Our brand is how we tell our story. And our story is not just the words we use, or the banners we unfurl, or the traditions we hold dear. It is all those things and more, working together to create a distinctive look, feel and voice that people will immediately recognize as the University of Georgia.

The principles outlined here help us tell our story consistently, whether we are talking to prospective students, alumni or donors. Because when we honor our commitment, our story cannot be denied.

This document will help you to stay true to the University of Georgia story. To tell it confidently and honestly. To illustrate it boldly and clearly. To ensure that generations of Bulldogs continue to commit to greatness.
In recent years, branding in higher education has become critical to engaging audiences, shifting perceptions and communicating a university’s mission to the world. With our brand, the University of Georgia has the power to educate and inspire, and so does our story.

**WHAT IS A BRAND?**

It is more than a logo, a slogan, a mascot or an ad campaign.

**A BRAND IS:**

- The promise we make to our audiences.
- The essence of our organization.
- The experience we create.
- The personality we convey.
- The message we deliver.
- The identity we express.

- It captures and communicates our distinct mission and culture.
- It defines and differentiates our approach to the challenges facing our city, state, nation and planet.
- It makes who we are as an institution known, felt and understood.
- It builds pride and inspires faculty, staff, students and alumni.

Most of all, our brand helps us tell our authentic story. The guidelines in this document define and describe the various parts of the Georgia brand, and offer examples of how we bring it to life across our institution and through our communications. Ours is a living brand, and accordingly, this is a living document. The principles and guidelines set forth here are a map and a guidebook, but there are an infinite number of ways to tell our story.
# University of Georgia Brand Guidelines

## Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Strategy</td>
<td>5</td>
</tr>
<tr>
<td>Voice</td>
<td>13</td>
</tr>
<tr>
<td>Visual Identity</td>
<td>23</td>
</tr>
<tr>
<td>Color</td>
<td>27</td>
</tr>
<tr>
<td>Typography</td>
<td>50</td>
</tr>
<tr>
<td>Photography</td>
<td>59</td>
</tr>
<tr>
<td>Graphic Elements</td>
<td>68</td>
</tr>
<tr>
<td>Digital</td>
<td>76</td>
</tr>
<tr>
<td>Examples</td>
<td>83</td>
</tr>
</tbody>
</table>
BRAND STRATEGY
BRAND STRATEGY

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.
WHERE WE ARE GOING

We want to tell a more unified story with balanced pillars. This work will result in an umbrella brand platform that unifies the institution and provides a foundation for telling our stories. These include stories about our academics and outcomes; stories about our culture, spirit and pride; stories about research; and stories about service.

An authentic big idea

**Learning**
- inside the classroom
- outside the classroom
- undergrad
- grad
- experiential
- outcomes

**Culture**
- athletics
- commitment
- creativity
- collaborative spirit
- pride
- high-touch

**Discovery**
- research
- addressing the grand challenges
- smart
- sophisticated
- basic, but with a clear purpose
- impact

**Service** — the foundation
- creating jobs
- enhancing the economy
- improving government
- supporting agriculture and school systems

Tomorrow, we want to tell a unified story with three balanced pillars.
AUDIENCES

THE GEORGIA FAMILY
- Current students and families
- Faculty
- Staff and administration

THE EXTENDED FAMILY
- Alumni and donors
- Residents and communities in the state of Georgia
- Bulldog fans
- Employers in the state of Georgia
- Legislators

THE FUTURE GEORGIA FAMILY
- Prospective students and their families

THE PUBLIC
- Peer institutions
- Press and media
- National and international employers
- Research funders
- Institutional donors
- Others

The objective:
- **BUILD ALIGNMENT** around Georgia’s umbrella brand story and comprehensive offer.
- **ENGAGE** and advocacy for the institution beyond athletics.
- **CONNECT** for Georgia, building stronger relationships and partnerships.
OUR MESSAGING

Our key messages are organized in a hierarchy to help us prioritize what we say.

what we offer
(the give)

why it matters
(the get)
MESSAGING MAP

Our messaging map organizes key messages into a hierarchy to ensure that our communications are clear, consistent and compelling. The messaging map prescribes what we say, while our voice is how we say it.

Attributes (what we offer)

The University of Georgia...

inspires those who will lead, discover and serve

Benefits (what they get)

because together we are on...

a relentless pursuit to improve the world

Attributes

- experiential learning
- research at all levels
- leadership and entrepreneurship
- committed faculty
- a collaborative spirit
- an inclusive community
- passionate and respectful
- service-oriented
- that people need
- that improves lives
- that brings products to market
- that safeguards the future

Benefits

- a higher-quality of learning
- a new quality of leader
- a better quality of life
- is relevant
- is forward-looking
- instills confidence
- fuels opportunity
- strong character
- in-demand skills
- communications savvy
- courageous
- stronger communities
- growing economies
- thriving environments
- improved health and wellness for all

The University of Georgia Brand Guidelines
Our brand positioning must answer four important questions in one succinct statement.

1. Who are we?
2. What do we do?
3. How do we do it?
4. Why does it matter?

The University of Georgia tackles the most pressing issues of our time, by inspiring those who will lead, discover and serve on a relentless pursuit to improve our world.
PERSONALITY

Like a person, our brand has a personality made up of rational and emotional qualities. Each trait provides a context for how we communicate. These six personality traits will drive the voice and image for all Georgia communications.

TODAY, THE BRAND FEELS...

NURTURING
We are personable, supportive and invested in others, as well as easygoing, kind and respectful.

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

TIME-HONORED
We are guided by a respect for history, tradition and our Southern roots.

MOVING FORWARD, WE WANT TO STRETCH THE BRAND SO IT ALSO FEELS...

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

FOCUSED
We are intentional and doggedly determined, guided by a clarity of purpose.

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

As people, we all want to hear from other human beings. We trust them. And even though the University of Georgia is an institution, the last way we would ever want to sound is institutional. So we ensure that our brand has a human personality, a human spirit and a human voice. Through the right tone and attitude, and through careful word choice, our messages resonate with our audiences and create an identity that is ours alone. In this section, you will find some guidance for doing exactly that.

