

SKYE

UTSOUTHERNTM

BRAND IDENTITY GUIDE

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INTRODUCTION

Welcome to a groundbreaking era for UT Southern Athletics as we present the dynamic, refreshed brand identity of the Firehawks. Within these pages, you'll explore the components that forge our distinct identity—a brand as bold and fierce as the spirit it embodies and a reflection of our unwavering 'Students First' mission.

Our transformation extends beyond merely an updated logo; it symbolizes a rejuvenation of our core values, ethos, and our commitment to excellence in every arena. It stands as a proud emblem of our identity and our principles.

In this guide, we invite you on a journey through the elements that define our competitive identity. With an updated color scheme, redesigned typography, and unique iconography, these visual elements signify our connection to tradition and our aspirations for the future.

We are a community united by our shared ideals, values, and unyielding pursuit of excellence. The iconic symbols detailed in this style guide are designed to establish a consistent and unified brand presence across all platforms and collateral, ensuring a cohesive look and feel that truly represents UT Southern Athletics.

This guide is more than a collection of brand standards; it's a declaration of our journey forward, embracing our history while boldly stepping into the future. Welcome to the new face of UT Southern Athletics—the Firehawks.

Together, we ignite.

VISUAL NARRATIVE



1 | UT ICON - Opportunity

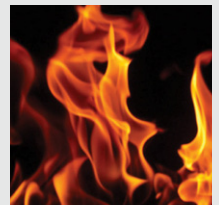
The University of Tennessee system 'UT' icon is a universal system of academic and athletic opportunity. It is included but customized to specifically represent UT Southern.

2 | THE HAWK - Resilient

A modern hawk head—bold and determined—is embedded within the negative space of the 'S'.

3 | FIRE - Transformative

Symbolic of transformative development, a dynamic flame silhouette encompasses the hawk head and simultaneously forms the curvature of the 'S'.



The **Brand Overview** illustrates the proper hierarchy of visual assets and coinciding usage within the complete suite of marks for UT Southern Athletics.



PRIMARY MARK



SECONDARY MARK 1



SECONDARY MARK 2



SECONDARY MARK 3



ATHLETICS WORDMARK



WORDMARK 1



WORDMARK 2



SPORT-SPECIFIC MARKS



SECONDARY MARK NUMBERS

CORE MARKS

UT SOUTHERN PRIMARY MARK

SKYE_UTS_Pri_LightBg



The UT Southern **Primary Mark** features the side profile of a firehawk formed from the negative space of the 'S', which also features a rising flame within its shape. A modernized interpretation of the 'UT' icon is embedded within the wordmark.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Pri_OrangeBg



SKYE_UTS_Pri_GrayBg



SKYE_UTS_Pri_1c_LightBg



SKYE_UTS_Pri_1c_DarkBg



UT SOUTHERN SECONDARY 1 MARK

SKYE_UTS_Sec1_LightBg



The UT Southern **Secondary 1 Mark** features the 'UTS' initials with the firehawk and flame isolated as an independent mark.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Sec1_OrangeBg



SKYE_UTS_Sec1_GrayBg



SKYE_UTS_Sec1_1c_LightBg



SKYE_UTS_Sec1_1c_DarkBg



UT SOUTHERN SECONDARY 2 MARK

SKYE_UTS_Sec2_LightBg



The UT Southern **Secondary 2 Mark** features the side profile of the firehawk as an independent mark.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Sec2_OrangeBg



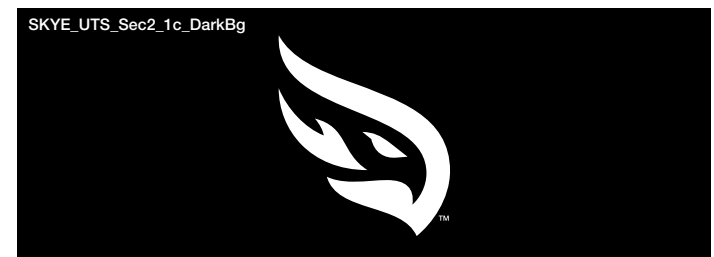
SKYE_UTS_Sec2_GrayBg



SKYE_UTS_Sec2_1c_LightBg



SKYE_UTS_Sec2_1c_DarkBg



UT SOUTHERN SECONDARY 3 MARK

SKYE_UTS_Sec3_LightBg



The UT Southern **Secondary 3 Mark** features a front-facing, full-body version of the firehawk.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Sec3_OrangeBg



