

This logo guide applies only to hard goods, clothing accessories and footwear. All artwork for apparel and headwear products should be created referencing the Apparel Logo Guide.

PRIMARY MARKS



[UGA001]

[UGA002]

[UGA003]

[UGA004]

BULLDOG MARKS

Bulldog Marks (UGA 005, UGA 006, UGA 007) are only permitted to be used on Hardgoods items at this time.



[UGA005]

[UGA006]

[UGA006]

[UGA007]

WORD MARKS

GEORGIA

[UGA008]

BULLDOGS

[UGA012]

UGA

[UGA016]

UGA

[UGA019]

GEORGIA

[UGA009]

BULLDOGS

[UGA013]

UGA

[UGA017]

UGA

[UGA020]

GEORGIA

[UGA010]

BULLDOGS

[UGA014]

UGA

[UGA018]

UGA

[UGA021]

GEORGIA

[UGA011]

BULLDOGS

[UGA015]

COMMIT TO THE G

[UGA022]

COMMIT TO THE G

[UGA023]

COMMIT TO THE G

[UGA024]

COMMIT TO THE G

[UGA025]

GEORGIA

[UGA026]

GEORGIA

[UGA027]

GEORGIA

[UGA028]

BULLDOGS

[UGA029]

BULLDOGS

[UGA030]

BULLDOGS

[UGA031]

ATHLETICS

[UGA032]

ATHLETICS

[UGA033]

ATHLETICS

[UGA034]

LOCK-UP MARKS

GENERAL INFORMATION

Location: Athens
Established Date: 1785
Mascot: Bulldogs
Conference: Southeastern Conference (SEC)
Fight Song: "Glory, Glory!"
Mascot Name: "Hairy Dawg" / "Uga" (live mascot)
Football Stadium: Sanford Stadium
Basketball Arena: Stegeman Coliseum
Baseball Stadium: Foley Field

APPROVED VERBIAGE

University of Georgia®
 Georgia®
 UGA®
 Bulldogs®
 Between The Hedges®
 How 'Bout Them Dogs®

How 'Bout Them Dawgs®
 Go You Silver Britches™
 University of Georgia Athletic Association™
 Hairy Dawg®
 Dawgs®
 Deep South's Oldest Rivalry™
 Hunker Down™
 Gym Dogs™

APPROVED COLORS

| COLORS | PANTONE SPOT PRINT | CMYK 4C PRINTING | RGB SCREEN/VIDEO | HEX WEB | MADEIRA EMBROIDERY | A&E/RA EMBROIDERY | TEXTILE GARMENT |
|--------------------|--------------------|-------------------|------------------|---------|--------------------|-------------------|-----------------|
| BULLDOG RED | PMS 200C | 3 / 100 / 70 / 12 | 186 / 12 / 47 | BA0C2F | 1147 | 1842 | |
| BLACK | BLACK | 0 / 0 / 0 / 100 | 0 / 0 / 0 | 000000 | BLACK | BLACK | |
| UGA SILVER | PMS 429C | 38 / 28 / 27 / 0 | 93 / 103 / 112 | 5D6770 | 1118 | 2404 | |

The marks, logos and designs depicted herein are the intellectual property of The University of Georgia, and may not be used in whole or part without the prior written consent of the University.

For more information about commercial usage of these marks on consumer products, please visit FermataCollege.com.

The logo samples shown should use the PANTONE® Colors provided. The colors shown have not been evaluated by PANTONE and are not intended to match PANTONE Color Standards. For accurate color matching, please refer to current editions of PANTONE Color Publications. PANTONE is a registered trademark of Pantone, Inc.

ADDITIONAL ATHLETIC MARKS



[UGA035]



[UGA036]



[UGA037]

Youth Mark Only



[UGA038]



[UGA039]



[UGA040]



[UGA041]



[UGA042]

ADDITIONAL ATHLETIC MARKS



[UGA043]



[UGA044]



UNIVERSITY OF
GEORGIA



UNIVERSITY OF GEORGIA

[UGA046]



GEORGIA

[UGA049]



UNIVERSITY OF
GEORGIA



UNIVERSITY OF
GEORGIA



UNIVERSITY OF
GEORGIA

[UGA047]



UNIVERSITY OF
GEORGIA



UNIVERSITY OF
GEORGIA

[UGA045]

UNIVERSITY OF
GEORGIA

[UGA048]



Only to be used in conjunction with formal and institutional documents such as diplomas, proclamations, and other academic awards and honors.

[UGA050]

ACADEMIC MARKS

Shield may never appear alone. For one color version usage, please refer to [UGA 045].