This is the voice of the University of Georgia.
BRAND NARRATIVE

This is the core of the University of Georgia story. This narrative guides our voice, supports our core messaging, and supplies us with words and phrases that we can use to build communications that reach and inspire all our audiences. It elevates our strengths, identifies what our audiences can expect from us, and forms the basis of an ownable, unique identity for the university.

HOW TO USE IT

TO GUT-CHECK VOICE
Does the tone of what you are writing capture the spirit that "commit to greatness" conveys? Does it sound like the personality of someone who embodies this idea?

TO STAY ON MESSAGE
Move beyond facts whenever possible. By citing the motivation behind our successes, we can create a stronger emotional tie with the audience.

TO INFLUENCE VISUAL CHOICES
Our brand does not just rely on written words. Refer to the brand narrative specifically through graphic treatments.

At the heart of all we do is heart.
And it's the love we share for our students, for the state of Georgia, and for the people of the world that turns every potential possibility into something truly possible.
This is why we're solving grand global challenges.
This is how we're serving communities and improving human lives.
And this is the reason we give our students every opportunity to do more, achieve more and become more.
We share a deep sense of duty and dedication.
We acknowledge the past while we look to the future.
We embrace the challenges that push us way past our comfort zones—into disaster zones, combat zones, end zones and every time zone.
Wherever people are suffering, whenever communities are looking for stronger leaders, and whenever the world cries out for those who will bring better solutions, we are there to answer the call to service.
It's more than our mission.
More than our passion.
It's our commitment.
A commitment to our future.
A commitment to each other.
A commitment to a better world.
A commitment we hold close to our hearts.

COMMIT TO GREATNESS.
We are not driven by a desire for recognition or fame. We do what we do because we care. And it is people that we care about: the people of our university, the people of Georgia and the people of the world. Everything we do is for their betterment.

At the heart of all we do is heart. And it’s the love we share for our students, for the state of Georgia, and for the people of the world that turns every potential possibility into something truly possible.

We use this language not only to highlight our global focus, but to concentrate on why and how we do it. This is one way to illustrate our commitment to the big issues that affect our world.

This is why we're solving grand global challenges. This is how we're serving communities and improving human lives. And this is the reason we give our students every opportunity to do more, achieve more and become more.

This commitment is in our blood. It is a part of who we are. We define our character by our willingness to do what others lack the determination and wherewithal to do. We share a sense of duty that compels us to do more.

We share a deep sense of duty and dedication. We acknowledge the past while we look to the future. We embrace the challenges that push us way past our comfort zones—into disaster zones, combat zones, end zones and every time zone.

And above all, we have a commitment to serve the people of Georgia and the world. This is something deep. People are counting on our university, and we are always there to answer the call.

Wherever people are suffering, whenever communities are looking for stronger leaders, and whenever the world cries out for those who will bring better solutions, we are there to answer the call to service. It's more than our mission. More than our passion. It's our commitment.

The idea of committing to greatness can take many narrative forms. This "commitment to ________" construction is an easy and compelling way to illustrate what it is that sets the University of Georgia apart.

A commitment to our future. A commitment to each other. A commitment to a better world. A commitment we hold close to our hearts.

**COMMIT TO GREATNESS.**
Our message includes so much more than what we say; it is also how we say it. The characteristics on this page give shape to our voice. A compelling and recognizable voice gives our message greater permanence and credibility. Through the words we choose and how we choose to employ them, we can maintain a consistent tone in crafting a story that feels personal and real.

How does it sound?

**IT IS:**
- Confident
- Earnest
- Humble
- Direct
- Inspiring
- Ambitious
- Smart
- Matter-of-fact

**BUT NOT:**
- Cocky
- Humorless
- Self-deprecating
- Pushy
- Didactic
- Over-reaching
- Pretentious
- Blunt
CONSTRUCTING HEADLINES

Powerful headlines can do considerable work in carrying 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.

The headline frameworks on this page can help you stay on brand and maintain consistency in our language. Note that these examples are meant to be thought starters for communicators: Not every headline should follow these constructions or include the word “commit,” so feel free to mix things up with these frameworks as your guide.

“COMMIT TO __________.”

Simple, bold and to the point. This construction allows the headline to make a big declaration that we pay off in the body copy.

- Commit to better solutions.
- Commit to what inspires you.
- Commit to each other.

“YOU HAVE (CHARACTERISTIC) WITHIN YOU. COMMIT TO IT.”

This adds a little more detail to the challenge, and calls the reader’s attention to their potential within.

- You have greatness within you. Commit to it.
- You have passion within you. Commit to it.

“WHERE COMMITMENT MEETS __________.”

The University Georgia is a crossroads where our commitment to greatness meets the attributes that enable us to achieve incredible breakthroughs. This framework highlights these attributes and allows us to tell the stories behind them.

- Where commitment meets creativity.
- Where commitment meets justice.
- Where commitment meets conservation.
- Where commitment meets public health.

“THAT’S MY/OUR COMMITMENT.”

We have powerful stories, and the people behind them have a lot to tell the world. Find stories that showcase the Georgia commitment.

- Finding a cure for Zika. That’s my commitment.
- Another championship for Georgia. That’s my commitment.
- Stronger, healthier communities. That’s our commitment.

“(GRAND CHALLENGE OR ISSUE)? SIGN US UP.”

In our own backyard, all over the world, and in fields as varied as agriculture, genetics and health care, Georgia tackles the world’s grand challenges with a “get after it” mentality. We are not afraid to zero in on the big problems we are working hard to solve.

- Trekking through mountains to deliver food? Sign us up.
- Closing the gender pay gap? Sign me up.
- Salt marshes that are suffering? Sign us up.
- Volunteers needed in Central America? Sign us up.
“TO THE __________, __________ AND __________. WE SEE YOU.”

We have the top students and brightest minds at the University of Georgia. This structure is a call to the best prospective students and talented faculty out there, inviting them to join our motivated community and pursue their passions.

- To the risk-takers, entrepreneurs and big-doers. We see you.
- To the hard-workers, culture-shapers and tech innovators. We see you.
- To the heavy-lifters, the night owls and early risers. We see you.