SKYE_UTS_Sec3_GrayBg



SKYE_UTS_Sec3_1c_LightBg



SKYE_UTS_Sec3_1c_DarkBg



WORDMARKS

UT SOUTHERN ATHLETICS WORDMARK

SKYE_UTS_Athletics_Wm_LightBg



The UT Southern **Athletics Wordmark** features the primary mark with 'Athletics' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Athletics_Wm_OrangeBg



SKYE_UTS_Athletics_Wm_GrayBg



SKYE_UTS_Athletics_Wm_1c_LightBg



SKYE_UTS_Athletics_Wm_1c_DarkBg



UT SOUTHERN WORDMARK 1

SKYE_UTS_Wm1_LightBg



The UT Southern **Wordmark 1** features 'Southern' in the custom athletic font.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Wm1_OrangeBg



SKYE_UTS_Wm1_GrayBg



SKYE_UTS_Wm1_1c_LightBg



SKYE_UTS_Wm1_1c_DarkBg



UT SOUTHERN WORDMARK 2

SKYE_UTS_Wm2_LightBg



The UT Southern **Wordmark 2** features 'Firehawks' in the custom athletic font.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Wm2_OrangeBg



SKYE_UTS_Wm2_GrayBg



SKYE_UTS_Wm2_1c_LightBg



SKYE_UTS_Wm2_1c_DarkBg



SPORT-SPECIFIC MARKS

UT SOUTHERN BASEBALL WORDMARK

SKYE_UTS_Baseball_Wm_LightBg



The UT Southern **Baseball Wordmark** features the Primary Mark with 'Baseball' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Baseball_Wm_OrangeBg



SKYE_UTS_Baseball_Wm_GrayBg



SKYE_UTS_Baseball_Wm_1c_LightBg



SKYE_UTS_Baseball_Wm_1c_DarkBg



UT SOUTHERN BASKETBALL WORDMARK

SKYE_UTS_Basketball_Wm_LightBg



The UT Southern **Basketball Wordmark** features the Primary Mark with 'Basketball' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Basketball_Wm_OrangeBg



SKYE_UTS_Basketball_Wm_GrayBg



SKYE_UTS_Basketball_Wm_1c_LightBg



SKYE_UTS_Basketball_Wm_1c_DarkBg



UT SOUTHERN MEN'S BASKETBALL WORDMARK

SKYE_UTS_MBasketball_Wm_LightBg



The UT Southern **Men's Basketball Wordmark** features the Primary Mark with 'Men's Basketball' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_MBasketball_Wm_OrangeBg



SKYE_UTS_MBasketball_Wm_GrayBg



SKYE_UTS_MBasketball_Wm_1c_LightBg



SKYE_UTS_MBasketball_Wm_1c_DarkBg



UT SOUTHERN WOMEN'S BASKETBALL WORDMARK

SKYE_UTS_WBasketball_Wm_LightBg



The UT Southern **Women's Basketball Wordmark** features the Primary Mark with 'Women's Basketball' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_WBasketball_Wm_OrangeBg



SKYE_UTS_WBasketball_Wm_GrayBg



SKYE_UTS_WBasketball_Wm_1c_LightBg



SKYE_UTS_WBasketball_Wm_1c_DarkBg



UT SOUTHERN CHEER WORDMARK

SKYE_UTS_Cheer_Wm_LightBg



The UT Southern **Cheer Wordmark** features the Primary Mark with 'Cheer' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Cheer_Wm_OrangeBg



SKYE_UTS_Cheer_Wm_GrayBg



SKYE_UTS_Cheer_Wm_1c_LightBg



SKYE_UTS_Cheer_Wm_1c_DarkBg



UT SOUTHERN CLAY TARGET WORDMARK

SKYE_UTS_ClayTarget_Wm_LightBg



The UT Southern **Clay Target Wordmark** features the Primary Mark with 'Clay Target' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_ClayTarget_Wm_OrangeBg



SKYE_UTS_ClayTarget_Wm_GrayBg



SKYE_UTS_ClayTarget_Wm_1c_LightBg



SKYE_UTS_ClayTarget_Wm_1c_DarkBg



UT SOUTHERN CROSS COUNTRY WORDMARK

SKYE_UTS_CrossCountry_Wm_LightBg



The UT Southern **Cross Country Wordmark** features the Primary Mark with 'Cross Country' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_CrossCountry_Wm_OrangeBg



