

## OVAL G

Primary mark may only be used on Georgia apparel being sold to the Follett UGA Bookstore, Fanatics for sales on georgiadogs.com and Fanatics.com; Internal University Departments or student organizations; and all Headwear licensees selling to retail channels above Mass Retail Channels. The primary mark may not be sold to off-campus retail channels other than those noted.



[UGA001]



[UGA002]



[UGA003]



[UGA004]

## BULLDOG MARKS

Approved for apparel and headwear at the mid-tier level and above.



[UGA005]



[UGA006]

Permitted for used on black or red backgrounds as shown.



[UGA007]



[UGA008]

## WORD MARKS

**GEORGIA**

[UGA009]

**BULLDOGS**

[UGA013]

**UGA**

[UGA017]

**UGA**

[UGA020]

**GEORGIA**

[UGA010]

**BULLDOGS**

[UGA014]

**GEORGIA**

[UGA011]

**BULLDOGS**

[UGA015]

**GEORGIA**

[UGA012]

**BULLDOGS**

[UGA016]

**UGA**

[UGA018]

**UGA**

[UGA021]

**UGA**

[UGA019]

**UGA**

[UGA022]

## LOCK-UP MARKS

**COMMIT TO THE**

[UGA023]

**COMMIT TO THE**

[UGA024]

**COMMIT TO THE**

[UGA025]

**COMMIT TO THE**

[UGA026]

**GEORGIA**

[UGA027]

**GEORGIA**

[UGA028]

**GEORGIA**

[UGA029]

**BULLDOGS**

[UGA030]

**BULLDOGS**

[UGA031]

**BULLDOGS**

[UGA032]

**ATHLETICS**

[UGA033]

**ATHLETICS**

[UGA034]

**ATHLETICS**

[UGA035]

## GENERAL INFORMATION

**Location:** Athens  
**Established Date:** 1785  
**Mascot:** Bulldogs  
**Conference:** Southeastern Conference (SEC)  
**Fight Song:** "Glory, Glory!"  
**Mascot Name:** "Hairy Dawg" / "Uga" (live mascot)  
**Football Stadium:** Sanford Stadium  
**Basketball Arena:** Stegeman Coliseum  
**Baseball Stadium:** Foley Field

## APPROVED VERBIAGE

### ACADEMIC

University of Georgia @  
 Georgia @  
 UGA @

### ATHLETIC

Bulldogs @  
 Between The Hedges @  
 How 'Bout Them Dogs @  
 How 'Bout Them Dawgs@  
 Go You Silver Britches™  
 University of Georgia Athletic Association™  
 Hairy Dawg@  
 Dawgs @  
 Deep South's Oldest Rivalry™  
 Hunker Down™  
 Gym Dogs™  
 Attack the Day@  
 Feed the Trees™

## APPROVED COLORS

COLORS	PANTONE SPOT PRINT	CMYK 4C PRINTING	RGB SCREEN/VIDEO	HEX WEB	MADEIRA EMBROIDERY	A&E/RA EMBROIDERY	TEXTILE GARMENT
<b>BULLDOG RED</b>	PMS 200C	3 / 100 / 70 / 12	186 / 12 / 47	BA0C2F	1147	1842	
<b>BLACK</b>	BLACK	0 / 0 / 0 / 100	0 / 0 / 0	000000	BLACK	BLACK	
<b>UGA SILVER</b>	PMS 429C	38 / 28 / 27 / 0	93 / 103 / 112	5D6770	1118	2404	

The logo samples shown should use the PANTONE® Colors provided. The colors shown have not been evaluated by PANTONE and are not intended to match PANTONE Color Standards. For accurate color matching, please refer to current editions of PANTONE Color Publications. PANTONE is a registered trademark of Pantone, Inc.

ADDITIONAL ATHLETIC MARKS



[UGA036]



[UGA037]



[UGA038]

Youth Mark Only



[UGA039]



[UGA040]



[UGA041]



[UGA042]

ADDITIONAL ATHLETIC MARKS



[UGA043]



[UGA044]



UNIVERSITY OF GEORGIA



UNIVERSITY OF GEORGIA

[UGA046]



GEORGIA

[UGA049]



UNIVERSITY OF GEORGIA



UNIVERSITY OF GEORGIA



UNIVERSITY OF GEORGIA

[UGA047]



Only to be used in conjunction with formal and institutional documents such as diplomas, proclamations, and other academic awards and honors.

[UGA050]



UNIVERSITY OF GEORGIA



UNIVERSITY OF GEORGIA

[UGA045]

UNIVERSITY OF GEORGIA

[UGA048]