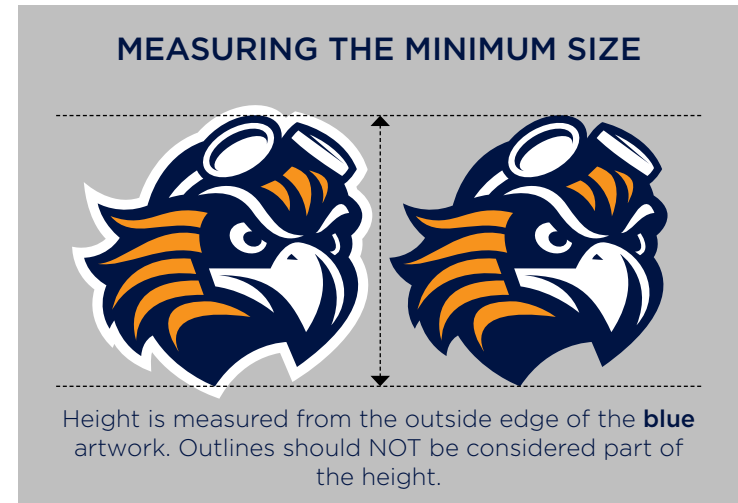
ALTERNATE-MARK LOCKUPS

Here are four examples of the Alternate Mark combined with typography, using the UTM and Skyhawks brand names. The lockups include horizontal and stacked options. Color variations must adhere to the same guides as the alternate mark's.



MINIMUM-SIZE REQUIREMENTS

The Alternate Mark should always be legible. The examples shown on this page indicate the required minimum sizes for print. The Orange & White Outline option is reserved for large-format usage. For smaller formats, it is necessary to use either the Standard, White Outline or White versions.



Please note that the **White Outline mark is the only approved outlined mark to be used under 2."**



**Orange & White Outline
Alternate Mark**
(for large format)
Min. Height: 2"



INCORRECT LOGO USAGE

Use the Alternate Mark **only as provided**.
Avoid misusing the logo in the following ways:



NEVER distort the logo
in any way.



NEVER alter typography
within the logo.



NEVER combine or add
graphics or text to the logo.



NEVER watermark or use
the logo at less than 100%
opacity.



NEVER change the colors
of the logo.



NEVER place the Standard
or Blue Alternate Mark on
a background as **dark or**
darker than PMS 289C.



NEVER reverse the
Standard Black mark.



NEVER tilt or rotate the
logo.



THE ATTACK MARK

The addition of the Attack Mark to the UTM Athletics graphics library promotes and enhances the visual language of the university and its athletics program. This mark is meant to provide an aggressive alternative.

FULL-COLOR VARIATIONS

The **Attack Mark** is designed in three full-color configurations: Standard, White Outline, and Orange & White Outline. Selection of appropriate configuration may depend on the size, usage and/or background color of the placement.

The **Standard** mark may be used on all white or light backgrounds. Where proper separation between the mark and the background are paramount, use on backgrounds darker than 60% grayscale value is prohibited.



Standard

The **White Outline** mark creates contrast between non-white background colors. This mark is the approved option for all darker backgrounds and all outlined uses that are smaller than 2" height.



White Outline

The **Orange & White Outline** mark adds an additional pop of energy with the addition of an orange rule. To retain the effectiveness of this flourish, this mark should remain a larger format option, with a minimum of 2" height required.



Orange & White Outline

SINGLE-COLOR VARIATIONS

Single-color uses of the **Attack Mark** have been designed to maximize flexibility in placement. The Black option may be used on background colors lighter than 85% grayscale value. The White option utilizes the white outline to create contrast.



