



# The University of Tennessee at Martin

Current Revision Date: 06/01/20

**Established:** 1900      **Location:** Martin, TN      **Nickname:** Skyhawks  
**Mascot Name:** Captain Skyhawk      **Conference:** Ohio Valley Conference

## Verbiage

The University of Tennessee at Martin™      A Natural Learning Environment™  
UT Martin™  
Tennessee Martin™  
UTM™  
Skyhawks™  
Captain Skyhawk™

### Blue

**PANTONE 289 C**  
**CMYK: 98, 84, 45, 51 | RGB: 13, 34, 63**  
MADEIRA Rayon: 1043 | RA: 2387

### Orange

**PANTONE 151 C**  
**CMYK: 0, 60, 100, 0 | RGB: 245, 130, 32**  
MADEIRA Rayon: 1065 | RA: 2328

### White

**White**  
**CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255**  
MADEIRA Rayon: 1001 | RA: 2342

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**Note:** For legacy marks, please see the Other Information tab in Logos on Demand.

### Alternate Marks

1



4



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5



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### Alternate Marks - PowerUTM

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### Alternate Marks - Skyhawks

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22



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### Alternate Marks - PowerUTM Stacked

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### Alternate Marks - Skyhawks Stacked

25



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Current Revision Date: 06/01/20

## Attack Marks

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## Attack Marks - PowerUTM

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42



## Reflected Marks - Helmet Use ONLY

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44



## Wordmarks (PowerUTM and Skyhawks)

45

**UTM**™

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**UTM**™

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**UTM**™

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**UTM**™

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**UTM**™

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**SKYHAWKS**™

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**SKYHAWKS**™

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**SKYHAWKS**™

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**SKYHAWKS**™

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**SKYHAWKS**™

### ADDITIONAL PERTINENT INFORMATION

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

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- Legacy marks are available under the Other Information tab in Logos on Demand.