

 **MARTIN**
SIGNAGE
MANUAL

Version 2022.2

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Section 1

Logos, Fonts, and Color Standards

Section 1: Logos, Fonts, and Color Standards

UT Martin Color Scheme



Pantone 289

RGB: 11, 35, 65
CMYK: 100, 66, 0, 76
Hex: 0b2341



Pantone 151

RGB: 255, 130, 0
CMYK: 0, 50, 100, 0
Hex: ff8200

UT Martin Fonts:

Goudy Font Family

(Primary traditional/formal font, header, body text)

Goudy Italic
Goudy Bold

GOUDY CAPS
Goudy Bold Italic

Humnst777 Font Family

(Primary traditional font, body text)

Humnst777 LT BT-Light
Humnst777 LtCn BT-Light
Humnst777 Cn BT-Regular

Humnst777 Cn BT-Bold
Humnst777 BlkCn BT-Black

Gotham Font Family

(Secondary font, header)

Gotham Book
Gotham Medium
Gotham Bold
Gotham Black

Gotham Book Italic
Gotham Medium Italic
Gotham Bold Italic
Gotham Black Italic

Archer Font Family

(Primary "new brand" font, body text)

Archer Book
Archer Medium
Archer Semibold
Archer Bold

Archer Book Italic
Archer Medium Italic
Archer Semibold Italic
Archer Bold Italic

ASPHALTS DISPLAY - *aspalts display*

(Secondary "new brand" font, header)

UT Martin Logos: Layouts



Horizontal



Primary Left



Primary Right



Primary Center

Stacked Shortcut



Horizontal Shortcut

Section 1: Logos, Fonts, & Color Standards

UT Martin Logos: Colors

No other color or color combinations are allowed outside of the options below.



Pantone 151 & Black



Pantone 289 & 151



Reversed (151 & White)



Pantone 151



Grayscale



White

Section 1: Logos, Fonts, & Color Standards

UT Martin Center Logos

Colors must follow the same guidelines as presented on page 4.
Center location wordmarks are in all caps.

Jackson Center



McNairy County Center/Selmer



Section 1: Logos, Fonts, & Color Standards

UT Martin Center Logos

Colors must follow the same guidelines as presented on page 4.
Center location wordmarks are in all caps.

Parsons Center



PARSONS CENTER



PARSONS CENTER



PARSONS CENTER



MARTIN

PARSONS CENTER



THE UNIVERSITY OF
TENNESSEE
MARTIN

PARSONS CENTER



PARSONS CENTER

Ripley Center



RIPLEY CENTER



RIPLEY CENTER



RIPLEY CENTER



MARTIN

RIPLEY CENTER



THE UNIVERSITY OF
TENNESSEE
MARTIN

RIPLEY CENTER



RIPLEY CENTER

Section 1: Logos, Fonts, & Color Standards

UT Martin Center Logos

Colors must follow the same guidelines as presented on page 4.
Center location wordmarks are in all caps.

Somerville Center



Section 1: Logos, Fonts, & Color Standards

UT Martin Wordmarks: Offices

Colors must follow the same guidelines as presented on page 4.
Office wordmarks are in all caps.



Section 1: Logos, Fonts, & Color Standards

UT Martin Wordmarks: Colleges/Departments

Colors must follow the same guidelines as presented on page 4.
College/Departmental wordmarks are in all caps.