Blue



Black



White



Orange (on white background)



Orange (on a dark background)

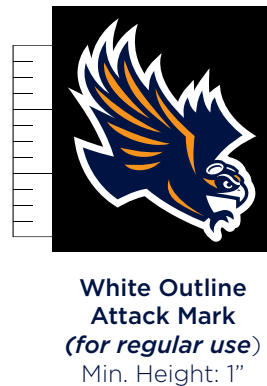
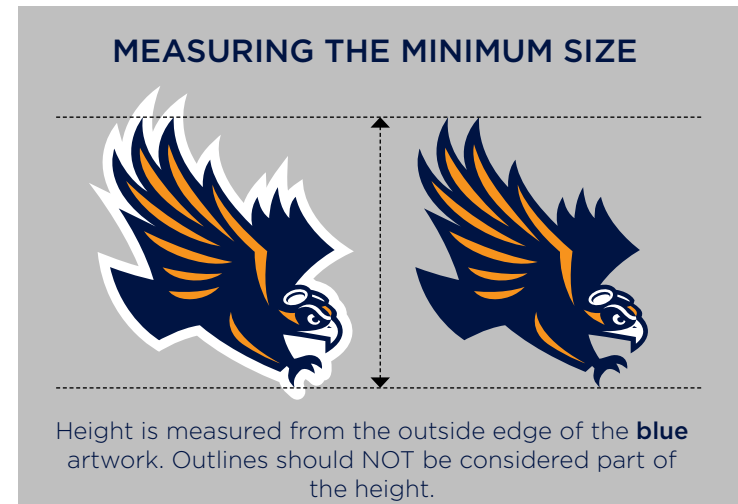
ATTACK MARK LOCKUP

There is one approved version of the Attack Mark combined with typography using the UTM name.

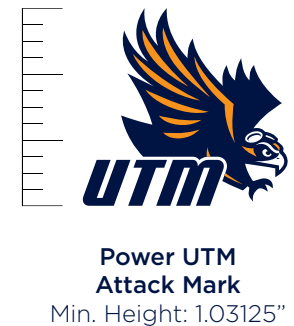
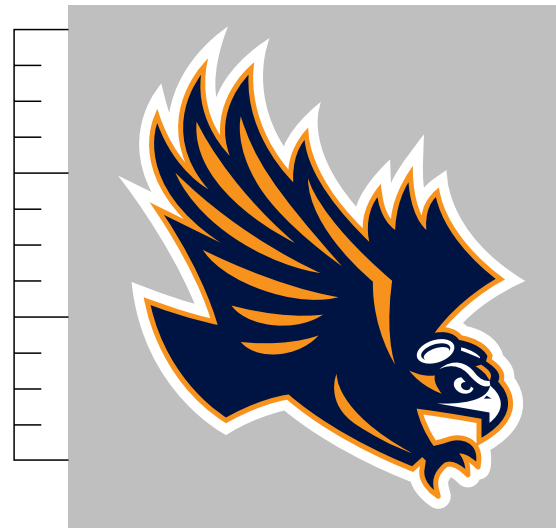


MINIMUM-SIZE REQUIREMENTS

The Attack Mark should always be legible. The examples shown on this page indicate the required minimum sizes for print. The Orange & White Outline option is reserved for large-format usage. For smaller formats, it is necessary to use either the Standard, White Outline or White versions.



Please note that the White Outline mark is the only approved outlined mark to be used under 2."



INCORRECT LOGO USAGE

Use the Attack Mark **only as provided**.
Avoid misusing the logo in the following ways:



NEVER distort the logo
in any way.



NEVER alter typography
within the logo.



NEVER combine or add
graphics or text to the logo.



NEVER watermark or use
the logo at less than 100%
opacity.



NEVER change the colors
of the logo.



NEVER place the Standard
or Blue Attack Mark on
a background as **dark or**
darker than PMS 289C.



NEVER reverse the
Standard Black mark.



NEVER tilt or rotate the
logo.

PARTIAL-USAGE REQUIREMENTS

The Attack Mark should always be legible. The examples shown on this page indicate the required minimum exposure at 100% opacity. The Attack Mark must be presented digitally and in printed materials with 75% or more of the logo visible, including the face and 100% on promotional items. Partial usage is always subject to approval or denial from Sports Information or University Relations. Examples below:



The logo consists of the letters "UTM" in a bold, italicized, sans-serif font. The letters are dark blue with a white outline and a thin orange border.The logo consists of the word "SKYHAWKS" in a bold, italicized, sans-serif font. The letters are dark blue with a white outline and a thin orange border.The logo consists of the words "UT MARTIN" in a bold, italicized, sans-serif font. The letters are dark blue with a white outline and a thin orange border.