“IT’S MORE THAN __________. IT’S _______.”

It is the love we have for our students, our state and our world that pushes us to seize every opportunity and exceed expectations in the work we do.

- It’s more than a passion. It’s our calling.
- It’s more than a cure. It’s an entire new world for patients.
- It’s more than an undefeated season. It’s a legacy extended.

“THE MOMENT WHEN __________.”

We never forget the true motivation for all we do. The moments from ordinary life that shift perspective and make everything clear. It is a product of working tenaciously every day. We should shine the spotlight on these moments to show the infinite possibilities and ways we achieve greatness at the University of Georgia.

- The moment when you discover how to save a species.
- The moment when you go further than you ever thought you could.
- The moment when you wanted to give up but you didn’t.
- The moment when you find a way to give an entire community sustainable resources.

“WHERE OTHERS __________, WE _______.”

It is evident in our relentless drive on the athletic field: we are a competitive institution. Our hard work and dedication to discovery separate us from the pack. With this construction, we demonstrate how our story differentiates us from our competitors.

- Where others give up, we stand our ground.
- Where others drift apart, we come together.
- Where others walk away, we step forward.
FLEXING OUR VOICE

Our brand has a number of different audiences, and it is important to ensure that our voice can flex to address and accommodate all of them. The way we talk to a prospective student will be different from how we talk to alumni or donors. So we alter our tone of voice accordingly to speak to all our audiences without losing our brand personality or our effectiveness.

PROSPECTIVE
UNDERGRADUATE & GRADUATE STUDENTS

DOMINANT PERSONALITY TRAITS
Pragmatic and optimistic.
Energized and motivated. Actively seeking to apply hard work and skill to address society's needs. Reflecting the innate nature of the students of the University of Georgia.

CONTENT EXAMPLE
HEADLINE
You have what it takes. Commit to it.
BODY
You know you have greatness within you. And at the University of Georgia, you’ll join a community of thinkers, leaders and challengers who are determined to help society take its next step forward. This is your time. Unleash the greatness within.

CURRENT STUDENTS

DOMINANT PERSONALITY TRAITS
Spirited and intellectually curious.
Ready to apply the lessons they are learning in the classroom to the world. Not afraid of a challenge and ready to commit to forging solutions for their community.

CONTENT EXAMPLE
HEADLINE
The moment when you realize justice is worth fighting for.
BODY
Every spring break, students at the University of Georgia have a choice. Pack a swimsuit and hit the beach, or don a pair of work gloves and start getting dirty. And while plenty choose the sand and the surf, just as many choose to get involved in Georgia’s IMPACT Service Breaks. From addressing homelessness in the Nation's Capital to learning about and fighting human trafficking in the Deep South, service programs are one way students at Georgia are unleashing their greatness within.

FACULTY & STAFF

DOMINANT PERSONALITY TRAITS
Loyal and driven.
A strong culture of collaboration and a deep sense of pride in their role at UGA.

CONTENT EXAMPLE
HEADLINE
Clean, sustainable solutions for our waterways. That’s our commitment.
BODY
When the Deepwater Horizon oil spill took place in 2010, Georgia researchers were among the first to respond. From coordinating recovery and cleanup efforts to monitoring the long-term effects on the Gulf of Mexico’s fragile ecosystem, the University of Georgia was there, making an impact. Because our commitment is not just to our community—it’s to the whole world.
ALUMNI & DONORS

DOMINANT PERSONALITY TRAITS
Sincere and values-driven.
Rooted in a strong foundation.
Speaking to UGA’s strong and long-lasting heritage.

CONTENT EXAMPLE
HEADLINE
Our Georgia roots run deep. And so does our commitment.

BODY
Because all of us who walk through that arch at the end of our four years here share something thicker than blood and greater than ourselves. It’s our commitment to greatness that binds us, no matter where we are or what we’re doing. Here, at the University of Georgia, we all looked deep within ourselves to discover our greatness. And as Bulldogs, we go forth into world, fully committed to using our greatness for good.

GEORGIA RESIDENTS

DOMINANT PERSONALITY TRAITS
Proud and humble.
Drawn to the University of Georgia as a point of pride for their state.

CONTENT EXAMPLE
HEADLINE
Where others waver, we stand firm.

BODY
The University of Georgia isn’t known for backing down. Whether it’s fighting infectious diseases, or traveling to the ends of the earth to save an endangered species, the University of Georgia works relentlessly to unleash the greatness within our great state. From Athens to Atlanta, Savannah to Valdosta, we stand proud in our commitment to Georgia and beyond.

LEGISLATORS

DOMINANT PERSONALITY TRAITS
Analytical and results-oriented.
Looking to see that state investment and funding in Georgia are being put to good use. Want to be able to feel proud of the university.

CONTENT EXAMPLE
HEADLINE
Finding a cure for Zika. That’s our commitment.

BODY
At the University of Georgia, we’re doing important things—like finding a cure for a virus the World Health Organization has called “an international health emergency.” Through collaborative research agreements with organizations like the Centers for Disease Control and Prevention and GeoVax, Georgia researchers will be able to devote more time and resources to turning the tables on Zika.
Regardless of what you are writing, you want to make sure your message—and our voice—rings clear. Follow these tips when you are creating content to ensure that the spirit Georgia comes through.

**TIP 1**  
**KNOW YOUR AUDIENCE.**  
Identify the audience you are trying to reach, or nothing you say will reach them.

**TIP 2**  
**FOCUS ON ONE THING.**  
Emphasize a single message. Include more, and your readers will either fail to retain what they have read or stop reading.

**TIP 3**  
**MAKE IT PERSONAL.**  
It is important to establish a personal connection in all our communications. Use the second-person "you" and “your” to engage and motivate.

**TIP 4**  
**AVOID JARGON.**  
Write clearly and keep your language personable. Jargon has its place, but our communications are not it.

**TIP 5**  
**STAY OUT OF THE PAST.**  
Amazing things are happening at Georgia right now. Use an active voice to tell the world about it.