College Wordmark Layouts



Departmental Wordmark Layouts



Section 2

Outdoor Signage Guidelines

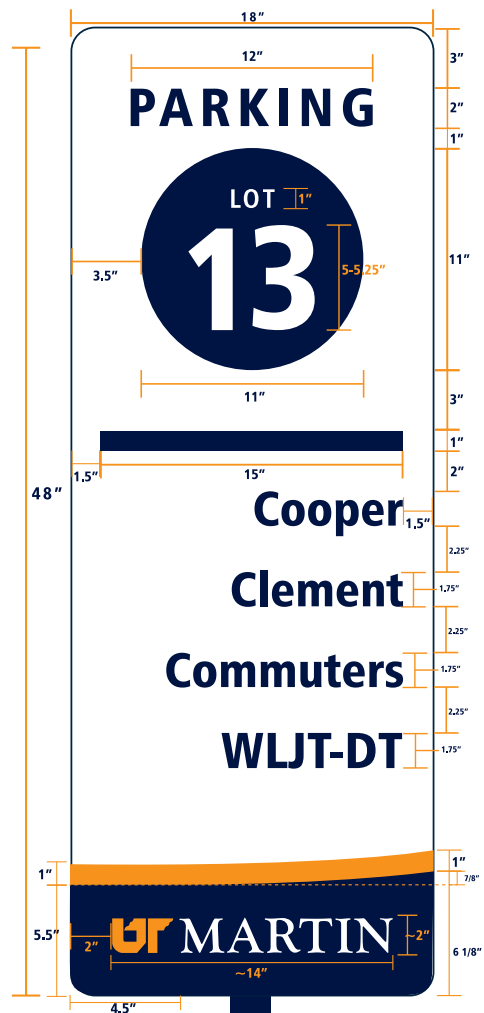
Section 2: Outdoor Signage Guidelines

Parking Lot Sign



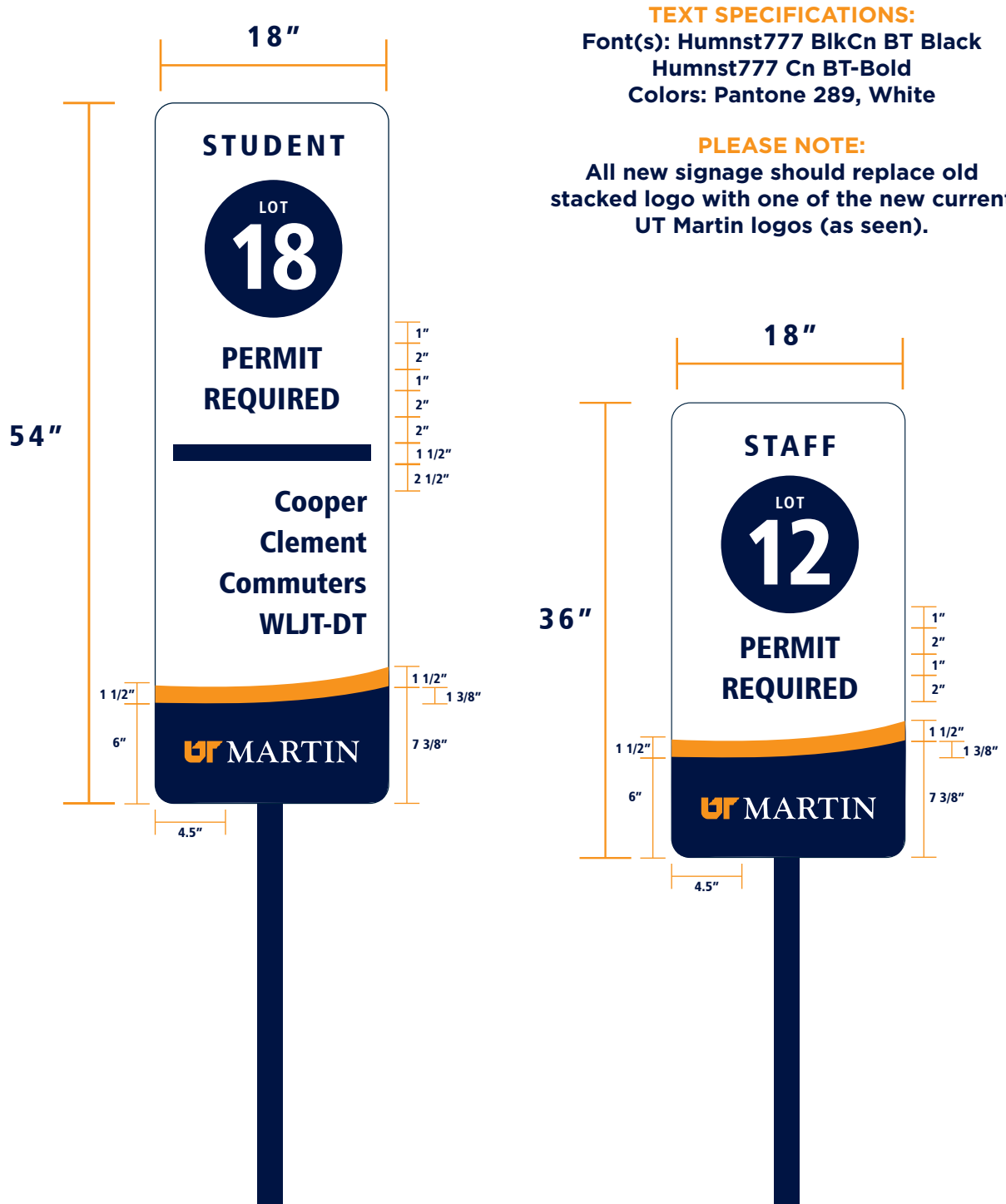
TEXT SPECIFICATIONS:
Font(s): Humnst777 BlkCn BT Black
Humnst777 Cn BT-Bold
Colors: Pantone 289, White

PLEASE NOTE:
All new signage should replace old stacked logo with one of the new current UT Martin logos (as seen).