SKYE_UTS_CrossCountry_Wm_GrayBg



SKYE_UTS_CrossCountry_Wm_1c_LightBg



SKYE_UTS_CrossCountry_Wm_1c_DarkBg



UT SOUTHERN GOLF WORDMARK

SKYE_UTS_Golf_Wm_LightBg



The UT Southern **Golf Wordmark** features the Primary Mark with 'Golf' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Golf_Wm_OrangeBg



SKYE_UTS_Golf_Wm_GrayBg



SKYE_UTS_Golf_Wm_1c_LightBg



SKYE_UTS_Golf_Wm_1c_DarkBg



UT SOUTHERN SOCCER WORDMARK

SKYE_UTS_Soccer_Wm_LightBg



The UT Southern **Soccer Wordmark** features the Primary Mark with 'Soccer' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Soccer_Wm_OrangeBg



SKYE_UTS_Soccer_Wm_GrayBg



SKYE_UTS_Soccer_Wm_1c_LightBg



SKYE_UTS_Soccer_Wm_1c_DarkBg



UT SOUTHERN MEN'S SOCCER MARK

SKYE_UTS_MSoccer_LightBg



The UT Southern **Men's Soccer Mark** features a single championship star to the right of the Secondary 1 Mark. This mark is intended for Men's Soccer use only.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_MSoccer_OrangeBg



SKYE_UTS_MSoccer_GrayBg



SKYE_UTS_MSoccer_1c_LightBg



SKYE_UTS_MSoccer_1c_DarkBg



UT SOUTHERN MEN'S SOCCER WORDMARK

SKYE_UTS_MSoccer_Wm_LightBg



The UT Southern **Men's Soccer Wordmark** features the Primary Mark with 'Men's Soccer' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_MSoccer_Wm_OrangeBg



SKYE_UTS_MSoccer_Wm_GrayBg



SKYE_UTS_MSoccer_Wm_1c_LightBg



SKYE_UTS_MSoccer_Wm_1c_DarkBg



UT SOUTHERN WOMEN'S SOCCER MARK

SKYE_UTS_WSoccer_LightBg



The UT Southern **Women's Soccer Mark** features three championship stars to the right of the Secondary 1 Mark. This mark is intended for Women's Soccer use only.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_WSoccer_OrangeBg



SKYE_UTS_WSoccer_GrayBg



SKYE_UTS_WSoccer_1c_LightBg



SKYE_UTS_WSoccer_1c_DarkBg



UT SOUTHERN WOMEN'S SOCCER WORDMARK

SKYE_UTS_WSoccer_Wm_LightBg



The UT Southern **Women's Soccer Wordmark** features the Primary Mark with 'Women's Soccer' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_WSoccer_Wm_OrangeBg



SKYE_UTS_WSoccer_Wm_GrayBg



SKYE_UTS_WSoccer_Wm_1c_LightBg



SKYE_UTS_WSoccer_Wm_1c_DarkBg



UT SOUTHERN SOFTBALL WORDMARK

SKYE_UTS_Softball_Wm_LightBg



The UT Southern **Softball Wordmark** features the Primary Mark with 'Softball' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Softball_Wm_OrangeBg



SKYE_UTS_Softball_Wm_GrayBg



SKYE_UTS_Softball_Wm_1c_LightBg



SKYE_UTS_Softball_Wm_1c_DarkBg



UT SOUTHERN SWIMMING WORDMARK

SKYE_UTS_Swimming_Wm_LightBg



The UT Southern **Swimming Wordmark** features the Primary Mark with 'Swimming' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Swimming_Wm_OrangeBg



SKYE_UTS_Swimming_Wm_GrayBg



SKYE_UTS_Swimming_Wm_1c_LightBg



SKYE_UTS_Swimming_Wm_1c_DarkBg



UT SOUTHERN TENNIS WORDMARK

SKYE_UTS_Tennis_Wm_LightBg



The UT Southern **Tennis Wordmark** features the Primary Mark with 'Tennis' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Tennis_Wm_OrangeBg



SKYE_UTS_Tennis_Wm_GrayBg



SKYE_UTS_Tennis_Wm_1c_LightBg



SKYE_UTS_Tennis_Wm_1c_DarkBg



UT SOUTHERN TRACK & FIELD WORDMARK

SKYE_UTS_TrackField_Wm_LightBg



The UT Southern **Track & Field Wordmark** features the Primary Mark with 'Track & Field' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_TrackField_Wm_OrangeBg



