THE GEORGIA BRAND AND THE ECONOMIC VITALITY MESSAGING

Because the Economic Vitality messaging is a key message pillar of the University of Georgia, the two share a number of characteristics (such as color and typography). But due to its specific purpose and target audience, our messaging should carry its own distinctive voice and discernible visual style. All communications should strengthen the message, while inspiring our audiences to take action in support of our message’s priorities.

Note that all instances of “the messaging” in the following pages refer to the Economic Vitality messaging, and instances of “the master brand” refer to the University of Georgia brand.
The Division of Marketing & Communications leads the planning, creation and implementation of the Economic Vitality message's marketing, publications, and media and public relations materials. It is also responsible for the messaging's management goals, standards and processes. If you have questions you can’t find answers to within this guide, or if you need brand assets, please contact the Division of Marketing & Communications.

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## EXAMPLES
MESSAGING OVERVIEW

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.
OBJECTIVES

COMMUNICATION OBJECTIVES

• **Strengthen awareness** of the University of Georgia’s vast resources and programs to stimulate economic development in the state of Georgia and beyond.

• **Increase visibility** of the economic contributions and impact of the university with the public, the press and government.

• Gain appropriate **credit and recognition** for the university’s role in stimulating economic activity compared with other institutions in the region.

• Establish business and economic improvement and acceleration as core **differentiating factors** for the University of Georgia among the target audiences.

• **Encourage access** to and use of the university’s relevant resources and programs.

MESSAGING OBJECTIVES

• **Simplify** the many program offerings to communicate the messages and stories that are most compelling, meaningful and relevant to the target audience.

• Generate a **coherent messaging platform** to express the University of Georgia’s business and economic impact story in a clear and understandable manner.

• **Develop and execute** communication elements, based on the messaging platform, to the core audience segments through a variety of targeted media.
The messaging derives from and reinforces the University of Georgia master brand.

**Attributes**
(what we offer)

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

**Benefits**
(what they get)

- **a higher-quality of learning**
- **a new quality of leader**
- **a better quality of life**

The University of Georgia...

inspires those who will lead, discover and serve

because together we are on...

a relentless pursuit to improve the world
The University of Georgia’s commitment of expertise and resources generates and stimulates economic and business growth throughout the state of Georgia and beyond.

**Attributes** (what we offer)

- 37,000 students and over 10,000 employees
- Career placement and assistance
- Continuing and executive education
- Research and development with industry partners
- Technology and knowledge transfer
- Licensing and IP commercialization
- Cooperative extensions
- Training
- Professional development

**Benefits** (what they get)

- Education: Student, staff and visitor spending, Productive workforce and lifetime earnings, Lifelong learning and training
- Innovation: Breakthrough ideas, New companies, New and improved products
- Acceleration and Solutions: Solving problems in business, the environment and communities, Sharing knowledge and developing organizations and skills, Finding market opportunities

**Core Message**

Stronger Economies: Fostering Economic Vitality
Attributes (what we offer)

**Teaching**
- 37,000 students and over 10,000 employees
- Career placement and assistance
- Continuing and executive education

**Research**
- Research and development with industry partners
- Technology and knowledge transfer
- Licensing and IP commercialization

**Public Service and Outreach**
- Cooperative Extension
- Training
- Professional development

- Small Business Development Center
  - SmartStart
  - GrowSmart
  - ExportGA
- Selig Center for Economic Growth
- Georgia Economic Outlook
- Ag Forecast
- Fanning Institute for Leadership Development
- Carl Vinson Institute of Government
  - GA Certified Economic Developer
  - Workforce development
- Marine Extension and Georgia Sea Grant
- Archway Partnership
- Bulldog 100

- Terry College of Business Executive Education
- Terry College of Business Entrepreneurship Certificate
- Office of Online Learning
- UGA Career Center
- Continuing Education: Professional Courses
- Agricultural leaders
- Workforce Development in each college
- STEM workforce preparation