Section 2: Outdoor Signage Guidelines

Parking Lot Sign



Section 2: Outdoor Signage Guidelines

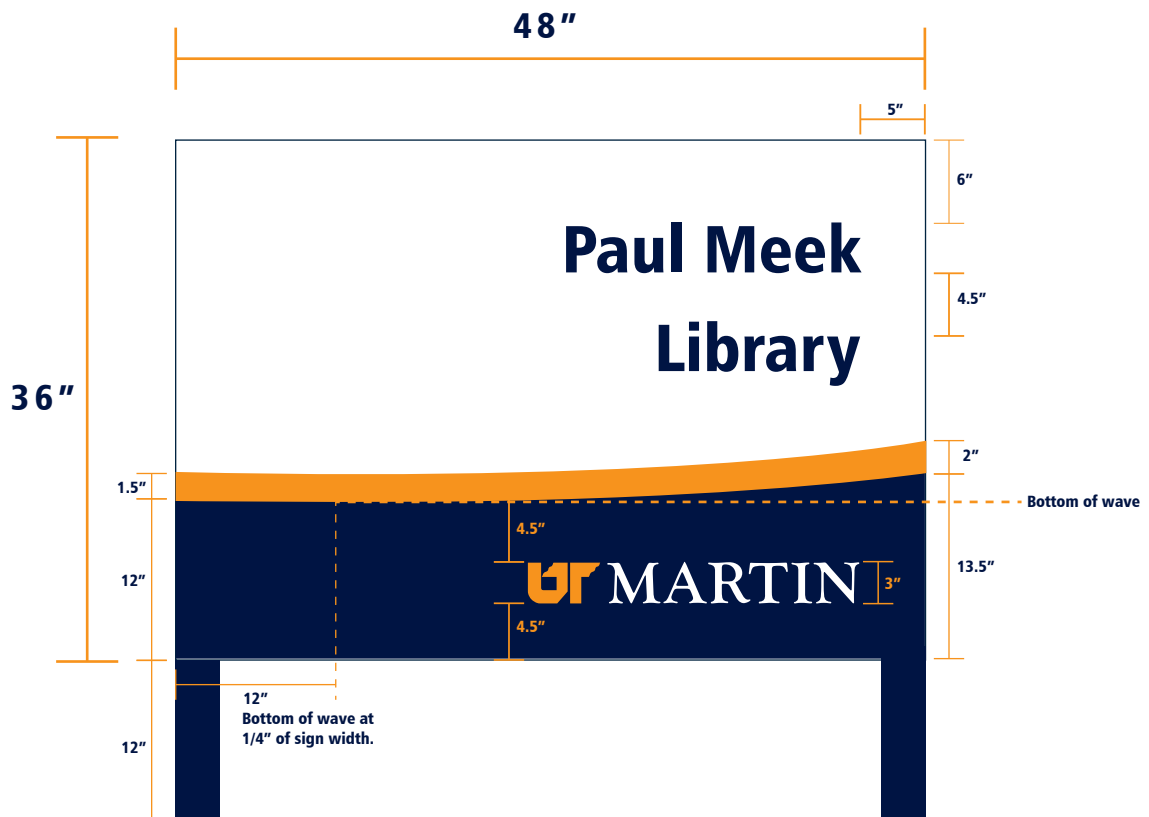
Campus Building Sign

TEXT SPECIFICATIONS:

Font(s): Humnst777 BlkCn BT Black
Humnst777 Cn BT-Bold
Colors: Pantone 289, White

PLEASE NOTE:

Also available in a 48"x24" size.
All new signage should replace old stacked logo with one of the new current UT Martin logos (as seen).



