

UNIVERSITY OF TENNESSEE – ATHLETIC IDENTITY

POWER T LOGO  
ONE COLOR



TENNESSEE WORDMARK  
ONE COLOR



VOLUNTEERS WORDMARK  
ONE COLOR



NUMBERS  
ONE COLOR



UNIVERSITY OF TENNESSEE — ATHLETIC IDENTITY

LADY VOLUNTEERS MARK



LADY VOLUNTEERS WORDMARK



LADY VOLUNTEERS WORDMARK



LADY VOLS WORDMARK



TENNESSEE WORDMARK  
TWO COLOR

TENNESSEE®

TENNESSEE®

TENNESSEE®

TENNESSEE®

VOLUNTEERS WORDMARK  
TWO COLOR

VOLUNTEERS®

VOLUNTEERS®

VOLUNTEERS®

VOLUNTEERS®

NUMBERS  
TWO COLOR

1 2 3 4 5 6 7 8 9 0

0

0

0

VOLS WORDMARK  
ONE COLOR

**VOLS®**

**VOLS®**

**VOLS®**

**VOLS®**

ROCKY TOP WORDMARK  
ONE COLOR

**ROCKY TOP®**

**ROCKY TOP®**

**ROCKY TOP®**

**ROCKY TOP®**

VOLS WORDMARK  
TWO COLOR

**VOLS®**

**VOLS®**

**VOLS®**

**VOLS®**

ROCKY TOP WORDMARK  
TWO COLOR

**ROCKY TOP®**

**ROCKY TOP®**

**ROCKY TOP®**

**ROCKY TOP®**

UNIVERSITY OF TENNESSEE — ATHLETIC IDENTITY

VOLS SCRIPT  
ONE COLOR



TENNESSEE SCRIPT  
ONE COLOR



VOLS WORDMARK  
TWO COLOR

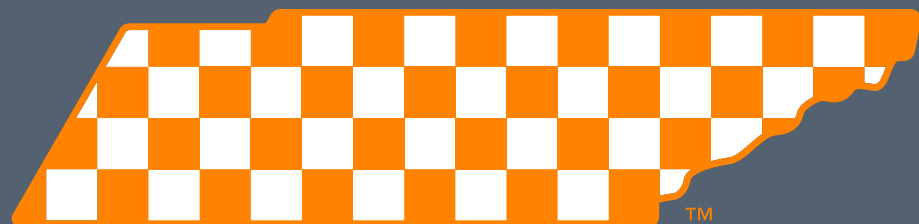
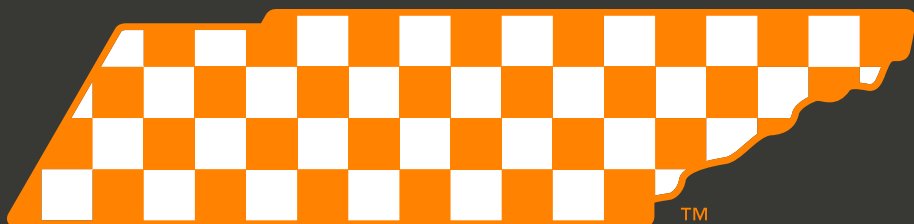
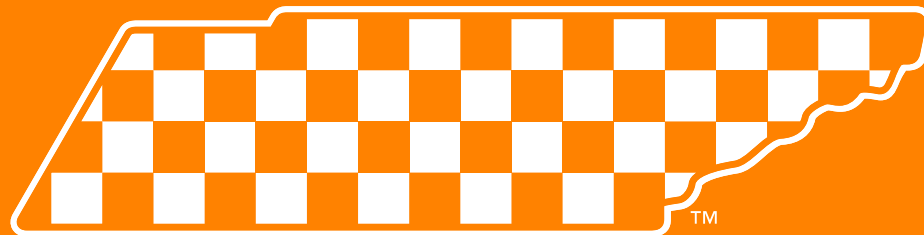
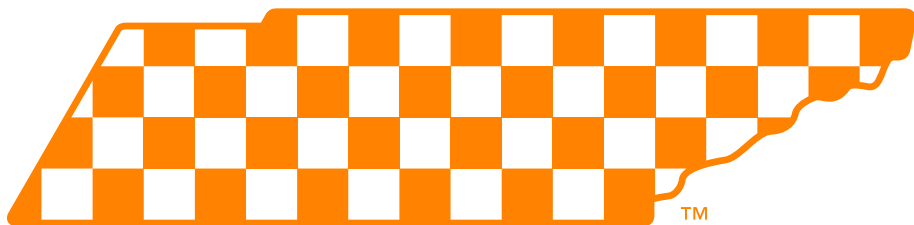