- Innovation Gateway
- Technology facilities
- Research centers and institutes
- UGA Corporate Relations
- GRA Eminent Scholars
- Prototyping and testing materials
- Sales and services such as product testing and refinement
- Expert consulting and knowledge transfer
- Discovery and innovation partnerships
11

KEY PILLAR MESSAGING
continued

Breadth and Scale
- Vast numbers of students, visitors and staff
- Vast numbers of programs
- Broad range of expertise

Range and Reach
- Variety of industries
- Range of business scale
- Entire state
- National and global

Teaching

Research

Public Service and Outreach

Range and Reach

Education

Innovation

Acceleration and Solutions

**IMPACT***

$5.7B in total impact to Georgia

- $4.4B in earnings and spending
- 310,000 living alumni
- More than 192,000 alumni in GA
- 247 graduate and professional degree fields

Teaching

Research

Public Service and Outreach

Economic Growth

Business Formation and Growth

Improved Businesses, Economic Growth and Communities

- More than 675 products introduced to market
- Top 5 U.S. university in new products
- 148 new companies launched based on UGA research
- 75% of new companies launched based in GA

- Serve all 159 counties and over 500 cities in GA
- 1.3 million people served by UGA extension
- 1,422 new businesses started through SBDC
- Over 12,000 new jobs through SBDC
- Over $500M in capital raised

*Numbers reflect FY2016.
AUDIENCES

1. Business leaders (C-level executives and decision-makers)
2. Corporate connections, donors and university partners in industry
3. Civic leaders and influencers

Residual effect to prospective students and parents
VOICE
OUR VOICE

Voice is more than what we say—it's how we say it. It's the combination of the tone we use, the language we choose and the way we put sentences together. And it's one of the primary ways our audiences can connect and identify with our brand, emotionally and personally.
MESSAGING NARRATIVE

This is the core of the Economic Vitality messaging. The ideas within this narrative guide our voice, inform the words we use and inspire messages that resonate with all our audiences. The narrative can help us elevate our strengths and identify what our audiences can expect from us. At its core, the messaging narrative articulates the basis of an ownable, unique identity for the Economic Vitality messaging.

TO GUT-CHECK VOICE
Does the tone of what you're writing capture the spirit of what the messaging conveys? Does this sound like the personality of someone who embodies the idea?

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

---

You see it all throughout Georgia, and across our nation and world. The thinking that makes economies grow, the momentum that makes industries thrive, the ideas that make entrepreneurs innovate and the people who make communities prosper—they all come from somewhere. [And for the millions of people we serve, across all 159 Georgia counties and in countless global locations, what helps to make our economy stronger starts right here at the University of Georgia.]

What starts with Georgia starts businesses. What starts with Georgia starts industries. What starts with Georgia starts economic growth.

The world may not always see the work that we do. But through the inspired alumni we send out into the world, the companies our discoveries help launch and the jobs we help create, the world can feel the impact of what we do here at the University of Georgia, every day.

What we're able to do is massive. We bring together a vast number of people, in a range of programs across every discipline, with the power to reach further and aim higher, to empower our state and improve the lives of people across the globe.

A stronger Georgia and a better world. It starts with us.

IT STARTS WITH COMMITMENT. IT STARTS WITH THE NEXT BIG IDEA. IT STARTS WITH GEORGIA.
ELEVATOR PITCH

This Elevator Pitch reflects our commitment to improving our state. This pitch can be used in its entirety in print or digital publications for any school, college or unit. The sub-themes can also be used verbatim in any of your materials, or may be edited to reflect your needs. This copy should guide our voice, inform the words we use, and inspire messages that resonate with our audiences.

TO GUT-CHECK VOICE

Does the tone of what you’re writing capture the spirit of what the messaging conveys? Does this sound like the personality of someone who embodies the idea?