Section 2: Outdoor Signage Guidelines

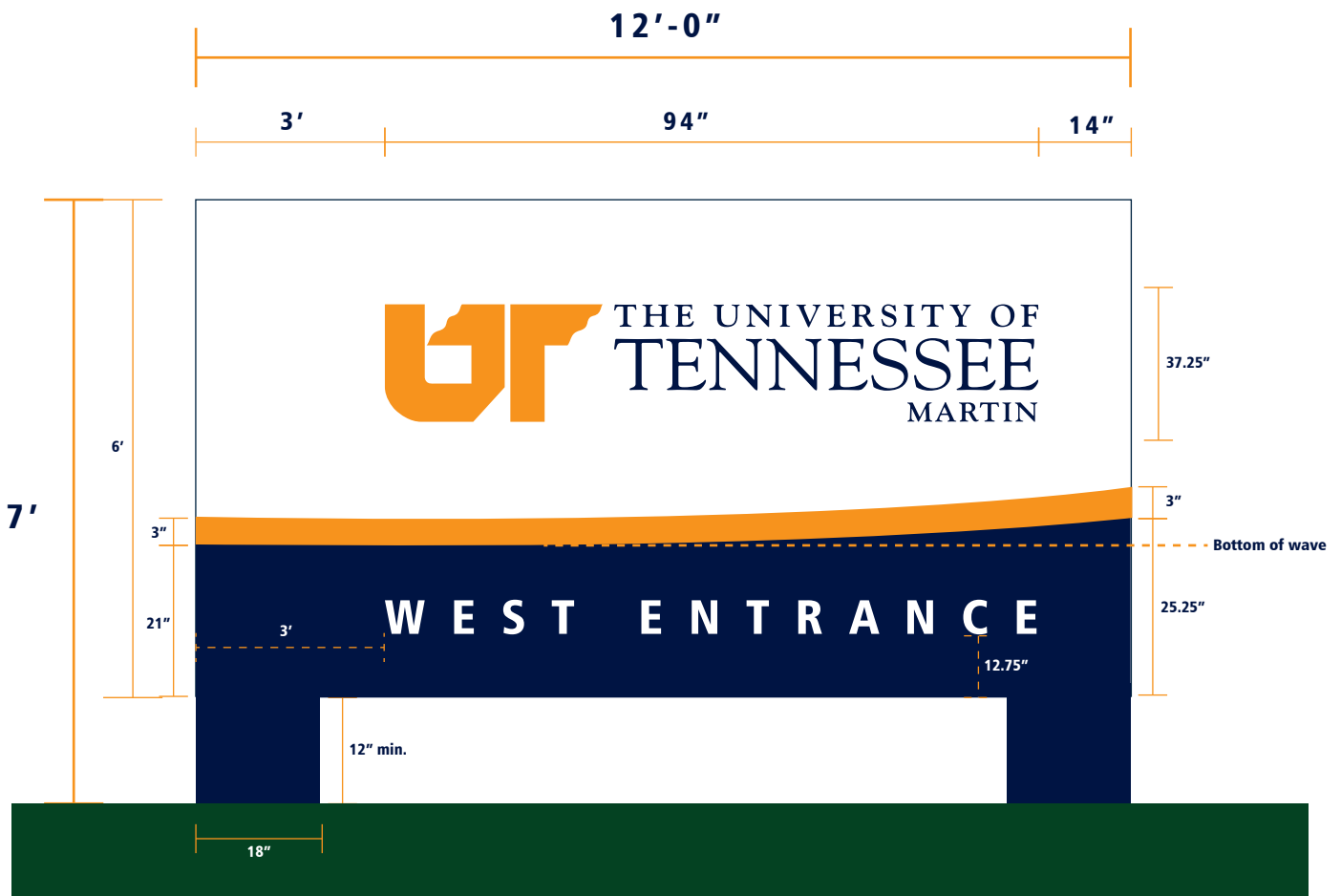
Campus Portal Sign

TEXT SPECIFICATIONS:

Font(s): Humnst777 BlkCn BT Black
Humnst777 Cn BT-Bold
Colors: Pantone 289, White

