ACADEMIC EXCELLENCE MESSAGING
FOR THE UNIVERSITY OF GEORGIA

STYLE GUIDE / SEPTEMBER 2018
THE GEORGIA BRAND AND
THE ACADEMIC EXCELLENCE MESSAGING

Because the Academic Excellence messaging is a key message pillar of the University of Georgia, the two share a number of characteristics (such as color and typography). But due to its specific purpose and target audience, our messaging should carry its own distinctive voice and visual style. All communications should strengthen the message, while inspiring our audiences to take action in support of our message’s priorities.

Note that all instances of “the messaging” in the following pages refer to the Academic Excellence messaging, and instances of “the master brand” refer to the University of Georgia brand.
The messaging derives from and reinforces the University of Georgia master brand.

The Division of Marketing & Communications leads the planning, creation and implementation of the Academic Excellence message's marketing, publications, and media and public relations materials. It is also responsible for the message management goals, standards and processes. If you have questions you can't find answers to within this guide, or if you need brand assets, please contact the Division of Marketing & Communications.

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OVERVIEW
MESSAGING OVERVIEW

This section captures the key messages of our story, which we convey in all aspects of our brand. The strategy helps define who we are and why we exist, the audiences we serve and our unique role in higher education. The strategy is more than what we do: it is the impact that we can have on our students, our state and our world.
OBJECTIVES

• **Strengthen awareness** of the University of Georgia’s reputation, rankings and achievements.

• Highlight **capital campaign opportunities** around the University of Georgia’s efforts to **solve** grand challenges.

• **Increase visibility** of the commitment to academic excellence at the University of Georgia and our focus on excellence.

• Gain appropriate **credit and recognition** for the university’s role in preparing leaders and providing opportunities.

• Establish reputation and academic achievements as core **differentiating factors** for the University of Georgia among the target audiences.

• **Encourage access** to and use of the university’s relevant resources and programs.
BRAND MESSAGING

The messaging derives from the University of Georgia master brand.

Attributes (what we offer)
- student-centered teaching
- a people-centered culture
- human-centered research

Benefits (what they get)
- a higher-quality of learning
- a new quality of leader
- a better quality of life

Our Value Proposition
- inspires those who will lead, discover and serve
- a relentless pursuit to improve the world

Key Message Pillar
- Academic Excellence: Value, Birthplace, Ground breakers, Great Commitments, Economic Vitality
The University of Georgia continues to excel in national rankings, research endeavors, and program offerings.

### Academic Achievements
- #13 Best Public University according to U.S. News and World Report
- 96% of first-year undergraduates stay for their second year
- Among public universities, UGA is one of the nation's top three producers of Rhodes Scholars over the past two decades.
- For five consecutive years, UGA has enrolled record-breaking first-year classes. Fall 2017 welcomed a class with an average GPA of 4.0, average SAT score of 1344 and average ACT score of 30.

### Research
- Center for Undergraduate Research Opportunities (CURO) offers faculty-led research for all majors.
- Research expenditures continue to grow—21 percent growth over the past two years and 35 percent growth over the past three years.
- Top five U.S. university in research-based products with more than 600 products in the marketplace

### Programs
- Honors Program
- The largest university to offer experiential learning opportunities for all undergraduate students.
- Double Dawgs program
- Entrepreneurship certificate
- Small-Class Initiatives means more faculty to give one-on-one instruction similar to a private institution
AUDIENCES

1 Academic Colleagues
   a. Members of Association of American Universities
   b. Peer Institutions
   c. Comparator Institutions
   d. Leaders of National Universities
      I. Presidents, Chancellors, Provosts, Directors of Admissions

2 Prospective Students; Prospective Parents

3 Civic Thought Leaders
OUR VOICE

Voice is more than what we say—it’s how we say it. It’s the combination of the tone we use, the language we choose, and the way we put sentences together. And it’s one of the primary ways our audiences can connect and identify with our brand, emotionally and personally.
This Elevator Pitch reflects our commitment to academic excellence and gives proof points to back up our claims. This pitch can be used in its entirety in print or digital publications for any school, college or unit. The sub-themes can also be used verbatim in any of your materials, or may be edited to reflect your needs. This copy should guide our voice, inform the words we use, and inspire messages that resonate with our audiences.