TO STAY ON MESSAGE

Move beyond facts whenever possible. By addressing the motivation behind our successes, we can create a stronger emotional tie with the audience.

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 a $5.7 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 mission. 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 produce leaders who are prepared to influence the world. What starts here creates a $5.7 billion impact on the state of Georgia. And we're just getting started.
MESSAGING PERSONALITY

The personality attributes set the tone for how the Economic Vitality messaging communicates, and reflect how we want our audiences to think and feel about the story as a whole. These six traits drive the voice and image for all communications.

It’s important that our brand communicates a clear purpose for the future, while striking an emotional tone that’s inspiring and authentic to the history and tradition of the university.

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

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

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

**Derived from the master brand**

**ENGAGED**
We actively work together, arm in arm with others.

**CONFIDENT**
We are proud of the resources that we provide, staunchly focused on doing good.

**RESPONSIVE**
We have urgency as we answer the needs of Georgia and its people.

**Specific to the messaging**
CONSTRUCTING HEADLINES

Powerful headlines can do considerable work in carrying out 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.

These are meant to be thought starters for communicators, so feel free to mix things up, with these frameworks as your guide.

Note: When using Georgia as a placeholder for the University of Georgia, it must be paired with the logo or the full university name.

IT STARTED WITH (messaging)__________.
NOW IT’S (result)__________.

With this construction, you can show the actionable results that come from the Economic Vitality messaging. For a more powerful payoff, lead with a generalized statement and end with a focused and specific result.

Examples
- It started with an insight in a lab. Now it’s starting a revolution in a $2 billion industry.
- It started with an unexpected idea. Now it’s jump-starting a new business in Georgia.

IT STARTS WITH __________________________.

The University of Georgia is the driving force behind research, discovery and business development that benefits the state. Headlines that follow this pattern are a compelling way to highlight powerful concepts and ideas that are synonymous with the university.

Examples
- It starts with inspiration.
- It starts with a big idea.
- It starts with a breakthrough.
- It starts with Georgia.
CONSTRUCTING HEADLINES

continued

WHAT STARTS WITH GEORGIA

STARTS .

The University of Georgia provides programs and resources that directly affect the state’s economy. Headlines like these quickly highlight the most impactful benefits of the messaging.

Examples

• What starts with Georgia starts economic growth.

What starts with Georgia starts new careers.

What starts with Georgia starts businesses.

________________________ START WITH ____________________ .

Use this format to showcase specific facts and results from the messaging. Lead with a strong benefit and use detailed examples to support the claim.

Examples

• A healthier state starts with nearly 200,000 alumni living and working in Georgia.

• Better businesses start with 1,422 companies launched and nearly 12,000 new jobs created through the Small Business Development Center.

• Stronger industries start with more than 675 new products introduced into the marketplace.
Example 1  
**HIGHLIGHTING IMPORTANT STATISTICS**

A healthier economy starts with nearly 200,000 alumni living and working in Georgia. Better businesses start with 1,422 companies launched and nearly 12,000 new jobs created through the Small Business Development Center. Stronger industries start with more than 600 new products introduced into the marketplace. And it all starts at the University of Georgia.

The work we do at the University of Georgia runs deep. Through the education we provide, the innovation we develop and the solutions we create, we are making an indelible $5.25 billion impact on the state of Georgia.

Example 2  
**GIVING VISIBILITY TO SPECIFIC PROGRAMS**

It started with an unexpected idea. Now it’s jump-starting a new industry in Georgia.

Jarrett Smith saw an opportunity to start one of the first translation companies in the state. And at Georgia’s Small Business Development Center, with coaching and advice, he saw opportunities to grow his annual sales by over 30 percent.

Example 3  
**SHOWCASING A KEY BENEFIT OF THE MESSAGING**

A stronger economy starts with Georgia.

It’s starting over 140 new companies based on cutting-edge research. And it started right here, in a classroom at the University of Georgia.
CRAFTING CONTENT

To maintain a consistent brand voice, keep these tips in mind as you create communications.

