



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

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Secondary Athletics Marks

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Tertiary Athletics Marks

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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.

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