**GUT-CHECK VOICE**

Does the tone of what you're writing capture the spirit of what the initiative conveys? Does this sound like the personality of someone who embodies the idea?

**STAY ON MESSAGE**

Move beyond facts whenever possible. By addressing the motivation behind our successes, we can create a stronger emotional tie with the audience.

The University of Georgia's increase in federal research funding is accelerating our drive for discovery. Our new hiring initiatives are hastening esteemed faculty and staff—and their world-class research and scholarship—to our doorstep. And our dedication to excelling in the classroom is fueling the momentum of Georgia's most promising people. Our commitment to academic excellence means that UGA's students and scholars don't just strive—we thrive.

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**To illustrate our academic distinction**

Top students and faculty are drawn to Georgia. Regarded as one of the most prestigious awards in the world, UGA has had more Rhodes Scholars in the past 20 years than all but two rivals.

**To show us as a promising powerhouse**

Research funding is the academic engine that propels UGA forward. We draw distinction thanks to research dollars that have grown 21 percent over the past two years and 35 percent over the past three.

**To demonstrate that we attract all-stars**

We bring brilliance to Athens. Our new initiatives attract, hire and retain world-class researchers and scholars, supporting our commitment to excellence.
MESSAGING PERSONALITY

The personality attributes set the tone for how the Academic Excellence message communicates, and reflect how we want our audiences to think and feel about the story as a whole. These six traits drive the voice and image for all Academic Excellence communications.

It’s important that our brand communicates a clear purpose for the future, while striking an emotional tone that’s inspiring and authentic to the history and tradition of the university.

**Derived from the master brand**

**TENACIOUS**
We are ambitious, and we never stop searching for better answers and bigger solutions.

**OPTIMISTIC**
We are hopeful, and we envision a better world that we’re helping to make possible.

**COMMITTED**
We are deeply invested, and our conviction—to our students, our state, and our world—is unwavering.

**Specific to the initiative**

**CONFIDENT**
We are proud of the resources we provide, staunchly focused on doing good.

**ACCOMPLISHED**
We honor our distinguished faculty and renowned scholarship with the same spirit that celebrates our authentic history and successes.

**DISTINCT**
We know what we do is different, which is why we’re keen to talk about our unique commitment to excellence through immersive experiences.
CONSTRUCTING HEADLINES

Powerful headlines can do considerable work in carrying out our messaging and personality. Bold and interesting headlines compel our audiences to read further and listen to what we have to say. Use them to command attention and make a strong statement.

These are meant to be thought starters for communicators, so feel free to mix things up, with these frameworks as your guide.

Note: When using Georgia as a placeholder for the University of Georgia, it must be paired with the logo or the full university name.

HEADLINE OPTION 1

POWERING ________________ .

The word “powering” is used to show our upward trajectory in all academic areas, from research to student success.

HEADLINE OPTION 2

COMMITTED TO ________________ .

Even in our key pillar messages, we keep our commit language to tie back to the master brand. Choose words that reflect our academic excellence.

Examples

• Powering possibilities.
• Powering leaders.
• Committed to excellence.
• Committed to discovery.
PUTTING IT TOGETHER

Pairing strong headlines with compelling body copy is the most effective way we can convey our message and personality. Here are some examples that show how to effectively and powerfully communicate statistics, information and results from the Academic Excellence pillar. We have included two options of headlines to show how each style works with copy.

EXAMPLE 1
HIGHLIGHTING IMPORTANT STATISTICS

HEADLINE OPTION 1
Powering possibilities.

HEADLINE OPTION 2
Committed to discoveries.