**TIP 6**  
**GIVE THE READER SOMETHING TO DO.**  
Always include a clear call to action.

**TIP 7**  
**CHOOSE WISELY.**  
Every communication need not contain every detail. Focus on what is both important and relevant—clutter just gets in the way of our message.

**TIP 8**  
**INCORPORATE SOME WHITE SPACE.**  
During reading, the eye needs places to rest, so the reader can digest information and understand the message. Work with a designer to ensure that your content is well organized and makes good use of white space.

**TIP 9**  
**AVOID CLICHÉS.**  
It is easy to resort to clichés. At first blush, they sound catchy. But they should be avoided. Use personality to our advantage by being original and engaging.

**TIP 10**  
**DO NOT FORCE EXCITEMENT.**  
If the message is not something we would yell, it does not deserve an exclamation point. Use this mark extremely sparingly, or better yet, not at all.
OUR VISUAL IDENTITY

Because our visual identity represents the university at the very highest level, it is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications.

To maintain this consistency, a few simple guidelines should be followed.
OUR LOGO

The University of Georgia logo is the strongest visible representation of the entire university.

WHO USES IT

The University of Georgia logo and its basic configurations may be used by any program which has a formal association with the University of Georgia. These logos are to be used for non-profit purposes, unless formally licensed through Fermata Partners, our licensing partner, and in accordance with the guidelines set forth in this publication.

The athletic marks will continue to be used for athletic-related activities. Most higher education institutions have distinct visual identities for their academic and athletic organizations.

Visit brand.uga.edu/resources for the complete styleguide including detailed information about the university logos, unit level logos, color for print and screen, business systems, co-branding, event graphics and implementation.
There is only one University of Georgia. Here is how we refer (and do not refer) to ourselves.

**ON FIRST REFERENCE**

UNIVERSITY OF GEORGIA

**ON SUBSEQUENT REFERENCES**

GEORGIA OR UGA
COLOR
OUR COLOR

Beyond our logo, color is the most recognizable aspect of our brand identity. The elements of our palette have been given names that reflect their inspiration. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Georgia brand.
COLOR OVERVIEW

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 palette is made up of our main university colors.

The secondary palette is separated into four groups: vibrant, rich, dark and neutral.

The following pages break down each set into its individual colors and offer ideas for creating unique color combinations within the larger Georgia color palette.

Note: See page 80 for the digital color palette.

When using color builds, always use the color values listed in this section. They have been adjusted for the best reproduction on screen and in print and will not match Pantone Color Bridge breakdowns. Pre-made swatches can be downloaded at brand.uga.edu.
Our primary colors, called Arch Black and Bulldog Red, represent Georgia at the highest level and should be present in all communications.

**ARCH BLACK**

Black

C 0 M 0 Y 0 K 100

R 0 G 0 B 0

HEX 000000

headlines | subheads | lead-ins | pull quotes | body copy | callouts | captions
PRIMARY COLORS

PMS 200 can be difficult to reproduce. To ensure an exact match, please select a certified printing vendor from Georgia’s pre-approved list.

Never use tints of Bulldog Red.

For accessibility purposes on the web, do not set text in Bulldog Red over an Arch Black background.

BULLDOG RED

PMS 200
C 3 M 100 Y 70 K 12
R 186 G 12 B 47
HEX B0C2F

headlines | subheads | lead-ins | pull quotes | body copy | callouts | captions
Note
White is a indispensable color. It can be used for text on colored backgrounds, borders (see the Graphic Elements section), and as white space. Rather than viewing white space as a blank area, see it as a pause. Do not rush to fill white space. It can focus attention on what is there, not draw attention to what is not. Always balance color, typography and graphic elements with generous amounts of white space.

CHAPEL BELL WHITE

White
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX FFFFFF

headlines | subheads | lead-ins | pull quotes | body copy | callouts | captions
SECONDARY COLORS

VIBRANT

Our vibrant palette is made of Glory Glory, Hedges and Lake Herrick. The vibrant palette brings intensity and youthfulness to the visual brand. Use these colors sparingly: they should never be used for body text or headlines.

Glory Glory is best used for borders on Bulldog Red. Its intensity brings a vigorous energy to a piece.

GLORY GLORY

PMS 185
C 0 M 93 Y 79 K 0
R 228 G 0 B 43
HEX E4002B

subheads | lead-ins | pull quotes | callouts | captions
HEDGES

PMS 397
C 14 M 2 Y 100 K 15
R 191 G 184 B 0
HEX BFB800

subheads | lead-ins | pull quotes | callouts | captions
LAKE HERRICK

PMS 7467
C 97 M 0 Y 30 K 0
R 0 G 163 B 173
HEX 00A3AD

subheads | lead-ins | pull quotes | callouts | captions
SECONDARY COLORS

RICH

Our rich palette, made of Pandora, Jackson Oak and Olympic, can add energy to communications.

In some applications, these colors may not be appropriate for text.

PANDORA

PMS 116
C 0 M 14 Y 100 K 0
R 255 G 205 B 0
HEX FFCD00

headlines | subheads | lead-ins | pull quotes | callouts | captions
SECONDARY COLORS

RICH

JACKSON OAK

PMS 582
C 25 M 9 Y 100 K 39
R 183 G 191 B 16
HEX B7BF10

headlines | subheads | lead-ins | pull quotes | body copy | callouts | captions
SECONDARY COLORS

RICH

OLYMPIC

PMS 315
C 100 M 12 Y 21 K 44
R 0 G 78 B 96
HEX 004E60

headlines | subheads | lead-ins | pull quotes | body copy | callouts | captions
SECONDARY COLORS

DARK

Our dark palette is made of Sanford, Herty Field and Athens. The dark palette adds sophistication and contrast to communications.

Use tints of Sanford at 30% and 50% only when you need to expand the neutral palette.

