PROHIBITIONS
Consistent presentation is vital in strengthening a brand’s recognizability and impact. Any modification to our logo is therefore prohibited.

Do not distort.

Do not alter colors.

Do not switch the red and black in the logo.

Do not change the color of the white holding shape to black or any other color.

Do not move any part of the logo.

Do not rotate.

Do not use the arch-shield icon alone. Keeping the icon and wordmark together strengthens recognizability.

Do not substitute any alternate typography for the wordmark.
Avoid placing the logo on rival colors.

Do not alter the icon-to-wordmark proportion.

Do not change the colors of the interior shield elements to white. Do not remove the white holding shape, except in special circumstances.

Do not place the logo on inaccessible backgrounds. Use a different color variation of the logo or choose a different background image.

ATHLETICS

PRIMARY MARKS

[UGA001]  [UGA002]

[UGA003]  [UGA004]
BullDog Marks (UGA 005, UGA 006, UGA 007) are only permitted to be used on Hardgoods items at this time.

Academic Marks

GEORGIA
(UGA009)

UGA006

UGA007

BULLDOGS
(UGA010)

UGA011

UGA012

UGA013

UGA014

UGA015

UGA016

UGA017

UGA018
**TYPOGRAPHY**

**APPROVED VERBIAGE**

University of Georgia ®
Georgia ®
UGA ®
Bulldogs ®
Between The Hedges ®
How Bout Them Dawgs™
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™

**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 COLORS**

<table>
<thead>
<tr>
<th>COLORS</th>
<th>PANTONE SPOT PRINT</th>
<th>CMYK 4C PRINTING</th>
<th>RGB SCREEN/VIDEO</th>
<th>HEX WEB</th>
<th>MADEIRA EMBROIDERY</th>
<th>A&amp;E/RA EMBROIDERY</th>
<th>TEXTILE GARMENT</th>
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</thead>
<tbody>
<tr>
<td><strong>BULLDOG RED</strong></td>
<td>PMS 200C</td>
<td>3 / 100 / 70 / 12</td>
<td>186 / 12 / 47</td>
<td>BA0C2F</td>
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<td>1842</td>
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<td>BLACK</td>
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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.

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