ROCKY TOP WORDMARK  
TWO COLOR



UNIVERSITY OF TENNESSEE — ATHLETIC IDENTITY

ONE TENNESSEE MARK

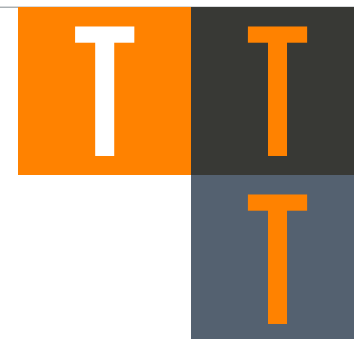


SECONDARY TYPEFACE  
GOTHAM | BLACK

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

NAMEPLATE TYPEFACE

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ



VOLSTAR  
ONE COLOR



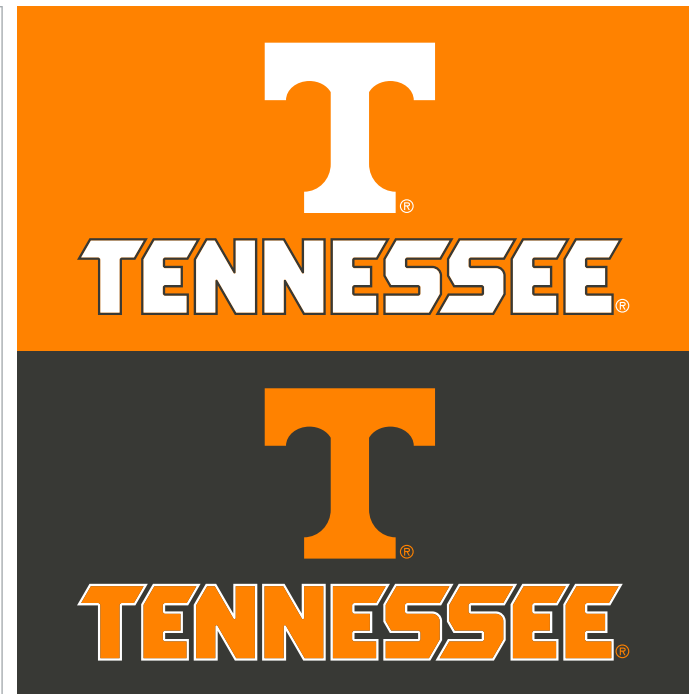
TRI-STAR  
LOGO



POWER T / TENNESSEE WORDMARK  
ONE COLOR



POWER T / TENNESSEE WORDMARK  
TWO COLOR





UNIVERSITY OF TENNESSEE — ATHLETIC IDENTITY

POWER T / TENNESSEE WORDMARK  
SPORT LOCK-UP / ONE COLOR



POWER T / TENNESSEE WORDMARK  
SPORT LOCK-UP / TWO COLOR



UNIVERSITY OF TENNESSEE — ATHLETIC IDENTITY

TENNESSEE WORDMARK  
SPORT LOCK-UP / ONE COLOR

**TENNESSEE**<sup>®</sup>

BASEBALL

**TENNESSEE**<sup>®</sup>

BASKETBALL

**TENNESSEE**<sup>®</sup>

CROSS COUNTRY

**TENNESSEE**<sup>®</sup>

FOOTBALL

**TENNESSEE**<sup>®</sup>

GOLF

**TENNESSEE**<sup>®</sup>

ROWING

**TENNESSEE**<sup>®</sup>

SOCCER

**TENNESSEE**<sup>®</sup>

SOFTBALL

**TENNESSEE**<sup>®</sup>

SWIMMING & DIVING

**TENNESSEE**<sup>®</sup>

TENNIS

**TENNESSEE**<sup>®</sup>

TRACK & FIELD

**TENNESSEE**<sup>®</sup>

VOLLEYBALL

# UNIVERSITY OF TENNESSEE – ATHLETIC IDENTITY

## VERBIAGE

University of Tennessee<sup>®</sup>  
 Tennessee<sup>®</sup>  
 Volunteers<sup>®</sup>  
 Tennessee Volunteers<sup>®</sup>  
 Vols<sup>®</sup>  
 Lady Volunteers<sup>™</sup>  
 Lady Vols<sup>™</sup>  
 Rocky Top<sup>®</sup> (use of this mark requires a separate license agreement)

Go Vols<sup>™</sup>  
 University of Tennessee, Knoxville<sup>™</sup>  
 UTK<sup>™</sup>  
 Go Big Orange<sup>™</sup>  
 Big Orange Country<sup>®</sup>  
 Big Orange<sup>™</sup>

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TM ®

COLORS File usage	PANTONE Spot printing	C/M/Y/K 4c printing	R/G/B Video	HTML Web	MADEIRA Embroidery	ROBISON-ANTON Embroidery
TN Orange	PMS 151 C	0/60/100/0	255/130/0	FF8200	1278	NO MATCH
White	no ink - [or use Opaque White]	0/0/0/0	255/255/255	FF FF FF	1002	2297
TN Smokey Grey	PANTONE Cool Gray 11 C	44/34/22/77	83/86/90	53565A	1172	2396
TN Anthracite	PMS 447 C	50/30/40/90	55/58/54	373A36	1241	2541
TN Blue	PANTONE Process Blue C - Limited Use - W. BBall	100/13/1/2	0/133/202	0085CA	1175	NO MATCH

## UNIVERSITY OF TENNESSEE LOGO SLICK

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