BRAND NARRATIVE

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.

BRAND TRAINING CHEAT SHEET

AUDIENCES
Our brand can be consistent and well executed, but if what we’re saying doesn’t resonate with our audiences, then our efforts won’t be as effective.

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

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.

At the University of Georgia...

- student-centered teaching through
- a people-centered culture through
- human-centered research through

inspires those who will lead, discover and serve because together we are on...

through

a relentless pursuit to improve the world through

a higher quality of learning through

a new quality of leader through

a better quality of life through

Our Value Proposition

ALIGN
Build alignment around the university’s umbrella brand story and comprehensive offer.

ENGAGE
Enhance the reputation of the university and strengthen engagement and advocacy for the institution beyond athletics.

CONNECT
Generate greater visibility for the university, building stronger relationships and partnerships.

VOICE CHECKLIST

- Does it align to our positioning statement?
- Does it lead with a benefit?
- Does it pair a corresponding benefit and attribute?
- Does it sound like something a person with our brand’s personality traits would say?
- Does it sound even better when you read it out loud?
- Does it include at least one of our key messages?
- Is it appropriate for the intended audience?
- Does it convey the relevant aspects of our personality?
- Does it get to the point, without burying the key message?
- Do the headlines convey our voice, instead of simply labeling the content?
- Does it move beyond simply stating the facts to reveal something bigger about the University of Georgia, our mission and our place in the world?
PERSONALITY
Like any organization, our institution has defining traits. They set the tone for how our brand communicates, and signal to the reader that our message is true and authentic.

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.

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.

COLORS
Our color palette has five layers: primary, vibrant, rich, dark and neutral—each with its own set of colors. Lean heavily on our primary palette, but use the supporting palettes to build color schemes that are complementary and balanced.

PHOTOGRAPHY
A balance of authentic portraiture, candid moments and points of impact makes our communications richer and more interesting.

Merriweather   TRADE GOTHIC
Merriweather Sans

GRAPHIC ELEMENTS
When they’re used consistently, these elements create continuity among families of materials. Each of them can be used on its own or in conjunction with others.

CREATIVE BRIEF
Who are we talking to?

What do they care about?

What do we want them to know?

How do we back it up?

What action do we want them to take?

What can we assume they know (or don’t know)?

TYPOGRAPHY
When it’s used thoughtfully, typography is a powerful brand tool that can reflect or expand on the meaning of what’s communicated. The University of Georgia’s typography is clear, clean and flexible for a wide range of situations.

PANDORA
PANTONE 110
C 1 M 10 Y 150 K 0
R 255 G 255 B 255
HEX FF00FF

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

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

PORTRAITS
SLICE OF LIFE

DETAILED
HISTORICAL AND CAMPUS