THE POWERMARK, SKYHAWKS & UT MARTIN WORDMARK

The Powermark represents the university letters, the UT Martin Wordmark represents the university name, and the Skyhawks Wordmark represents the team name.

FULL-COLOR VARIATIONS

The **Standard** and **Orange Standard** marks may be used on all white or light backgrounds. Where proper separation between the mark and the background are paramount, use on backgrounds darker than 60% grayscale value is prohibited.



Powermark Standard



Powermark Orange Standard



Skyhawks Wordmark Standard



Skyhawks Wordmark Orange Standard



UT Martin Wordmark Standard



UT Martin Wordmark Orange Standard

The **White & Orange Outline** mark creates contrast between non-white background colors. This mark is the approved option for all darker backgrounds and all outlined uses that are smaller than .5" height.



Orange and White Outline



Blue and White Outline



Skyhawks Wordmark Standard with White Outline



Skyhawks Wordmark Orange Standard with White Outline



UT Martin Wordmark Standard with White Outline



UT Martin Wordmark Orange Standard with White Outline

TWO-COLOR VARIATIONS

The **White Outline** mark creates contrast between non-white background colors. This mark is the approved option for all darker backgrounds and all outlined uses that are smaller than .5" height.



Blue with White Outline



Orange with White Outline



Skyhawks Wordmark Blue
with White Outline



Skyhawks Wordmark Orange
with White Outline



UT Martin Wordmark Blue
with White Outline



UT Martin Wordmark Orange
with White Outline

SINGLE-COLOR VARIATIONS

Single color uses of the **wordmarks** have been designed to maximize flexibility in placement. The Black option may be used on background colors lighter than 85% grayscale value.

UTM

Blue

UTM

Orange

UTM

Black

UTM

White

SKYHAWKS

Blue

SKYHAWKS

Orange

SKYHAWKS

Black

SKYHAWKS

White

UT MARTIN

Blue

UT MARTIN

Orange

UT MARTIN

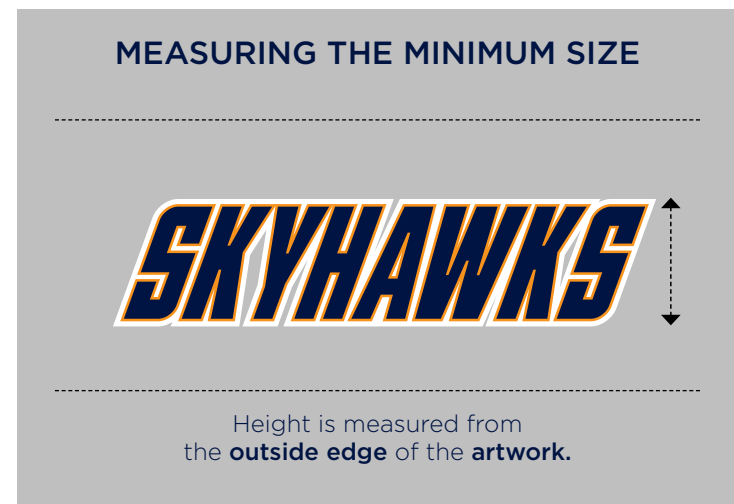
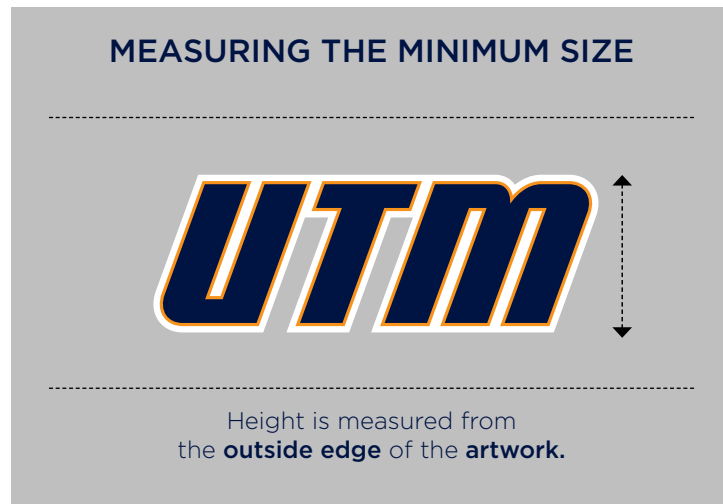
Black