MAKE IT PERSONAL.
Use first-person plural and second-person pronouns (“we”/“us” and “you,” where appropriate). It engages your reader in a direct, human way.

MAKE IT CLEAR.
Make only the point you’re trying to make. Every communication won’t contain every detail, so focus on what’s important and relevant.

MAKE IT RELEVANT.
Consult the brand priorities when you’re creating communications and look for places to include relevant messages.

MAKE IT TRUE.
Back up your statements with proof points. Share real, honest stories of the work we’re doing.

MAKE IT READABLE.
Vary the cadence of communications. Mix short sentences with longer ones to avoid falling into a rut. Check for rhythm and flow by reading passages aloud.

MAKE IT WORTHWHILE.
Give your reader a reason to care. Lead with the benefits for the audience and back them up with specifics about what the University of Georgia offers.

MAKE HEADLINES WORK HARDER.
A headline should be more than just the name of the subject at hand. Since it may be the only thing our audience reads as they scan the copy, make sure it is compelling and informative.

MAKE IT RELATABLE.
We write like we speak, aligned with our brand personality. This may occasionally mean breaking a grammar rule or two. Used judiciously, contractions and sentence fragments add personality to communications.

MAKE IT MOTIVATIONAL.
Give your audience a clear call to action so they know exactly what you want them to do.
COLOR
COLOR OVERVIEW

NOTE: OPEN STYLEGUIDE LIBRARY FOR COLOR PALETTE BLOCKS.

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 brand palette for the Economic Vitality messaging uses our main university colors, Arch Black and Bulldog Red. They represent the University of Georgia and the Economic Vitality messaging at the highest level and should be present in all communications.

These colors look best as spot inks and do not reproduce as richly in four-color process. Never use screens or tints of the primary colors.

For printed media, Arch Black and Bulldog Red should be specified as spot colors, whenever spot inks are available and using them is economically efficient. When process printing is required, these CMYK values are recommended as starting points for the printing vendor. Vendors can make adjustments in their CMYK mix to achieve a visual match to PANTONE® 200 C in the PANTONE PLUS SERIES – Coated swatch book.

### PRIMARY PALETTE

**ARCH BLACK**

<table>
<thead>
<tr>
<th>C0 M0 Y0 K100</th>
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<tbody>
<tr>
<td>R0 G0 B0</td>
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<tr>
<td>HEX #000000</td>
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**BULLDOG RED**

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<tr>
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**CHAPEL BELL WHITE**

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<tr>
<td>HEX #FFFFFF</td>
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Note: 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 from brand.uga.edu.

* NEVER SET TEXT IN BULLDOG RED ON ARCH BLACK Backgrounds

### SECONDARY PALETTE

**NEUTRALS + ATHENS**

**STEGEMAN**

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**CREAMERY**

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**ODYSSEY**

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Note: Body copy should always be set in 100% K, while headlines and logos can be set in either Arch Black or 100% K.

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

LIMIT USE TO 20% FOR PRINT AND DIGITAL
COLOR OVERVIEW

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.

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 judgement for how bold or subtle, formal or casual the piece is, then choose or create a corresponding palette.

TIPS

Our primary colors should be used in every communication; however, they are very bold — a little can go a long way.

Ensure that foreground and background color contrast passes accessibility standards, including text over images.

Limit the use of secondary colors to no more than 20% of overall design — these should complement the design, not overtake it.

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
**Fonts**

When it is used thoughtfully, typography becomes a powerful tool to add visual meaning to what is communicated.

---

**Primary Sans-Serif**

*Uses: headlines | pull quotes | callouts*

**Trade Gothic**

- Type specimen
- Weights

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**Secondary Sans-Serif**

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

**Merriweather Sans**

- Type specimen
- Weights

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Do not use Merriweather with serifs in communications for the Economic Vitality messaging. This typeface is reserved only for master brand communications.