SANFORD

PMS 404
C 20 M 25 Y 30 K 59
R 119 G 110 B 100
HEX 554F47

headlines | subheads | lead-ins | pull quotes | body copy | callouts | captions
SECONDARY COLORS

DARK

HERTY FIELD

PMS 450
C 32 M 39 Y 87 K 74
R 89 G 74 B 37
HEX 594A25

headlines | subheads | lead-ins | pull quotes | body copy | callouts | captions
SECONDARY COLORS
DARK

**ATHENS**

**PMS 5195**
**C 44 M 74 Y 21 K 58**
**R 102 G 67 B 90**
**HEX 66435A**

headlines | subheads | lead-ins | pull quotes | body copy | callouts | captions
SECONDARY COLORS

NEUTRAL

Our neutral palette is made of Stegeman, Creamery and Odyssey. The neutral colors add balance and warmth to the larger Georgia palette.

Use tints of these colors at 30%, 50% and 75% to further expand the neutral palette. Note that in some applications, neutral colors may not be appropriate for text.

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

STEGEMAN

PMS 422
C 19 M 12 Y 13 K 34
R 158 G 162 B 162
HEX 9EA2A2

subheads | lead-ins | pull quotes | body copy | callouts | captions
SECONDARY COLORS

NEUTRALS

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

CREAMERY

PMS 7527
C 3 M 4 Y 14 K 8
R 214 G 210 B 196
HEX D6D2C4

headlines | pull quotes
SECONDARY COLORS
NEUTRALS

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

ODYSSEY
PMS 657
C 22 M 6 Y 0 K 0
R 200 G 216 B 235
HEX C8D8EB

headlines | subheads | lead-ins | pull quotes | callouts | captions
USING COLOR

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.

The following pages draw from the entire palette to show how color combinations can be developed successfully. Each is different but retains the character and emotion of the Georgia brand. Use the vertical banding as a guide to the ratios of each color. This is not meant to be a precise mathematical system but is intended to give an idea of relative use. It is also important to note that the primary palette plays a role in each sub-palette, even if it is a minimal one.

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.

Although the pages within this section are nearly fully flooded with color, white space also plays a key role in our visual brand identity. Rather than viewing white space as a blank area, see it as a pause. Do not rush to fill white space. It can focus attention on what is there, not draw attention to what is not. Always balance color, typography and graphic elements with generous amounts of white space.
TYPOGRAPHY
OUR TYPOGRAPHY

When it is used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what we communicate. Georgia’s typography communicates clearly and cleanly, and is flexible for a wide range of situations.
## Fonts

Trade Gothic is our primary sans-serif family and a workhorse for our communications.

Merriweather Sans, our secondary sans-serif, performs well at small sizes and in longer-form text.

For more sophisticated situations, Merriweather, our serif font family, is available. It works best for headlines and body copy.

Used together, these three typefaces create a clear hierarchy while making our content legible and engaging.

Trade Gothic is available in the Brand Toolkit at brand.uga.edu. Merriweather and Merriweather Sans can both be downloaded from Google Fonts for free.

Note: See page 80 for digital typeface alternatives.

### Primary Sans-Serif
Used: headlines | subheads | lead-ins | pull quotes | callouts

<table>
<thead>
<tr>
<th>TRADE GOTHIC</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Type specimen</td>
<td></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
</tbody>
</table>

### Secondary Sans-Serif
Used: headlines | subheads | lead-ins | pull quotes | body copy | callouts | captions

<table>
<thead>
<tr>
<th>Merriweather Sans</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Type specimen</td>
<td></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
</tbody>
</table>

### Serif
Used: headlines | subheads | lead-ins | pull quotes | body copy | callouts

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

<table>
<thead>
<tr>
<th>Weights</th>
<th>CONDENSED NO. 18</th>
<th>BOLD CONDENSED NO.20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>Light Italic</td>
<td>Regular</td>
</tr>
<tr>
<td>Bold</td>
<td>Bold Italic</td>
<td>Extra Bold</td>
</tr>
<tr>
<td>Black</td>
<td>Black Italic</td>
<td>Extra Bold Italic</td>
</tr>
</tbody>
</table>
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 will not always be right, but leading can easily be adjusted from there.

**LEADING**
Line spacing, called leading, is critical to setting professional-looking type that is 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.

Leading that is too loose leaves too much pause between lines.

15 pt. type / 23 pt. leading

Leading that is too tight leaves too little pause between lines.

15 pt. type / 14 pt. leading

When leading is correct, the reader will not even notice.

15 pt. type / 18 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 is too loose leaves too much space between letters.

+60 tracking

Tracking that is too tight leaves too little space between letters.

−60 tracking

When tracking is correct, the reader will not even notice.

0 tracking
When using Trade Gothic refer to these font usage tips.

**TRACKING**
When tracking for Trade Gothic, generally use optical tracking between 20 and 50 points or use your best judgment.

**MANUAL TRACKING**
Sometimes optical tracking is not better than your own eye. Start with the default optical tracking, then manually track letters if something looks off. Always do this when Trade Gothic is being to set headlines.

**UNDERLINE**
When underlining Trade Gothic, use the Underline tool in the drop-down Character menu. Then use the Underline Options to adjust the weight and offset of the underline. Always edit the automatic default setting.

---

**HOW TO UNDERLINE FOR TRADE GOTHIC.**

- Weight 1.2pt / Offset 6pt

---

**HOW TO UNDERLINE FOR TRADE GOTHIC.**

- Weight 1pt / Offset 4pt

---

**MANUALLY TRACK FOR HEADLINES.**

**MANUALLY TRACK FOR HEADLINES.**
SAMPLE SETTING

Example 1

Use the specifications shown in this section as a starting point when setting type in a new layout. These proportions are designed for print, but they apply to digital and environmental applications as well. Since our three typefaces pair so well, keep in mind that it is possible to substitute one for the other to create layouts that feel more formal or more casual.

ALIQUAM TEMPOR MOLLIS ANTE

LOREM IPSUM DOLOR SIT AMET.

Proin sollicitudin augue eget lacinia convallis. Sed quis sodales.


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

—QUOTE SOURCE

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

University of Georgia Brand Guidelines
Lorem ipsum dolor sit amet.

Proin sollicitudin augue eget lacinia convallis. Sed quis sodales.


― Etiam eros turpis, imperdiet ac odio vitae, posuere vive ahorra leo.‖

―QUOTE SOURCE

Mauris in accumsan eros. Proin sollicitudin augue eget lacinia convallis.
COMMIT TO GREATNESS.