UT MARTIN

White

MINIMUM-SIZE REQUIREMENTS

The Powermark and Skyhawks wordmark should always be legible. The examples shown on this page indicate the required minimum sizes for print. The Orange & White Outline option is reserved for large-format usage. For smaller formats, it is necessary to use either the Standard, White Outline or White versions.



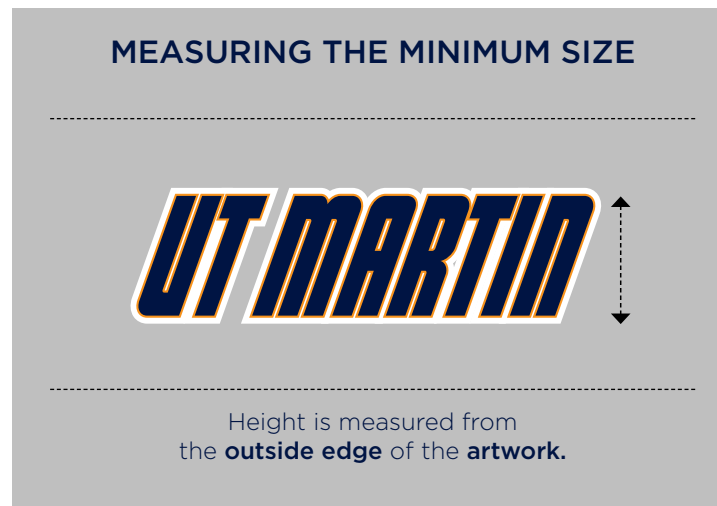
Please note that White Outline mark is the only approved outlined mark to be used under .25"



Please note that White Outline mark is the only approved outlined mark to be used under .25"

MINIMUM-SIZE REQUIREMENTS

The UT Martin Wordmark should always be legible. The examples shown on this page indicate the required minimum sizes for print. The Orange & White Outline option is reserved for large-format usage. For smaller formats, it is necessary to use either the Standard, White Outline or White versions.



Please note that the White Outline mark is the only approved outlined mark to be used under .25"

INCORRECT LOGO USAGE

Use the Powermark, Skyhawks, and UT Martin Wordmarks **only as provided**.
Avoid misusing the logos in the following ways:



NEVER distort the logos
in any way.



NEVER combine or add
graphics or text to the
logos.



NEVER watermark or use
the logos at less than 100%
opacity.



NEVER change the colors
of the logos.



NEVER place the Standard or
Blue marks on a background as
dark or darker than PMS 289C.



NEVER tilt or rotate the
logos.

TRADEMARK LICENSING



All UT Martin athletic logos and university references are trademarked. Therefore, a trademark **must be** applied when the logo or university reference is used on promotional items or items for sale. See examples on page 34 of trademark placement.

This also means any items using university logos and references **must be** produced by licensed vendors. For more information, contact the UT Office of Trademark Licensing or the UT Martin Office of University Relations (see page 35).



Trademarked university references include:

- The University of Tennessee at Martin™
- UT Martin™
- UTM™
- Skyhawks™
- Captain Skyhawk™



SKYHAWKS™

UTM™



UT MARTIN™



RESOURCES

UT Martin Intercollegiate Athletics - Sports Information

731.881.7632

utmsports.com

Office of University Relations

Beth Bodwell

bbodwel1@utm.edu

731.881.3616

utm.edu/universityrelations

UT Office of Trademark Licensing

Emma Arnold

emmgarno@utk.edu

865.974.1444

licensing.tennessee.edu

Collegiate Licensing Company (CLC)

clc.com