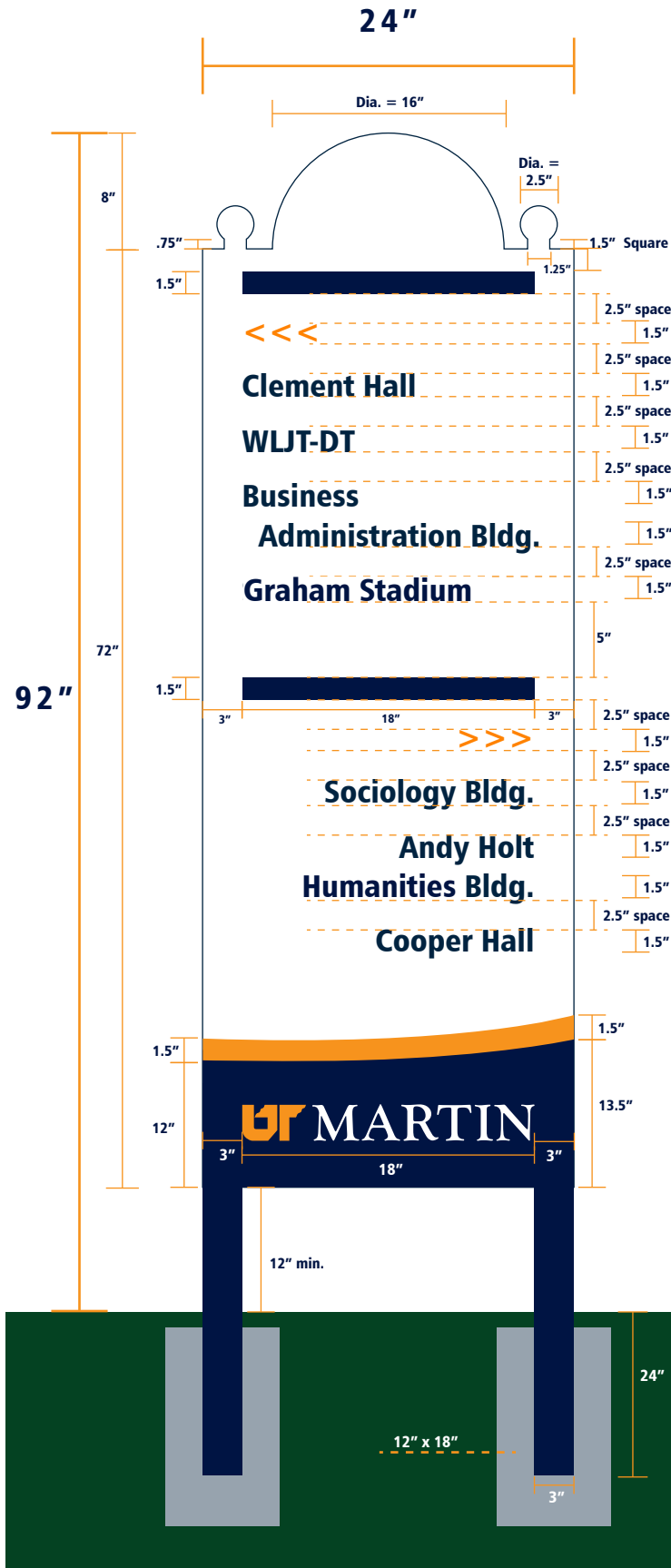
PLEASE NOTE:

All new signage should replace old stacked logo with one of the new current UT Martin logos (as seen).



Section 2: Outdoor Signage Guidelines

Pedestrian Directional Pylon



TEXT SPECIFICATIONS:

Font(s):

Humnst777 BlkCn BT Black

Humnst777 Cn BT-Bold

Colors:

Pantone 289 & White

*Text may go on both sides of sign.

PLEASE NOTE:

All new signage should replace old stacked logo with one of the new current UT Martin logos (as seen).

Section 3

Indoor Signage Guidelines

Section 3: Indoor Signage Guidelines

Signage Guidelines

Objective: This policy will detail the procedure for ordering and installing interior campus signage.

Responsibility

- Any existing office or department signage can be replaced with the same type of signage by submitting the request to Skyhawk Printing Services.
- Any other signage requests must come through the Physical Plant office either as a Facility Fee request for classroom/common areas or as a work order for other signage needs.

Cost

- Departments will cover the cost of the signage for their areas.
- The Facility Fee may at times cover the costs of large signage projects such as directories and student areas based on available funding and approval by the Facility Fee Committee.
- Funding for requests in the form of a work order will be evaluated on a case-by-case basis as funding is available.

