

ATHLETIC PRIMARY MARKS



[UGA001]

[UGA002]

[UGA003]

[UGA004]

[UGA005]

[UGA006]

[UGA006]

[UGA007]

ATHLETIC BULLDOG MARKS

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



ATHLETIC WORD MARKS



ATHLETIC LOCK-UP MARKS



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 VERBIAGE

**ACADEMIC**  
University of Georgia ®  
Georgia ®  
UGA ®

**ATHLETIC**  
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™  
Attack the Day®

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.

ADDITIONAL ATHLETIC MARKS



[UGA035]



[UGA036]



[UGA037]

Youth Mark Only



[UGA038]



[UGA039]



[UGA040]



[UGA041]



[UGA042]

ADDITIONAL ATHLETIC MARKS

ACADEMIC MARKS

Shield may never appear alone. For one color version usage, please refer to [UGA 045].



[UGA043]



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[UGA046]



GEORGIA

[UGA049]



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[UGA047]



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

[UGA050]



[UGA044]



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[UGA045]

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