Section 1
Logos, Fonts, and Color Standards
Section 1: Logos, Fonts, and Color Standards

UT Martin Color Scheme

**Pantone 289**
- RGB: 11, 35, 65
- CMYK: 100, 66, 0, 76
- Hex: 0b2341

**Pantone 151**
- RGB: 255, 130, 0
- CMYK: 0, 50, 100, 0
- Hex: ff8200

UT Martin Fonts:

**Goudy Font Family**
(Primary traditional/formal font, header, body text)
- Goudy Italic
- Goudy Bold

**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)
- Gotham Book
- Gotham Medium
- Gotham Bold
- Gotham Black
- Gotham Book Italic
- Gotham Medium Italic
- Gotham Bold Italic
- Gotham Black Italic

**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

**Asphalt Display**
(Secondary “new brand” font, header)

UT Martin Logos: Layouts

- **Horizontal**: THE UNIVERSITY OF TENNESSEE MARTIN
- **Primary Left**: THE UNIVERSITY OF TENNESSEE MARTIN
- **Primary Right**: THE UNIVERSITY OF TENNESSEE MARTIN
- **Primary Center**: THE UNIVERSITY OF TENNESSEE MARTIN
- **Stacked Shortcut**: THE UNIVERSITY OF TENNESSEE MARTIN
- **Horizontal Shortcut**: THE UNIVERSITY OF TENNESSEE MARTIN
Section 1: Logos, Fonts, & Color Standards

**UT Martin Logos: Colors**

No other color or color combinations are allowed outside of the options below.

**Pantone 151 & Black**

![Pantone 151 & Black](image)

**Pantone 289 & 151**

![Pantone 289 & 151](image)

**Reversed (151 & White)**

![Reversed (151 & White)](image)

**Pantone 151**

![Pantone 151](image)

**Grayscale**

![Grayscale](image)

**White**

![White](image)
Section 1: Logos, Fonts, & Color Standards

UT Martin Center Logos

Colors must follow the same guidelines as presented on page 4. Center location wordmarks are in all caps.
Section 1: Logos, Fonts, & Color Standards

UT Martin Center Logos

Colors must follow the same guidelines as presented on page 4. Center location wordmarks are in all caps.

Parsons Center

Ripley Center
Section 1: Logos, Fonts, & Color Standards

UT Martin Center Logos

Colors must follow the same guidelines as presented on page 4. Center location wordmarks are in all caps.

Somerville Center
UT Martin Wordmarks: Offices

Colors must follow the same guidelines as presented on page 4. Office wordmarks are in all caps.
Section 1: Logos, Fonts, & Color Standards

UT Martin Wordmarks: Colleges/Departments

Colors must follow the same guidelines as presented on page 4. College/Departmental wordmarks are in all caps.

College Wordmark Layouts

Departmental Wordmark Layouts
Section 2
Outdoor Signage Guidelines
Section 2: Outdoor Signage Guidelines

Parking Lot Sign

TEXT SPECIFICATIONS:
Font(s): Humnst777 BlkCn BT Black
Humnst777 Cn BT-Bold
Colors: Pantone 289, White

PLEASE NOTE:
All new signage should replace old stacked logo with one of the new current UT Martin logos (as seen).
Section 2: Outdoor Signage Guidelines

Parking Lot Sign

TEXT SPECIFICATIONS:
Font(s): Humnst777 BlkCn BT Black
Humnst777 Cn BT-Bold
Colors: Pantone 289, White

PLEASE NOTE:
All new signage should replace old stacked logo with one of the new current UT Martin logos (as seen).
Section 2: Outdoor Signage Guidelines

Campus Building Sign

TEXT SPECIFICATIONS:
Font(s): Humnst777 BlkCn BT Black
Humnst777 Cn BT-Bold
Colors: Pantone 289, White

PLEASE NOTE:
Also available in a 48”x24” size.
All new signage should replace old stacked logo with one of the new current UT Martin logos (as seen).
Section 2: Outdoor Signage Guidelines

Campus Portal Sign

TEXT SPECIFICATIONS:
Font(s): Humnst777 BlkCn BT Black
Humnst777 Cn BT-Bold
Colors: Pantone 289, White

PLEASE NOTE:
All new signage should replace old stacked logo with one of the new current UT Martin logos (as seen).
Section 2: Outdoor Signage Guidelines

Pedestrian Directional Pylon

TEXT SPECIFICATIONS:
Font(s):
Humnst777 BlkCn BT Black
Humnst777 Cn BT-Bold
Colors:
Pantone 289 & White
*Text may go on both sides of sign.

PLEASE NOTE:
All new signage should replace old stacked logo with one of the new current UT Martin logos (as seen).
Section 3: Indoor Signage Guidelines

Signage Guidelines

Objective: This policy will detail the procedure for ordering and installing interior campus signage.

Responsibility

• Any existing office or department signage can be replaced with the same type of signage by submitting the request to Skyhawk Printing Services.
• Any other signage requests must come through the Physical Plant office either as a Facility Fee request for classroom/common areas or as a work order for other signage needs.

Cost

• Departments will cover the cost of the signage for their areas.
• The Facility Fee may at times cover the costs of large signage projects such as directories and student areas based on available funding and approval by the Facility Fee Committee.
• Funding for requests in the form of a work order will be evaluated on a case-by-case basis as funding is available.