Proin sollicitudin augue eget lacinia convallis. Sed quis sodales.


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

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

—QUOTE SOURCE
COMMIT TO GREATNESS.

COMMIT TO EACH OTHER.

COMMIT TO OUR FUTURE.

COMMIT TO ACHIEVEMENT.
PHOTOGRAPHY
OUR PHOTOGRAPHY

Photography is a compelling tool for portraying the diverse and dynamic nature of our community. Our photography captures the Georgia experience and connects with people in ways that words cannot. What we say can describe what we are doing to challenge convention and shape the future. But it is our photography that actually shows it.
PHOTO STYLE

Our photography style is often driven by academics, but should also feel lighthearted, confident and natural. Images can be broken down into four categories: portraiture, slice of life, detailed and historical.

For all categories, try to use natural sources of light whenever possible. For in-studio portraits, lighting can help make the subject seem more confident. To avoid unnatural angles, never rotate the camera to an angle other than 90 degrees.

PORTRAITURE

SLICE OF LIFE

DETAILED

HISTORICAL AND CAMPUS
PORTRAITURE

Portrait photos should have an authenticity that comes from real emotion. Ensure that these shots always feel natural and not staged. Portraits can be shot in the subject’s environment or in front of a backdrop.

Our portraiture can range from lighthearted and warm to serious and heroic. It is important to maintain this balance in communications: confidence can be depicted both with a smile and with more neutral expressions.

In many cases, our portraits should represent people who signify greatness, whether that is through our researchers or our students and their work. Crop in the image to make the subjects feel larger than life.

Note: All of the images shown here are inspirational examples only; they are not owned by Georgia and may not be used for Georgia communications.
SLICE OF LIFE

People also play a key role in our cultural and academic photography. This is how we show our students, both inside and outside the classroom.

“Slice of life” images document peer-to-peer collaborations, along with faculty and student interaction. Balance these group shots with individuals who are engaged in their activity or area of study. Georgia students should be captured learning and developing their skills, being mentored by faculty and becoming leaders. And remember, it is important to show a diverse mix of students in an accepting and supportive environment.
Object-based photography plays a significant role in our communications and in our photo library. These images serve as a window into our areas of study and the tools of our trades.

Interesting and unexpected perspectives should be employed to make the images dynamic. Framing can vary from macro to wide-angle and everything in between—whatever helps to showcase the object in the best way.

*Note:* Some of the images shown here are inspirational examples only; they are not owned by Georgia and may not be used for Georgia communications.
HISTORICAL AND CAMPUS

The historical and campus category includes both historical and modern image assets.

While we have wonderful historical photos, they are not appropriate for heavy use in most communications. However, they can prove extremely useful when talking about Georgia’s history, heritage and traditions, as well as when communicating with alumni.

Images of campus like our chapel bell, the arch, our architecture and special spots on our campuses are ideal for wide use in our collateral. Photos like these are incredibly important in distinguishing Georgia from other universities and developing a close relationship with all our audiences.
USING PHOTOGRAPHY

CROPPING
Carefully crop images to focus on the subject and communicate with the audience more effectively.

BEFORE
AFTER

DIPTYCHS
Place two complementary photos next to each other in a layout to create a diptych. Use diptychs when multiple photos will help tell a more complete story. Consider mixing photos from multiple categories, such as a detail photo with a portrait. Diptychs are also more effective when one image is wider-angle or more abstract and the other is more close-up or specific.

LAYERING TYPE AND GRAPHIC ELEMENTS
Text and graphic elements should never be placed over faces. Make sure that the text is legible over a photo.

FOR OUR FUTURE.
FOR EACH OTHER.
FOR A BETTER WORLD.

FOR OUR FUTURE.
FOR EACH OTHER.
FOR A BETTER WORLD.
PHOTOGRAPHY MISUSES

Do not use duotone images.

Do not place text over faces.

Do not use stock photography images.

Do not use images that do not have a point of focus.

Never stretch or distort the images.

Never pixelize images.

Never apply artistic filters to images.

Never use soft-focus or out-of-focus images.
GRAPHIC ELEMENTS
OUR GRAPHIC ELEMENTS

The Georgia brand has a variety of graphic tools that create a unique look and make us recognizable. These elements can be dialed up or down individually to heighten visual interest and enhance our storytelling.
THE ELEMENTS

Our brand has a number of graphic tools that work together to distinguish us from our peers and create a look that is instantly recognizable. When they are used consistently, these elements create continuity within our family of materials, across a variety of media.

The photographs used in this section are for demonstration only and may not feature images approved or owned by the university.

1 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.

2 BORDERS
Our border element frames important information or photography. It often adds sophistication and elegance to a layout.

3 BANNERS
Our banner element contains text and points the reader to important information.

4 SHIELD
The shield element, drawn from our logo, represents the pride we have for the university.

5 EXPANDING COLUMNS
This graphic element echoes the columns found in the university arch.
LINES

Lines are an elementary graphic treatment, but by applying them deliberately, we can elevate a single design or family of communications. An easy way to be thoughtful about the use of lines is to establish a common weight throughout an entire piece of collateral.

SOLID LINE

- 0.5 pt. minimum line width
- 2.0 pt. 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 shown here illustrates 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 field should always be set to Butt Cap, and the Join field should always be set to Miter Join. Alignment can vary based on the situation, but the only stroke allowed is Solid—highlighted on the dropdown menu at right.
BORDERS

Borders can be a sophisticated graphic element; using them thoughtfully can add elegance to any piece. In our communications, borders are used to frame photography or important information.

0.5 pt. minimum line width

2.0 pt. maximum line width

BORDER FRAMING

IMPORTANT INFORMATION

FONNED ON HEART.
BUILT BY PRIDE.
WELCOME TO ATHENS.

BORDER FRAMING

PHOTOGRAPHY

Finding the truth at the heart of every story.
THAT’S OUR COMMITMENT.

BREAKING THE FRAMED BORDER

The border can be broken using a photograph, text or another graphic element.

Protecting a species by educating communities.
THAT’S OUR COMMITMENT.
BANNERS

Banners can function as an indicator for messaging or as a container for typography.

