

TRADEMARKS AND LICENSING BRAND GUIDE

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

Bulldog Marks (UGA 005, UGA 006, UGA 007) are only permitted to be used on Hardgoods items at this time.



[UGA005]



[UGA006]



[UGA006]



[UGA007]

ACADEMIC MARKS

GEORGIA[®]

[UGA008]

BULLDOGS[®]

[UGA012]

COMMIT TO THE 

[UGA016]

GEORGIA[®]

[UGA009]

BULLDOGS[®]

[UGA013]

COMMIT TO THE 

[UGA017]

GEORGIA[®]

[UGA010]

BULLDOGS[®]

[UGA014]

COMMIT TO THE 

[UGA018]

GEORGIA[®]

[UGA011]

BULLDOGS[®]

[UGA015]

COMMIT TO THE 

[UGA019]

ADDITIONAL ATHLETIC MARKS



[UGA027]



[UGA028]



[UGA029]
Youth Mark Only



[UGA030]



[UGA031]



[UGA032]

WORDMARKS



UNIVERSITY OF
GEORGIA



UNIVERSITY OF GEORGIA

[UGA034]



UNIVERSITY OF
GEORGIA

[UGA035]

UNIVERSITY OF
GEORGIA

[UGA036]



[UGA033]



GEORGIA

[UGA037]



Only to be used in conjunction with for and institutional documents such a diplomas, proclamations, and other academic awards and honors.

[UGA038]

TYPOGRAPHY

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9**

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9**

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

APPROVED VERBIAGE

University of Georgia ®
Georgia ®
UGA ®
Bulldogs ®
Between The Hedges ®
How 'Bout Them Dogs ®

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

COLORS	PANTONE SPOT PRINT	CMYK 4C PRINTING	RGB SCREEN/VIDEO	HEX WEB	MADEIRA EMBROIDERY	A&E/RA EMBROIDERY	TEXTILE GARMENT
BULLDOG RED	PMS 200C	3 / 100 / 70 / 12	186 / 12 / 47	BA0C2F	1147	1842	
BLACK	BLACK	0 / 0 / 0 / 100	0 / 0 / 0	000000	BLACK	BLACK	
UGA SILVER	PMS 429C	38 / 28 / 27 / 0	93 / 103 / 112	5D6770	1118	2404	

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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