Research funding is the engine that makes UGA an academic powerhouse. We draw distinction thanks to committed research dollars that have grown 21 percent over the past two years and 35 percent over the past three.

EXAMPLE 2
GIVING VISIBILITY TO SPECIFIC PROGRAMS

HEADLINE OPTION 1
Powering top scholars.

HEADLINE OPTION 2
Committed to distinction.

Top students and faculty are committed to the University of Georgia. Regarded as one of the most esteemed awards in the world, UGA has had more Rhodes Scholars in the past 20 years than all but two other public universities.

EXAMPLE 3
SHOWCASING A KEY BENEFIT OF THE INITIATIVE

HEADLINE OPTION 1
Powering opportunities.

HEADLINE OPTION 2
Committed to virtuosity.

We bring brilliance to Athens. Our new initiatives to attract, hire and retain world-class researchers and scholars, supporting our commitment to excellence.

Note: When using Georgia as a placeholder for the University of Georgia, it must be paired with the logo or the full university name.
CRAFTING CONTENT

To maintain a consistent brand voice, keep these tips in mind as you create communications.

MAKE IT PERSONAL.
Use first-person plural and second-person pronouns (“we”/“us” and “you,” where appropriate). It engages your reader in a direct, human way.

MAKE IT CLEAR.
Make only the point you’re trying to make. Every communication won’t contain every detail, so focus on what’s important and relevant.

MAKE IT RELEVANT.
Consult the brand priorities when you’re creating communications and look for places to include relevant messages.

MAKE IT TRUE.
Back up your statements with proof points. Share real, honest stories of the work we’re doing.

MAKE IT READABLE.
Vary the cadence of communications. Mix short sentences with longer ones to avoid falling into a rut. Check for rhythm and flow by reading passages aloud.

MAKE IT WORTHWHILE.
Give your reader a reason to care. Lead with the benefits for the audience and back them up with specifics about what the University of Georgia offers.

MAKE HEADLINES WORK HARDER.
A headline should be more than just the name of the subject at hand. Since it may be the only thing our audience reads as they scan the copy, make sure it is compelling and informative.

MAKE IT RELATABLE.
We write like we speak, aligned with our brand personality. This may occasionally mean breaking a grammar rule or two. Used judiciously, contractions and sentence fragments add personality to communications.

MAKE IT MOTIVATIONAL.
Give your audience a clear call to action, so they know exactly what you want them to do.
COLOR
COLOR OVERVIEW

NOTE: OPEN STYLEGUIDE LIBRARY FOR COLOR PALETTE BLOCKS.

Our color palette helps people identify us at a glance, and the way we use color sets the mood for each of our pieces, bringing an energy and vibrancy to our communications.

The primary brand palette for the Academic Excellence messaging uses our main university colors, Arch Black and Bulldog Red. They represent the University of Georgia and the Academic Excellence messaging at the highest level and should be present in all communications.

These colors look best as spot inks and do not reproduce as richly in four-color process. Never use screens or tints of the primary colors.

For printed media, Arch Black and Bulldog Red should be specified as spot colors, whenever spot inks are available and using them is economically efficient. When process printing is required, these CMYK values are recommended as starting points for the printing vendor. Vendors can make adjustments in their CMYK mix to achieve a visual match to PANTONE® 200 C in the PANTONE PLUS SERIES – Coated swatch book.

secondary palette neutrals + athens

Our neutral palette adds balance to the bolder primary palette.

Note that in some applications, neutral colors may not be appropriate for text.

For accessibility purposes on the web, do not use Creamery to set text on white.

limit use to 20% for print and digital

* NEVER SET TEXT IN BULLDOG RED ON ARCH BLACK BACKGROUNDS
COLOR OVERVIEW

When using the Georgia color palette, it is important to maintain a sense of hierarchy, balance and harmony. Our color system is extremely flexible, but some restraint is necessary. Unique and exciting color palettes can be created by adding as few as three or four colors to the primary palette.