Details

- Each building has a current signage type assigned to it. Renovations and Capital Projects at times will change or update that standard.
- Directories can be requested through Facility Fees and, if approved, will be purchased through the current signage vendor.
- Skyhawk Printing can produce signs in the Basic style. There are a few exceptions: The Student Recreation Center has TakeForm signage, which has to be ordered through CFA. Fine Arts door signage is available only through Award Industries of Hendersonville, Tenn. Fine Arts does have paper inserts that can easily be changed by submitting a request to Skyhawk Printing. Graham Stadium Pressbox signage is available through Signs and Designs of Union City, Tenn.
- All campus signs must be installed by Skyhawk Printing Services or the Physical Plant.

Proposed Naming

- Any signage associated with the proposed naming of an external or internal area on the UT Martin campus must be pre-approved by the chancellor. Requests should be made in writing to the UTM Office of Development. If the request is approved, the appropriate office or department should work through the Office of Development to order the appropriate signage so that it will adhere to campus protocol and standards. The Office of Development may be contacted by calling (731)881-7626.

Section 3: Indoor Signage Guidelines

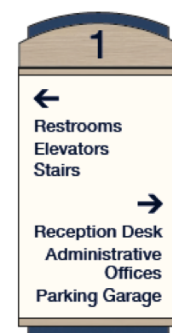
Signage Families

With over 50 campus buildings, there is no “one size fits all” sign type. The guidelines outline three families that embody the campus brand.

BASIC



VENDOR PROVIDED



BUILDING NAME	INSERT COLOR	LETTERING COLOR
Boling University Center (partial)	Almond	Burgundy
Brehm Hall (partial)	Burgundy	Almond
Browning Hall	Black	White
Business Administration	Burgundy	Almond
Bob Carroll Football Building	Royal Blue	White
Clement Hall	Navy Blue	White
Cooper Hall	Metallic Blue	Almond
Crisp Hall	Burgundy	Almond
Elam Center	Navy Blue	White
Ellington Hall	Black	White
Gooch Hall	Metallic Blue	Almond
Hall-Moody Administration Building	Navy Blue	White
Henderson Headquarters	Burgundy	Almond
Holt Humanities Building	Burgundy	Almond
Johnson EPS Building	Black	Gold
Maintenance Center	Burgundy	Almond
McCombs Center	Burgundy	Almond
Paul Meek Library (partial)	Almond	Forest Green
Skyhawk Fieldhouse	Navy Blue	White
Sociology Building	Burgundy	Almond
Student Life Center	Black	Gold
University Village	Black	White

BUILDING DIRECTORIES



Paper Insert



Paper Insert

Section 3: Indoor Signage Guidelines

Signage Families

Per the Interior Signage Policy, the Office of University Relations, in cooperation with the Physical Plant and Skyhawk Printing Services, will review the signage families with campus users and select the most appropriate signage for a building. Consistency within buildings and building suites is important. Buildings will have a master signage family (selected from the 3 types available). Variations or inclusion of other families will require further approval.

Basic

- Clean and simple background that coordinates with the building style and interiors
- ADA compliant
- Purchased and/or updated by departments
- Installed by the Physical Plant and/or Skyhawk Printing Services
- Most economical selection
- Fastest to obtain
- Signs that display the names of office occupants are approved for only faculty members and intercollegiate athletics coaches.
- Signs that display employees names are permitted for offices in campus buildings that contain the type of signage with changeable paper inserts (such as Clement Hall and Fine Arts).
- Departments must make signage requests through Skyhawk Printing, and University Relations will provide official paper insert designs for approved buildings to Skyhawk Printing.
- Departments are responsible for associated costs.

Vendor Provided

- More aesthetic and modern design
- ADA compliant
- More style options (see Boling University Center new signage)
- Paper inserts make signs easier and cheaper to update
- Purchased by departments or within capital projects
- Inserts can be updated by Skyhawk Printing at department cost
- Installed by Physical Plant or Sign Vendor if part of a project
- More costly selection, but vendor on state contract
- Longer lead times over Basic style

Directories

- Standard already in place (see Fine Arts and Gooch Hall)
- Easily updated with paper inserts
- Inserts can be updated by Skyhawk Printing Services at department cost
- Provided and installed by Sign Vendor on state contract
- Longest design time and lead time
- Uses approved university design criteria



Skyhawk Printing and Mail Services

210 Hurt Street
007 Clement Hall
Martin, TN 38238
(731)881-7842

Physical Plant Operations

105 Moody Avenue
Martin, TN 38238
(731)881-7640

Office of University Relations

554 University Street
304 Administration Building
Martin, TN 38238
(731)881-7615