Details

• Each building has a current signage type assigned to it. Renovations and Capital Projects at times will change or update that standard.
• Directories can be requested through Facility Fees and, if approved, will be purchased through the current signage vendor.
• Skyhawk Printing can produce signs in the Basic style. There are a few exceptions: The Student Recreation Center has TakeForm signage, which has to be ordered through CFA. Fine Arts door signage is available only through Award Industries of Hendersonville, Tenn. Fine Arts does have paper inserts that can easily be changed by submitting a request to Skyhawk Printing. Graham Stadium Pressbox signage is available through Signs and Designs of Union City, Tenn.
• All campus signs must be installed by Skyhawk Printing Services or the Physical Plant.

Proposed Naming

• Any signage associated with the proposed naming of an external or internal area on the UT Martin campus must be pre-approved by the chancellor. Requests should be made in writing to the UTM Office of Development. If the request is approved, the appropriate office or department should work through the Office of Development to order the appropriate signage so that it will adhere to campus protocol and standards. The Office of Development may be contacted by calling (731)881-7626.
Section 3: Indoor Signage Guidelines

Signage Families

With over 50 campus buildings, there is no “one size fits all” sign type. The guidelines outline three families that embody the campus brand.

<table>
<thead>
<tr>
<th>BUILDING NAME</th>
<th>INSERT COLOR</th>
<th>LETTERING COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boling University Center (partial)</td>
<td>Almond</td>
<td>Burgundy</td>
</tr>
<tr>
<td>Brehm Hall (partial)</td>
<td>Burgundy</td>
<td>Almond</td>
</tr>
<tr>
<td>Browning Hall</td>
<td>Black</td>
<td>White</td>
</tr>
<tr>
<td>Business Administration</td>
<td>Burgundy</td>
<td>Almond</td>
</tr>
<tr>
<td>Bob Carroll Football Building</td>
<td>Royal Blue</td>
<td>White</td>
</tr>
<tr>
<td>Clement Hall</td>
<td>Navy Blue</td>
<td>White</td>
</tr>
<tr>
<td>Cooper Hall</td>
<td>Metallic Blue</td>
<td>Almond</td>
</tr>
<tr>
<td>Crisp Hall</td>
<td>Burgundy</td>
<td>Almond</td>
</tr>
<tr>
<td>Elam Center</td>
<td>Navy Blue</td>
<td>White</td>
</tr>
<tr>
<td>Ellington Hall</td>
<td>Black</td>
<td>White</td>
</tr>
<tr>
<td>Gooch Hall</td>
<td>Metallic Blue</td>
<td>Almond</td>
</tr>
<tr>
<td>Hall-Moody Administration Building</td>
<td>Navy Blue</td>
<td>White</td>
</tr>
<tr>
<td>Henderson Headquarters</td>
<td>Burgundy</td>
<td>Almond</td>
</tr>
<tr>
<td>Holt Humanities Building</td>
<td>Burgundy</td>
<td>Almond</td>
</tr>
<tr>
<td>Johnson EPS Building</td>
<td>Black</td>
<td>Gold</td>
</tr>
<tr>
<td>Maintenance Center</td>
<td>Burgundy</td>
<td>Almond</td>
</tr>
<tr>
<td>McCombs Center</td>
<td>Burgundy</td>
<td>Almond</td>
</tr>
<tr>
<td>Paul Meek Library (partial)</td>
<td>Almond</td>
<td>Forest Green</td>
</tr>
<tr>
<td>Skyhawk Fieldhouse</td>
<td>Navy Blue</td>
<td>White</td>
</tr>
<tr>
<td>Sociology Building</td>
<td>Burgundy</td>
<td>Almond</td>
</tr>
<tr>
<td>Student Life Center</td>
<td>Black</td>
<td>Gold</td>
</tr>
<tr>
<td>University Village</td>
<td>Black</td>
<td>White</td>
</tr>
</tbody>
</table>
Section 3: Indoor Signage Guidelines

Signage Families

Per the Interior Signage Policy, the Office of University Relations, in cooperation with the Physical Plant and Skyhawk Printing Services, will review the signage families with campus users and select the most appropriate signage for a building. Consistency within buildings and building suites is important. Buildings will have a master signage family (selected from the 3 types available). Variations or inclusion of other families will require further approval.

Basic
- Clean and simple background that coordinates with the building style and interiors
- ADA compliant
- Purchased and/or updated by departments
- Installed by the Physical Plant and/or Skyhawk Printing Services
- Most economical selection
- Fastest to obtain
- Signs that display the names of office occupants are approved for only faculty members and intercollegiate athletics coaches.
- Signs that display employees names are permitted for offices in campus buildings that contain the type of signage with changeable paper inserts (such as Clement Hall and Fine Arts).
- Departments must make signage requests through Skyhawk Printing, and University Relations will provide official paper insert designs for approved buildings to Skyhawk Printing.
- Departments are responsible for associated costs.

Vendor Provided
- More aesthetic and modern design
- ADA compliant
- More style options (see Boling University Center new signage)
- Paper inserts make signs easier and cheaper to update
- Purchased by departments or within capital projects
- Inserts can be updated by Skyhawk Printing at department cost
- Installed by Physical Plant or Sign Vendor if part of a project
- More costly selection, but vendor on state contract
- Longer lead times over Basic style

Directories
- Standard already in place (see Fine Arts and Gooch Hall)
- Easily updated with paper inserts
- Inserts can be updated by Skyhawk Printing Services at department cost
- Provided and installed by Sign Vendor on state contract
- Longest design time and lead time
- Uses approved university design criteria

20
Skyhawk Printing and Mail Services
210 Hurt Street
007 Clement Hall
Martin, TN 38238
(731)881-7842

Physical Plant Operations
105 Moody Avenue
Martin, TN 38238
(731)881-7640

Office of University Relations
554 University Street
304 Administration Building
Martin, TN 38238
(731)881-7615