SCALE
Choose one of these two options to change the scale of the banner.

OPTION 1
To maintain the object’s proportions as it scales, hold down Shift as you drag diagonally.

OPTION 2
Select both flat points with the white arrow and scale accordingly.

POINT
Banners may only be horizontal, pointing to the left or right. Do not point the banners up, down or at an angle.
SHIELD
The shield often acts as a container for photography.

Since the shield is derived from our logo, this graphic element should never be altered or traced. Always use the approved graphic elements as a starting point.

THE SHIELD AS A GRAPHIC ELEMENT
To use this element as a container, create a box within the shield, then place your chosen image into the box.

SCALE
To maintain the object’s proportions as it scales, hold down Shift as you drag diagonally.

ROTATION
Never rotate the shield.

CONTAINER
Protecting a species by educating communities.
THAT’S OUR COMMITMENT.

EXAMPLE
EXPANDING COLUMNS

The columns element can compress and open up as needed to add energy to a spread. Text can be placed between the columns, or a column can be used to underline a certain word for emphasis.

Do not change the actual pixel width of these columns, only the height.

EXPANDING COLUMNS

SCALE
With the white arrow tool, select the points at the bottom of all the columns and scale them accordingly.

ROTATION
Only rotate a single column element by 90 degrees. Do not rotate them at any other angle.

COLOR OVERLAY
Use the multiply effect when columns and backgrounds are the same. If there is not enough contrast, change the tint for better results.

EXPANDING FOR TEXT
Expand the columns to fit the text. Make sure to add equal amounts of space between the column, the text box and additional columns.

UNDERLINE FOR EMPHASIS
Place a single horizontal column beneath a word or phrase for additional emphasis.

Founded on heart. Built by pride. Welcome to Athens.

We believe in a world where everyone has access to clean water. Where lifting up local communities strengthens the whole state.

Tint: 100%
DIGITAL
DIGITAL

For digital channels, content often needs to adapt for different media, device sizes and formats. While this can be a challenge, we have compiled a few best practices to get you designing in the right direction.
WRITING TIPS

People do not read digital content the same way they read printed material. With print pieces, we can control the reader somewhat by carefully building arguments and presenting information in logical sequences, but this does not often apply to digital.

Most readers skim content online, ignoring details to read faster and hunt down the exact information they need. Keep this in mind when carrying the brand voice through to digital channels. Here are some tips for keeping your digital content strong and concise.

Note: Refer to our full social media guidelines within the Brand Toolkit at brand.uga.edu.

TIP 1
KNOW YOUR AUDIENCE.
· Ask yourself: What do they want to know? What are they trying to do?
· People use the internet either to get information quicker or to dive deeper in a subject. In most cases, they want to get to the page with the info they need as quickly as possible.

TIP 2
TAP THE POWER OF HEADLINES.
· Headlines should describe what the page is all about.
· This is the opportunity to bring out the brand voice.

Examples:
“How do you define greatness?”
“Commit to a better world.”
“The moment when you discover how to save a species.”
· Use the words your target audience uses.
  Do: Financial aid.
  Do not: Financial assistance.

TIP 3
INCLUDE A CALL TO ACTION.
· Be direct about where the link goes. It is all about getting people the information they need, smoothly. They should not have to hunt down the “apply today” option.
· Voice up call-to-action buttons to draw attention and encourage engagement.

Examples:
“You have greatness within you.
Commit to it.”

TIP 4
BE BRIEF.
· Less than 20 percent of web content is actually read.
· Front-load the main points or key words in paragraph structure for better search engine results.

Do: Artists and art historians reframe the ways we view and interact with the world.

Do not: Reframe the ways in which we view and interact with the world through your work as an artist or art historian.

· Use only one idea per paragraph.
· Keep it short. Aim for these lengths:
  Headings: 8–10 words
  Sentences: 15–20 words
  Paragraphs: 40–70 words
  Pages: 500 words or fewer

TIP 5
BREAK UP THE TEXT.
· Keep the content chunked out with lists, options, steps, items, stats and the like. This makes the information much easier to digest visually.
· Readers are searching for facts, so they typically skip the intro text. If you do use intro text, keep it to one or two very informative sentences, like what is on the page and why it matters.
SOCIAL MEDIA CONTENT TIPS

Many of our audiences communicate primarily through one or more of the biggest social media channels. Below are high-level practices to keep in mind so that the appropriate content, crafted in the right manner, is effectively received.

Note: Refer to our full social media guidelines within the Brand Toolkit at brand.uga.edu.

<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>HOW TO USE IT</th>
<th>CORE USER DEMOGRAPHIC</th>
<th>COPY APPROACH</th>
<th>IMAGE PRODUCTION VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>Post live event updates, engage one on one with the community, and seek out and engage in brand-related conversations.</td>
<td>MILLENNIALS</td>
<td>Casual</td>
<td>Low</td>
</tr>
<tr>
<td>Facebook</td>
<td>Publish news, milestone updates, or photos and videos that show campus life and events.</td>
<td>MILLENNIALS</td>
<td>Casual</td>
<td>Low</td>
</tr>
<tr>
<td>Instagram</td>
<td>Share visually striking “in-the-moment” photos, and videos that communicate the brand’s personality.</td>
<td>BOOMERS</td>
<td>Casual</td>
<td>High</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Post job opportunities and industry thought leadership, and publish news about Georgia itself.</td>
<td>GEN Z</td>
<td>Casual</td>
<td>Low</td>
</tr>
<tr>
<td>YouTube</td>
<td>Create a video hub that builds brand awareness in multiple facets of the brand strategy over time.</td>
<td>GEN Z</td>
<td>Formal</td>
<td>High</td>
</tr>
<tr>
<td>Snapchat</td>
<td>Give viewers a peek behind the scenes and show off the brand’s personality in unexpected ways.</td>
<td>GEN Z</td>
<td>Formal</td>
<td>High</td>
</tr>
</tbody>
</table>
What you use for your avatar, icon, or cover image on your official social media is largely up to you. You may choose to use any photo from across campus, but may only use elements of the university logo as shown here.