SKYE_UTS_TrackField_Wm_GrayBg



SKYE_UTS_TrackField_Wm_1c_LightBg



SKYE_UTS_TrackField_Wm_1c_DarkBg



UT SOUTHERN VOLLEYBALL WORDMARK

SKYE_UTS_Volleyball_Wm_LightBg



The UT Southern **Volleyball Wordmark** features the Primary Mark with 'Volleyball' centered beneath it.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Volleyball_Wm_OrangeBg



SKYE_UTS_Volleyball_Wm_GrayBg



SKYE_UTS_Volleyball_Wm_1c_LightBg



SKYE_UTS_Volleyball_Wm_1c_DarkBg



TYPOGRAPHY & COLOR

The **Official Typeface** of UT Southern Athletics is Eurostile Black and may be used on all athletic-related collateral and promotional materials. Its primary use is in support of sport-specific marks. In other applications, it should only be used as a headline font rendered in all caps, and should not be used for body copy.

Eurostile Black is available via Adobe Fonts (fonts.adobe.com).

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

!@#\$%^&*()-_+=+;:;'",.?

UT SOUTHERN UNIFORM NUMERALS

SKYE_UTS_Numerals_LightBg

01234
56789

The UT Southern **Uniform Numerals** feature the custom athletic font, and should be used in conjunction with official Wordmarks on all uniform applications.

Additional color and background applications are to be applied as demonstrated below.

SKYE_UTS_Numerals_OrangeBg

0123456789

SKYE_UTS_Numerals_GrayBg

0123456789

SKYE_UTS_Numerals_1c_LightBg

0123456789

SKYE_UTS_Numerals_1c_DarkBg

0123456789

UT SOUTHERN COLOR INFORMATION

All colors used in each UT Southern brand trademark must adhere to the official **Color Information** standards listed at left.

PANTONE, CMYK, RGB, HEX, and thread color specifications are provided to help guide the application process for all brand identity touchpoints.

The color ratio diagram pictured below demonstrates the recommended balance of each color in the system for all design applications.



DARK GRAY

PANTONE Cool Gray 11 C

RGB: 84, 86, 90

CMYK: 66, 57, 51, 29

HEX: 54565A

Thread: Madeira 1288, RA 2731



ORANGE

PANTONE 151 C

RGB: 255, 131, 0

CMYK: 0, 60, 100, 0

HEX: FF8300

Thread: Madeira 1278, RA 2328



RED

PANTONE 186 C

RGB: 206, 16, 44

CMYK: 13, 100, 92, 3

HEX: CE102C

Thread: Madeira 1147, RA 2263



PMS Cool Gray 11 Dark Gray

65% dark gray, as the anchor color

PMS 151 Orange

30% orange, connecting UTSouthern to the overarching UT brand family

PMS 186 Red

5% red, paying tribute to our Martin Methodist roots

BRAND GUIDELINES

UT SOUTHERN UNIFORM GUIDE

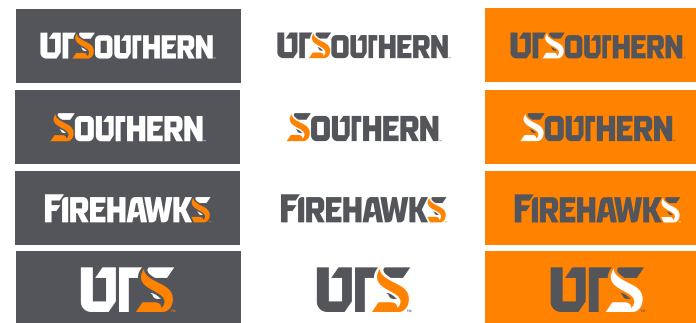


Note: Example of red incorporated into sleeve trim

The **Uniform Guide** is intended to outline all potential application options for UT Southern varsity sport teams, creating a consistent look and feel across the department. All uniform designs must adhere to the graphic standards displayed below. The examples at left illustrate uniform design examples.

Note: Use of red is optional. If used, it should only be used as an accent color, not prominently.

Front Jersey Options



Uniform Numerals (uniform numerals may never be outlined)



Support Mark Options (for use on sleeves, headwear, and shorts)



1



1 - SAFE ZONE INFORMATION

A protected field the height and width of the 'U' in UT Southern should surround the family of marks at all times. This protective field ensures a clear and prominent presentation of all marks within the brand identity.

2 - SIZING INFORMATION

To ensure proper legibility of the variety of marks within the brand identity, please adhere to the measurements shown below for the minimum size requirements for high-resolution printed images.

