UT SOUTHERN BRAND
QUICKLOOK: 2021
UT SOUTHERN BASE COLOR PALETTE:

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**ORANGE:**
- CMYK: 0 50 100 0
- HEX: FF8200
- RGB: 255 130 0
- PMS: 151

**UT So RED:**
- CMYK: 0 92 77 22
- HEX: c8102e
- RGB: 200 16 46
- PMS: 186

**UT SOUTHERN GRAY:**
- CMYK: 6 2 0 32
- HEX: a2aaad
- RGB: 162 170 173
- PMS: 429

**WHITE:**
- CMYK: 0 0 0 0
- HEX: FFFF
- RGB: 255 255 255
- PMS: NA

**GRAY:**
- CMYK: 0 0 0 80
- HEX: 58595B
- RGB: 88 89 91
- PMS: COOL GRAY 11

The primary UT Southern (UTSo) colors are used to define the brand personality. Tints are acceptable on all colors. Accent colors to be determined at a later date.

UT SOUTHERN LOGO SPACING CONSIDERATIONS:

In order to maintain legibility, the align left UT Southern logo should reduce to no smaller than .375” or 36 pixels in height and the centered logo should reduce no smaller than .75” or 72 pixels. Gap spacing for the UT Southern logo is equal to half the height of the UT icon in the logo.
UT SOUTHERN PRIMARY LOGOS

PREFERRED

UT SOUTHERN PRIMARY
LEFT ALIGN LOGO

The first of two primary options for identifying the UT Southern brand on stationery, templates (i.e. email signatures), signage, website header, and vehicles.

The primary 3-level left-align logo should be used when communicating with legislative or trustee audiences or when multiple UT campuses/institutes are represented.

Color standards are orange for the icon and 80% black (gray) for the text. Reversed options are shown at right.

Minimum recommended height is .375” or 36 pixels.

UT SOUTHERN PRIMARY
CENTERED LOGO

The second of two primary options for identifying the UT Southern brand on stationery, templates (i.e. email signatures), signage, website header, and vehicles.

Color standards are orange for the icon and 80% black (gray) for the text. Reversed options are shown at right.

Minimum recommended height is .75” or 72 pixels.
UT SOUTHERN PRIMARY LOGOS — ONE COLOR

UT SOUTHERN PRIMARY 3 LEVEL LOGO - LEFT
ALIGN - ONE COLOR

One color options include orange, white, and 100% black.
Minimum recommended height is .375” or 36 pixels.

PRIMARY CENTER LOGO - ONE COLOR

One color options include orange, white, and 100% black.
Minimum recommended height is .75” or 72 pixels.

UT SOUTHERN HORIZONTAL LOGO

Limited use option for identifying the UT Southern brand on stationery, templates and signage where a horizontal placement is required. Examples are PPT templates, footers and official letterhead. One color options include orange, white, and 100% black.
Minimum recommended height is .25” or 24 pixels.