You are encouraged to use your official icon. Though it is not required, this version is the only option if you wish to include the university logo elements in your social media icon.

These icons may only be used as social media profile images, icons, or avatars. They may not be used in any other electronic medium, in print, or on merchandise.

The colors and designs of official social media icons may not be altered, nor may designs or objects, such as Twibbons, be placed on top of official icons.

The social media tile downloads include three Photoshop files—square, round, and ghost—each with a white background, a Bulldog Red background and a black background with a layer for type that allows you to customize a profile image for your unit.

We recommend you use the university’s typeface Merriweather Serif or Merriweather Sans.

Visit brand.uga.edu to find out more about the university's social media resources, including:

- Policies and Guidelines
- Platform Best Practices
- Getting Started
- Social Media Directory
- Publishing and Listening Tools
- Glossary
DIGITAL COLOR PALETTE

Our audiences usually meet Georgia digitally first, way before they ever experience Georgia in person. To translate our brand thoughtfully for our digital communications, we have created web-specific values for our color palette using the HEX and RGB variations. They have been optimized for digital use and should not be altered in any way.

DESIGN FOR ACCESSIBILITY

We want our communications to resonate with all audiences, so take thoughtful consideration when choosing color combinations for digital communications. Our digital color palette has been optimized for compliance with the Americans with Disabilities Act (ADA)—an equal-opportunity law for people with disabilities—so that it is visually effective and functionally useful.

PROVIDE HIGH CONTRAST

Pay special attention when using neutrals. Check your contrast levels with the WAVE color contrast tool: webaim.org/resources/contrastchecker

DO NOT RELY ON COLOR ALONE

Since some users may override page colors, color should not be the only way information is conveyed. Make sure information is available even if colors are altered. This can mean adding another cue, such as an underline to show a link, or an icon to reinforce the meaning.

PRIMARY PALETTE

SECONDARY PALETTE

VIBRANT

RICH

DARK

NEUTRAL

*USE ONLY FOR LARGE TEXT OR BACKGROUNDS WITH LARGE REVERSED TEXT.

• USE CAUTIOUSLY ON WEB
DIGITAL TYPOGRAPHY

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 SUBSTITUTE
Oswald is the acceptable substitute for Trade Gothic.

Oswald
Light
Regular
Bold

SECONDARY SANS-SERIF SUBSTITUTE
Tahoma is the acceptable substitute for Merriweather Sans.

Tahoma
Regular
Bold

SERIF SUBSTITUTE
Georgia is the acceptable substitute for Merriweather.

Georgia
Regular
Italic
Bold
Bold Italic

SANS-SERIF ALTERNATE

IMPACT

REGULAR

Note: Use Oswald whenever available as a substitute for Trade Gothic. If Oswald is not available, use Impact.
GUIDELINES IN PRACTICE
BRINGING THE BRAND TO LIFE

The Georgia brand is based on a collection of elements that create the look and feel of the entire brand experience. Our colors, typography, photography, graphic elements and voice all combine to create a strong, unique image for the university. By tailoring these elements for each piece we create, and by using these tools consistently, each piece we design contributes to a much larger whole.
EXAMPLE
T-SHIRT, BAG
AND STICKERS

The following examples were created to show how existing pieces can be reimagined using the new Georgia brand. They should be used for inspiration only.

Similarly, the photographs used are for demonstration only and may not feature images approved or owned by the university.
EXAMPLE
CAMPUS BANNERS

- COMMIT TO A BETTER WORLD
- COMMIT TO EACH OTHER
- COMMIT TO ACHIEVEMENT
Healthy Georgians. Healthy Georgia. THAT’S OUR COMMITMENT.

Seconds count when it comes to the health of our community. And at the University of Georgia, we partner with organizations like the Centers for Disease Control and Prevention to gain deeper insight and find new solutions in the fight against infectious diseases. It’s a partnership that enables researchers like Dr. Ralph Tripp to develop nanotechnology that detects influenza in minutes at a cost of just a few pennies. Our world demands it. And our state deserves it. Commit to breakthroughs. Commit to health. COMMIT TO GREATNESS.

To learn more, visit uga.edu

Paid for by the UGA Foundation
WHERE COMMITMENT MEETS PUBLIC HEALTH.

You have greatness within you. Are you ready to commit to it? See how other Bulldogs are committing to theirs [LINK]. #GeorgiaCommit #UGA

We don't back down from a challenge. That's why we're committed to discovering innovative ways to fight infectious diseases like Zika.
EXAMPLE
GIVEAWAY BOX

FIND OUT MORE AT UGA.EDU/GREATNESS
EXAMPLE
CAMPUS INSTALLATIONS

Elaine Meese
Assistant Professor of Biology

"FINDING A CURE FOR ZIKA."
THAT'S MY COMMITMENT.
EXAMPLE
CAMPUS INSTALLATIONS

BREAKING THE STRATOSPHERE.

"FINDING A CURE FOR ZIKA. That's my commitment."
Some call it loyalty.
Some call it tenacity.
Some call it dedication.
We just call it being a Bulldog.
It’s why we’re committed to this place.
And it’s why we stand for something greater.
YOU HAVE GREATNESS WITHIN YOU.

—

COMMIT TO IT.
Because we’re on a relentless pursuit to improve the world around us. To make our mark and raise the bar higher. Because when you’re inspired every day by an entire community of hard workers, go-getters and selfless leaders, you come to understand what comes with the Georgia name. It means an unwavering loyalty to our passions, and a determination to never, ever, stop searching for a better way forward. It means professors who shape research practices and mentor each of their students. It means service programs that don’t count hours, but instead look at the number of communities they’ve created resources for. It’s the thing that gets us out of bed early in the morning and keeps us up late into the night. It means we aim every day to build on the work of those who have come before us. All in an effort to make our institution, our state and our world better for those who will follow us.
UNLEASH GREATNESS.

PROSPECTIVE STUDENT
Finding the truth at the heart of every story.

THAT’S OUR COMMITMENT.
Protecting a species by educating communities.

THAT’S OUR COMMITMENT.
Putting in the hard work it takes to become the leaders the world needs.

THAT’S OUR COMMITMENT.