COLOR CHART

This chart is a guide for the mood each color conveys within a communications piece. Colors can range from formal to casual and from subtle to bold. On each subsequent color palette, there is a miniature version of this guide. Use your judgment for how bold or subtle, formal or casual the piece is, then choose or create a corresponding palette.

TIPS

Our primary colors should be used in every communication; however, they are very bold — a little can go a long way.

Ensure that foreground and background color contrast passes accessibility standards, including text over images.

Limit the use of secondary colors to no more than 20% of overall design — these should complement the design, not overtake it.
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TYPOGRAPHY
When it is used thoughtfully, typography becomes a powerful tool to add visual meaning to what is communicated.

### PRIMARY SANS-SERIF

*Uses: headlines | pull quotes | callouts*

### TRADE GOTHIC

**Type specimen**

- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz

**Type weights**

- CONDENSED NO. 18
- BOLD CONDENSED NO. 20

### SECONDARY SERIF

*Uses: headlines | subheads | lead-ins | pull quotes | body copy | callouts | captions*

### Georgia

**Type specimen**

- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz

**Type weights**

- Regular - SMALL CAPS
- *Italic* - ITALIC SMALL CAPS
- **Bold** - BOLD SMALL CAPS
- *Bold italic* - BOLD ITALIC SMALL CAPS
ALTERNATIVE FONTS

Our brand fonts may not always be available for use in Word documents, PowerPoint presentations and other digital applications. This page offers appropriate substitutes.

PRIMARY SANS-SERIF
Oswald is the acceptable substitute for Trade Gothic.

Oswald

<table>
<thead>
<tr>
<th>Type specimen</th>
<th>Type weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>BOLD</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
</tbody>
</table>

SECONDARY SERIF

Georgia

<table>
<thead>
<tr>
<th>Type specimen</th>
<th>Type weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>Regular, Italic, Bold, Bold Italic</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
</tbody>
</table>
FONT USAGE
Leading and tracking

Using type thoughtfully is crucial to making our designs look professional. Follow these tips to make sure our typography is consistent.

Note: Start with leading that is one to two points higher than the point size of the text. This won't always be right, but leading can easily be adjusted from there.

LEADING
Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight. With our typefaces, text generally looks best with leading set slightly looser than the default.

15 pt. type / 23 pt. leading

Leading that’s too loose leaves too much pause between lines.

15 pt. type / 15 pt. leading

Leading that’s too tight leaves too much pause between lines.

When leading is correct, the reader won’t even notice.

15 pt. type / 17 pt. leading

TRACKING
Correct letter spacing, called tracking, also makes the type easy to read. Outside of headlines, text should always be tracked slightly tighter than the default setting, and optical kerning should be used when it is available.

Tracking that’s too loose leaves too much space between letters.

+60 tracking

Tracking that’s too tight leaves too little space between letters.

-60 tracking

When tracking is correct, the reader won’t even notice.

0 tracking
ALIQUAM TEMPOR MOLLIS ANTE

LOREM IPSUM DOLOR SIT AMET.

Proin sollicitudin augue eget lacinia convallis. Sed quis


“Etiam eros turpis, imperdiet ac odio vitae, posuere vive ahorra leo.”

—QUOTE SOURCE

Mauris in accumsan eros. Proin sollicitudin augue eget lacinia convallis.
PHOTOGRAPHY
OUR PHOTOGRAPHY

Photography is a key tool for showcasing our diverse and dynamic community. Our images capture the spirit of the Academic Excellence messaging, connecting with people in ways that words can’t. What we say describes what we’re doing to challenge convention and shape the future. But it’s our photography that shows it.
PHOTO STYLE

Our photography style is bright, warm and intimate, with images that use natural light whenever possible. Light is also an active element in our photography, sometimes to the point of slight overexposure. To avoid unnatural angles, never rotate the camera to an angle other than 90 degrees.

Our photography can be broken down into four subject categories: portraits, slice of life, details and campus.

