

# ALUMNI

## CHAPTER RESOURCES

---

As a nationwide representative of UT, you demonstrate that the spirit lives from coast to coast. You are a UT brand ambassador, and play a critical role in advancing UT's reputation in your community. UT's brand guidelines and standards have been established to ensure we present ourselves consistently to our audiences, so it's important for your materials to use official UT logos, fonts, and images.

### OFFICIAL LOGOS

The UT Alumni logo is our primary identifier, and should be present on all communications. UT requires all units and partners to utilize official branding in marketing, communications, and at events. Logo files may only be created by the Office of Communications and Marketing, which has shared the chapter-specific alumni logos for your use. The elements of logos should not be separated from one another and the Power T should not be used alone.

### BRAND FONTS

The Gotham font family was carefully chosen to reflect the university's brand identity and should be the primary font on any piece. If you do not have access to Gotham, Arial is an appropriate alternate font.

### TRADEMARK LICENSING

UT's trademark licensing program protects the use of the university's names, logos, slogans, insignias, symbols, and mascots. These are trademarks and service marks and are protected by federal and state law. University fiscal policy requires that a licensed vendor be used to produce any merchandise that bears a university trademark. Merchandise is any item that you produce with the intent of using as a promotional giveaway or for resale.

Your chapter may create illustrations for t-shirts, caps, signs, and other promotional materials, but in order to be within licensing guidelines you must use your official UT chapter logo on these materials and may not include the Power T, Smokey mascots, the University seal, or the checkerboard state in your design.

### QUICK FACTS

- There are more than **268,000 UT Knoxville alumni** worldwide as of August 2022.
- There are **59 chapters and area reps** in the US.
- For more stats, rankings, and points of pride visit [alumni.utk.edu/stats](https://alumni.utk.edu/stats).

### BRAND BASICS

- Official Logos
- Brand Fonts
- Trademark Licensing

More detailed information is available at these URLs:

[tiny.utk.edu/ChapterLogos](https://tiny.utk.edu/ChapterLogos)

[brand.utk.edu/logos](https://brand.utk.edu/logos)


[brand.utk.edu/typography](https://brand.utk.edu/typography)


[brand.utk.edu/licensing](https://brand.utk.edu/licensing)

### OFFICIAL UT SOCIAL MEDIA

#### UT Knoxville Alumni

 [facebook.com/tennalum](https://facebook.com/tennalum)

 [@tennalum](https://twitter.com/@tennalum)


 [tennalum](https://www.instagram.com/tennalum)


 [University of Tennessee, Knoxville Alumni](https://www.youtube.com/UniversityofTennesseeKnoxvilleAlumni)


#### UT Knoxville

 [facebook.com/UTKnoxville](https://facebook.com/UTKnoxville)

 [@UTKnoxville](https://twitter.com/@UTKnoxville)

 [utknoxville](https://www.instagram.com/utknoxville)

 [University of Tennessee](https://www.linkedin.com/company/UniversityofTennessee)

 [University of Tennessee, Knoxville](https://www.youtube.com/UniversityofTennesseeKnoxville)



# T ALUMNI

## CHAPTER RESOURCES

### WORKING IN THE UT BRAND

You can help strengthen UT's brand—and our reputation—by using official logos and fonts, and by using licensed vendors. Orange stands front and center in our audiences' perception of UT. Tennessee Orange should always be prominent in every piece. The Gotham font family was carefully chosen to reflect the university's brand identity and should be the primary font on any piece. It requires a specific license, so if you do not have access to Gotham, Arial is an appropriate alternate font.

### LOGOS ON PROMOTIONAL MERCHANDISE

University fiscal policy requires that you must use a licensed vendor be used to produce any merchandise that uses your UT Alumni Chapter or Area Rep logo. Merchandise is any item that you produce with the intent of using as a promotional giveaway or for resale.

You will need to use the logo with the registered trademark when printed on a promotional item. Please make sure your item is UT orange, gray, or white. Black is not a brand color. (see next page for examples of proper logo use on swag.)

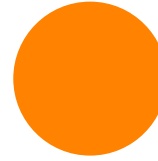
### LOGOS USE WITH SPONSORS

When using your official UT logo with a sponsor's logo, be mindful of how you are positioning the other company in relationship to the university. If another company is sponsoring an event, it should not look like your chapter is endorsing the sponsor. It should not be an ad for the sponsor. You need to position it as the other company is sponsoring an event that your chapter is hosting.

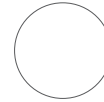
Properly position sponsor logos within an event:

- The sponsor should be endorsing the event, not the university or your chapter.
- The sponsor logo or name should be preceded by a phrase "Sponsored by", "Presented by", or "Thanks to our sponsor"
- If presented with only with the event logo, it should be half-size or less.
- Social content should include the date, time, and a clear call to action, like "Sign up now!" or "Join us tomorrow!"

### UT COLORS



**ORANGE**  
CMYK 0 50 100 0  
RGB 255 130 0  
HEX FF8200  
PANTONE 151



**WHITE**  
CMYK 0 0 0 0  
RGB 255 255 255  
HEX FFFFFFFF  
PANTONE N/A



**SMOKEY**  
CMYK 0 0 0 80  
RGB 88 89 91  
HEX 58595B  
PANTONE COOL GRAY 11

### REGISTERED LOGO ON DIFFERENT BACKGROUNDS



### EXAMPLES OF SPONSOR LOGO USE IN AN ALUMNI EVENT

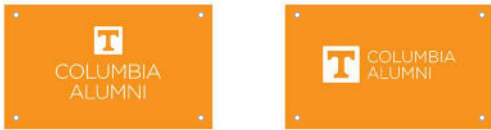


# T ALUMNI

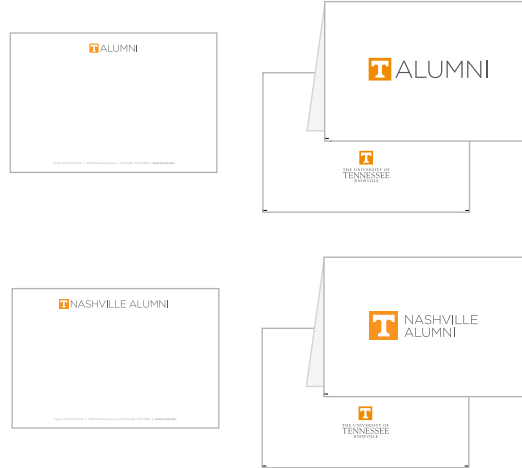
## CHAPTER RESOURCES

### EXAMPLES OF LOGOS ON PRINTED MATERIALS

#### BANNER



#### NOTECARDS



#### NAME TAGS



### EXAMPLES OF LOGOS ON SWAG/ PROMOTIONAL ITEMS

#### STICKERS



#### LUGGAGE TAGS



#### SHAKERS



#### KOOZIES

