MASTER BRAND TRAINING
Build alignment around Georgia’s umbrella brand story and comprehensive offer.

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

Generate greater visibility for Georgia, building stronger relationships and partnerships.
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

Our Value Proposition
Attributes (what we offer)

The University of Georgia...

Benefits (what they get)

because together we are on...

Our Value Proposition

a relentless pursuit to improve the world

through

student-centered teaching

through

a higher-quality of learning

ingthes those who will lead, discover and serve
The University of Georgia... inspires those who will lead, discover and serve through a relentless pursuit to improve the world.

Attributes (what we offer): student-centered teaching

Benefits (what they get): because together we are on... through a higher-quality of learning,

through a people-centered culture, through a new quality of leader.
The University of Georgia...

**Attributes**
- student-centered teaching
- a people-centered culture
- human-centered research

**Benefits**
- a relentless pursuit to improve the world
- 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
Attributes (what we offer)

The University of Georgia...

benefits (what they get)

because together we are on...

inspires those who will lead, discover and serve

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**

human-centered **research**

a relentless pursuit to improve the world
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

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 TO ALSO FEEL...

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.
BRAND TRAINING

VOICE
At the heart of all we do
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**, 
And this is the reason we give our students every opportunity to

DO MORE,
ACHIEVE MORE
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, ENDZONE.**
and every **TIME ZONE.**
WHEREVER PEOPLE ARE SUFFERING,
WHEREVER 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.
It’s 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
VISUALS
COLOR OVERVIEW

PRIMARY PALETTE

SECONDARY PALETTE

VIBRANT

RICH

DARK

NEUTRAL

ARCH BLACK
C 70 M 50 Y 30 K 100
R 0 G 0 B 0
HEX 000000

BULLDOG RED
C 3 M 100 Y 70 K 12
R 186 G 12 B 47
HEX B40C2F

CHAPEL BELL WHITE
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX FFFFFF

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

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

LAKE HERRICK
C 97 M 0 Y 30 K 0
R 0 G 163 B 173
HEX 00A3AD

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

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

OLYMPIC
C 100 M 12 Y 21 K 44
R 0 G 103 B 127
HEX 004E60

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

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

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

STEGEMAN
C 19 M 12 Y 13 K 34
R 198 G 162 B 162
HEX 9E92A2

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

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

COLOR OVERVIEW1
ARCH BLACK

Black
C 70 M 50 Y 30 K 100
R 0 0 0 0
HEX 000000

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

BULLDOG RED

PMS 200
C 3 M 100 Y 70 K 12
R 186 G 12 B 47
HEX BA0C2F

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

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
SECONDARY COLORS
VIBRANT

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
SECONDARY COLORS

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
JACKSON OAK

**PMS 582**

**C 25 M 9 Y 100 K 39**

**R 183 G 191 B 16**

**HEX B7BF10**
SECONDARY COLORS
RICH

OLYMPIC

PMS 315
C 100 M 12 Y 21 K 44
R 0 G 103 B 127
HEX 004E60

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

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

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

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

NEUTRAL

CREAMERY

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

headlines | pull quotes
SECONDARY COLORS
NEUTRAL

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
PRIMARY SANS-SERIF
Uses: headlines | subheads | lead-ins | pull quotes | callouts

TRADE GOTHIC

Type specimen

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Weights

CONDENSED NO. 18
BOLD CONDENSED NO. 20
SECONDARY SANS–SERIF
Uses: headlines | subheads | lead-ins | pull quotes | body copy | callouts | captions

Merriweather Sans

Type specimen

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Weights

Light
Light Italic
Regular
Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic
SERIF
Uses: headlines | subheads | lead-ins | pull quotes | body copy | callouts

Merriweather

<table>
<thead>
<tr>
<th>Type specimen</th>
<th>Weights</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Regular</td>
</tr>
<tr>
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<td>Italic</td>
</tr>
<tr>
<td>abcdefghijklm</td>
<td>Bold</td>
</tr>
<tr>
<td>nopqrstuvwxyz</td>
<td>Bold Italic</td>
</tr>
<tr>
<td></td>
<td>Black</td>
</tr>
<tr>
<td></td>
<td>Black Italic</td>
</tr>
</tbody>
</table>
PHOTOGRAPHY

PORTRAITURE

SLICE OF LIFE

DETAILED

HISTORICAL AND CAMPUS
PHOTOGRAPHY
HISTORICAL AND CAMPUS
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.
1 LINES
2 BORDERS
3 BANNERS
4 SHIELD
5 EXPANDING COLUMNS
BRINGING THE BRAND TO LIFE
EXAMPLE
T-SHIRT, BAG
AND STICKERS

- Unleash Greatness T-shirt
- Greatness Within Tote Bag

[Images of a person wearing a black t-shirt with "UNLEASH GREATNESS" and a red tote bag with "GREATNESS WITHIN"]
EXAMPLE
POLE BANNERS

“Leading with conviction”
THAT’S MY COMMITMENT

“Improving quality of life for all ages”
THAT’S MY COMMITMENT

“Healthy economic growth”
THAT’S MY COMMITMENT
EXAMPLE
POLE BANNERS

“Protecting natural resources”
THAT’S MY COMMITMENT

“Ensuring healthy futures”
THAT’S MY COMMITMENT

“Predicting weather impact”
THAT’S MY COMMITMENT

UNIVERSITY OF GEORGIA
EXAMPLE
SOCIAL

“Ensuring healthy futures”
THAT’S MY COMMITMENT

“Protecting natural resources”
THAT’S MY COMMITMENT

“Healthy economic growth”
THAT’S MY COMMITMENT

“Predicting weather impact”
THAT’S MY COMMITMENT

“Leading with conviction”
THAT’S MY COMMITMENT

“Improving quality of life for all ages”
THAT’S MY COMMITMENT
EXAMPLE
#MY COMMITMENT EXPERIENCE

"CLEAN WATER"

THAT’S MY COMMITMENT

UNIVERSITY OF GEORGIA

"THAT’S MY COMMITMENT"

UNIVERSITY OF GEORGIA
#MY COMMITMENT EXPERIENCE

What is it that makes us Georgia Bulldogs? Is it our undying support for our team? Our reverence for the Arch? Is it the pride in being the nation’s first state-chartered university or our love for a town that will always feel like home and the feeling that our fellow Bulldogs are family?

At the UNIVERSITY OF GEORGIA, we’ve made A COMMITMENT TO: OUR FUTURE. EACH OTHER. A BETTER WORLD.

give.uga.edu
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 INSTALLATION

Elaine Meese
Assistant Professor of Biology
"FINDING A CURE FOR ZIKA. THIS IS MY COMMITMENT.”

Elaine Meese
Assistant Professor of Ecology
EXAMPLE
CAMPUS INSTALLATION

BREAKING THE STRATOSPHERE.

Beatum vitae. Remporis remsim fugia. Et velianada vendae parit haribus rerovit laboribus ium sin conem fugia.
It’s more than our mission.  
More than our passion.  
It’s our commitment.
THERE’S SOMETHING EACH OF US SHARE.

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.
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.
THANK YOU