



VOLS COMPOST

GRAPHIC IDENTITY
GUIDELINES

PRIMARY LOGO



The primary logo represents the graphic foundation of the Vols Compost brand as well as the faculty and services provided by this department. Consistent use of this mark helps to raise awareness and appreciation for the strides that The University of Tennessee is making towards a greener campus. Whenever it is possible, the logo should be applied in this format.



The primary logo also exists in a one color version that is to be used in black and white applications.

SECONDARY LOGO



The secondary logo excludes the text and focuses solely on the graphic element of the logo. This lockup is to be applied only when the Vols Compost title is used elsewhere in the communication.



The secondary logo also exists in a one color version that is to be used in black and white applications.

LOGO DETAILS



The primary font used is **Gotham**. For all of the main text, the font Gotham should be used.

The logo colors are shown below. The main colors are orange and green, but smokey grey can be used as an accent color.



C: 0
M: 50
Y: 100
K: 0

R: 247
G: 148
B: 30



C: 81
M: 26
Y: 100
K: 12

R: 52
G: 130
B: 45



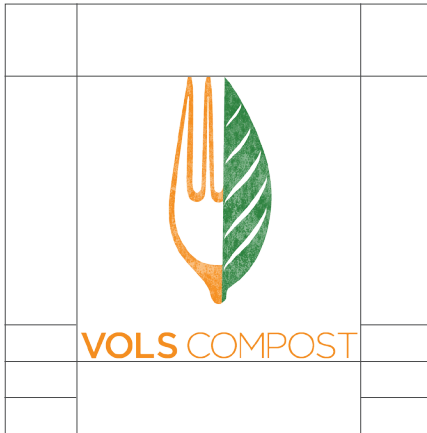
C: 0
M: 0
Y: 0
K: 85

R: 77
G: 77
B: 79

LOGO USAGE



LOGO USAGE



In all applications, the logo should be surrounded on all sides by an open space that is equal to two times the height of the text lockup. This is to ensure that the mark is still readable and recognizable in application with other design elements.

The logo should never be applied smaller than 1 inch wide so as to protect its readability and recognizability.