Examples in this style have primarily focused on campus and slice of life images, but all four subject categories are applicable.

PRIMARY

Campus

Slice of life

SECONDARY

Details

Portraits

Note: Photos selected for this messaging can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Name of initiative
GRAPHIC ELEMENTS
OUR GRAPHIC ELEMENTS

The Academic Excellence messaging has a variety of graphic tools that create a unique look and make us recognizable. For the brand, these elements can be dialed up or down individually to add visual interest and enhance our storytelling.
The Academic Excellence messaging uses a number of graphic tools from the University of Georgia master brand to distinguish us visually from other messaging or campaigns.

When they're used consistently, these elements create continuity within our family of materials, across a variety of media.

### LINES
Lines are a great way to establish hierarchy, to guide navigation within a layout, to emphasize a word or phrase and to organize content.

### BORDERS
Our border element frames our page, an important photograph or piece of information.

### DOUBLE BANNER WITH LINE
The double banner with a line is an effective way to highlight important headline text, separate sections, and create hierarchy of text and elements.

### BANNER AND BANNER WITH LINE
This graphic element should be used sparingly but works well as a directional element or bullet.

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Note: Graphics created for this initiative can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Name of initiative
LINES

Lines are a very elementary graphic treatment, but by applying them thoughtfully, we can elevate a single design or a family of communications. An easy way to do this is to establish a common line weight throughout an entire piece of collateral.

SOLID LINE

- 0.5 point minimum line width
- 2.0 points maximum line width

APPLICATIONS

Most applications in Adobe Creative Suite have a contextual menu for Strokes that should be used to customize lines. The menu to the right shows the basic controls, such as Weight, Cap, Join, Alignment and Type.

Weight is variable, depending on the size and scale of the piece. The Cap should always be set to Butt Cap, and the Join should always be set to Miter Join. Alignment can vary based on the situation, but the only stroke allowed is Solid — highlighted on the menu at right.
SPECIFIC ELEMENT INFO

The banner with line and double banner with line can be used interchangeably depending on what the photo requires or will allow. However, when using the right or left aligned lockup, the banner should bleed off of the composition. When using the centered lock only the line should bleed off the composition, however it is not required.

EX: BANNER AND DOUBLE BANNER USES

EX: BANNER AND DOUBLE BANNER MISUSES

When using centered lock-up keep elements symmetrical and centered in the composition.

Note: Graphics created for this initiative can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Name of initiative
EX: HEADLINE LOCKUP 1 (CENTERED)
The headline should be in all caps inside the banner or double banner with approximately 1/3 of an x-height space on top and bottom so as not to look too crowded in the container. Subhead should be approximately one x-height from the bottom of the banner container.

EX: HEADLINE LOCKUP 2 (RIGHT OR LEFT ALIGNED)
The keyword in the headline should always be set in all caps and slightly smaller than the height of the container in which it resides. The headline should be at least three x-widths from the edge of the piece. The beginning of the subhead should line up with the beginning of the headline.
EX: HEADLINE LOCKUP 3 (CENTERED WITH COMMIT LANGUAGE INSIDE BANNER)

The headline should be in all caps inside the banner or double banner with approximately 1/3 of an x-height space on top and bottom so as not to look too crowded in the container. Subhead should be approximately one x-height from the bottom of the banner container.

Our students and scholars don’t just strive—they thrive.
EXAMPLES
POWERING POSSIBILITIES

Our students and scholars don’t just strive—they thrive.

Scholarship funds open doors to discovery. Between undergraduate research, study abroad and internships, the University of Georgia is committed to helping thousands of students immerse in learning and life through academic scholarships so they can break ground—not the bank.
COMMITTED TO EXCELLENCE

Our students and scholars don’t just strive—they thrive.
The University of Georgia is one of only 10 public universities to land in the top 20 among Division I schools in both academics and athletics.

Our students and scholars don't just strive—they thrive.

World-class education makes University of Georgia one of the best in America.