



# University of Tennessee

Current Revision Date: 11/13/24

Established: 1794

Location: Knoxville, TN

Nickname: Volunteers

Mascot Name: Smokey

Conference: SEC

## Verbiage

University of Tennessee®	Lady Vols™	Big Orange™
Tennessee®	Go Vols™	Big Orange. Big Ideas™
Volunteers®	University of Tennessee, Knoxville™	Vol for Life®
Tennessee Volunteers®	UT™	VFL®
Vols®	Go Big Orange™	GBO®
Lady Volunteers™	Big Orange Country™	Smokey®

### Tennessee Orange

### Summitt Blue

### Smokey Grey

### Anthracite

#### PANTONE 151 C

CMYK: 0, 60, 100, 2 | RGB: 55, 130, 0

MADEIRA: 1278 | RA: No Match

#### PANTONE 2171 C

CMYK: 75, 24, 0, 0 | RGB: 72, 159, 223

MADEIRA: 1175 | RA: No Match

#### PANTONE Cool Gray 11 C

CMYK: 44, 34, 22, 77 | RGB: 83, 86, 90

MADEIRA: 1172 | RA: 2396

#### PANTONE 447 C

CMYK: 70, 64, 63, 61 | RGB: 55, 58, 543

MADEIRA: 1241 | RA: 2541

Approved University colors or the \*PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE® is a registered trademark of PANTONE, Inc.

## Primary Athletics Marks

1



2



3



4



5



6

TENNESSEE®

7

TENNESSEE®

## Secondary Athletics Marks

8



9



10



11



12

VOLUNTEERS®

13

VOLUNTEERS®

14

VOLS®

15

VOLS®

16

Lady Vols®

17

Lady Vols®

18

LADY VOLS®

19

LADY VOLS®

## Tertiary Athletics Marks

20



21



22



23



24



25



26



27



28



29



30



31



32



33



34



35



### ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.