The University of Georgia is committed to expanding economic prosperity across the state. Our research creates innovative technology for new companies, we provide support to entrepreneurs and small business owners, and we prepare students to be leaders in their professions—all this and more creates more than a $5 billion annual economic impact in Georgia—and we’re just getting started.

What starts at Georgia enhances the quality of life for the people of this state. It’s more than our passion. It’s our commitment.

It starts with commitment. A commitment to making a difference. Our students and faculty are making discoveries that lead to new products, stronger communities, and innovative technology. We are producing leaders who are prepared to influence the world. What starts here creates a $5 billion impact on the state of Georgia. And we’re just getting started.
**IT STARTS WITH** (messaging example)

**NOW IT'S** (result)

**Examples**
- It started with an insight in a lab.
- It started with a big idea.
- It started with a breakthrough.
- It started with Georgia.

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**WHAT STARTS WITH GEORGIA STARTS**

**Examples**
- What starts with Georgia starts economic growth.
- What starts with Georgia starts new careers.
- What starts with Georgia starts businesses.

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**CASE EXAMPLES**

- A healthier state starts with nearly 200,000 alumni living and working in Georgia.
- Better businesses start with 1,422 companies launched and over 600 products introduced.
- Stronger communities start with 12,000 jobs and all 159 Georgia counties served.

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**HEADLINES & COPY**

**GRAPHICS**

**HEADLINE LOCKUPS**

**IT STARTS WITH**

**AN UNEXPECTED IDEA.**

**Examples**
- What starts with Georgia starts economic growth.
- What starts with Georgia starts new careers.
- What starts with Georgia starts businesses.

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**PHOTO STYLE**

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**AD EXAMPLES**