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.

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?

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.

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.

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
Employees 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

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.

Attributes (what we offer)
The University of Georgia...
inspires those who will lead, discover and serve
through
human-centered research

Benefits (what they get)
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

Our Value Proposition

student-centered teaching
a people-centered culture
a higher quality of learning
through
through
through
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.

**MERRIWEATHER TRADE GOTHIC**
Merriweather Sans

**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.

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

**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.

**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.