For lower resolution items, the minimum size should be increased in order to maintain integrity of the marks.

2



HIGH RESOLUTION PRINT MINIMUM

- Primary - (.25" In height)
- Secondary 1 - (.25" In height)
- Secondary 2 - (.25" In height)
- Secondary 3 - (.25" In height)

LOW RESOLUTION PRINT MINIMUM

- Primary - (.5" In height)
- Secondary 1 - (.5" In height)
- Secondary 2 - (.5" In height)
- Secondary 3 - (.5" In height)

UT SOUTHERN VIOLATION INFORMATION

1



2



3



4



5



6



7



8



9



10



The UT Southern brand identity was designed for the exclusive use of the UT Southern athletic department.

To ensure its maximum performance, each mark must be displayed properly and may never be altered or modified in any way.

The **Violation Information** listed below and shown at left demonstrates unacceptable uses of the marks within the athletic brand identity:

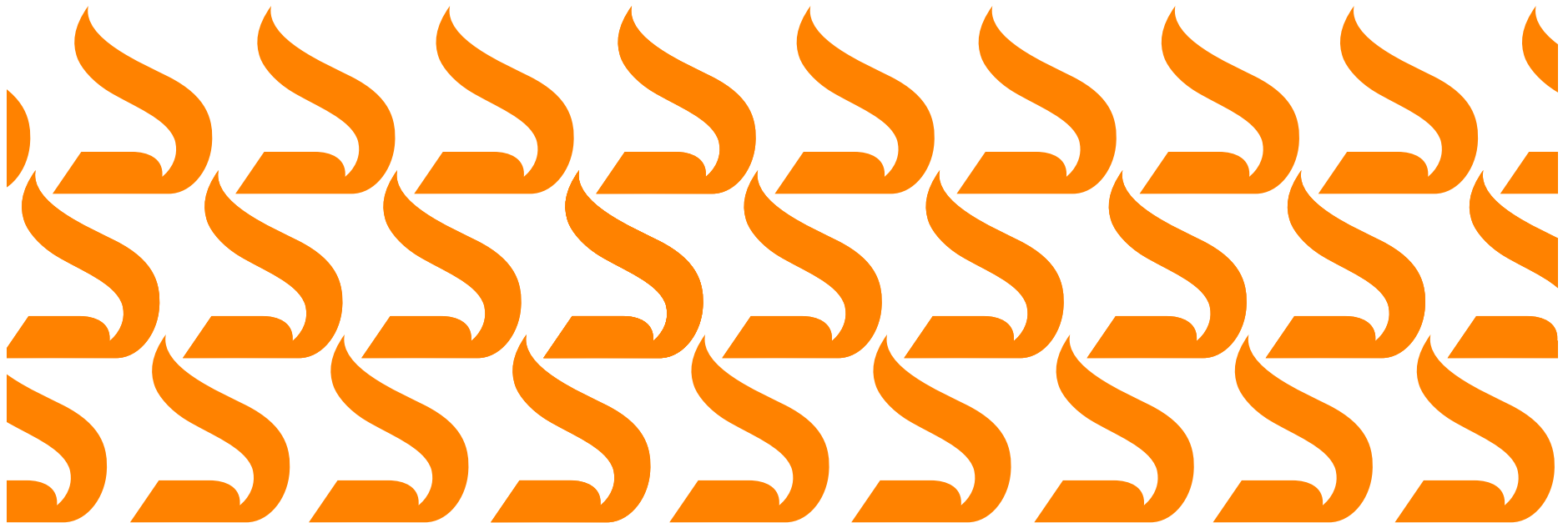
- 1 - Do not alter the orientation or proportions of marks**
- 2 - Do not alter, rescale, or reformat elements in marks**
- 3 - Do not change typefaces within marks**
- 4 - Do not alter colors within marks**
- 5 - Do not outline marks**
- 6 - Do not crop marks in any way**
- 7 - Do not place marks on visually distracting grounds**
- 8 - Only official athletic PANTONE colors may be used**
- 9 - Do not add elements to marks**
- 10 - Do not make low-quality reproductions of marks**

UT SOUTHERN FLAME PATTERN



The **Flame Pattern**, born from the flame in the logo system, was created to provide activation opportunities. This follows the inspiration of UT Knoxville's checkerboard pattern, but is specifically tailored to UT Southern.

SKYE_UTS_FlamePattern



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