*Merriweather Sans is acceptable as a secondary sans serif font in this messaging.*
ALTERNATIVE FONTS

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

Oswald is the acceptable substitute for Trade Gothic.

Oswald

Type specimen

Weights

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SECONDARY SANS–SERIF

Tahoma is the acceptable substitute for Merriweather Sans.

Tahoma

Type specimen

Weights

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IMPACT

Note: Use Oswald when it is available as a substitute for Trade Gothic. If Oswald is not available, Impact is acceptable.
FONT USAGE
Leading and tracking

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 won't always be right, but leading can easily be adjusted from there.

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

15 pt. type / 23 pt. leading

Leading that's too loose leaves too much pause between lines.

+60 tracking

Tracking that's too loose leaves too much space between letters.

15 pt. type / 14 pt. leading

Leading that's too tight leaves too little pause between lines.

-60 tracking

Tracking that's too tight leaves too little space between letters.

When leading is correct, the reader won't even notice.

15 pt. type / 17 pt. leading

When tracking is correct, the reader won't even notice.

0 tracking
FONT USAGE
Trade Gothic

When using Trade Gothic, refer to these font usage tips.

TRACKING
When tracking text set in Trade Gothic, generally set optical tracking between 20 and 50 points, or use your best judgment.

WHEN TRACKING IS CORRECT, THE READER WILL NOT EVEN NOTICE.

+30 tracking

UNDERLINE TREATMENT
Do not underline Trade Gothic in headlines.

HOW TO UNDERLINE FOR TRADE GOTHIC.
SAMPLE SETTING

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 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.
PHOTOGRAPHY
OUR PHOTOGRAPHY

Photography is a key tool for showcasing our diverse and dynamic community. Our images capture the spirit of the Economic Vitality messaging, connecting with people in ways that words can’t. What we say describes what we’re doing to challenge convention and shape the future. But it’s our photography that shows it.
PHOTO STYLE

Our photography style is bright, warm and intimate, with images that use natural light whenever possible. Light is also an active element in our photography, sometimes to the point of slight overexposure. To avoid unnatural angles, never rotate the camera to an angle other than 90 degrees.

Our photography can be broken down into four subject categories: portraits, slice of life, details and campus.

Examples in this style have primarily focused on portrait and slice of life images, but all four subject categories are applicable.
GRAPHIC ELEMENTS
OUR GRAPHIC ELEMENTS

The Economic Vitality messaging has a variety of graphic tools that create a unique look and make us recognizable. For the brand, these elements can be dialed up or down individually to add visual interest and enhance our storytelling.
THE ELEMENTS

The Economic Vitality messaging uses a number of graphic tools from the University of Georgia master brand to distinguish us visually from other messaging or campaigns.

When they’re used consistently, these elements create continuity within our family of materials, across a variety of media.

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 an important photograph or piece of information. It often adds sophistication and elegance to a layout.

3 Expanding Columns

This graphic element is not to be used except when paired with the Georgia Silhouette.

4 Georgia Silhouette

The use of the Georgia Silhouette tells the story of the University of Georgia’s dedication to the state as a land-grant university.

5 Headline Lockups

Specific to our messaging, our frame element can be stylized to elevate our headlines.

IT STARTED WITH
AN UNEXPECTED IDEA.

What starts with Georgia starts BUSINESSES.
LINES

Lines are a very elementary graphic treatment, but by applying them thoughtfully, we can elevate a single design or a family of communications. An easy way to do this is to establish a common line weight throughout an entire piece of collateral.

SOLID LINE

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

Borders are a simple but sophisticated graphic treatment that can add elegance to any piece. They are used to frame callouts and, when appropriate, the full layout.

The styles and uses of borders shown here distinguish the Economic Vitality messaging from the University of Georgia master brand.

BORDER FRAMING IMPORTANT INFORMATION

A border frame can be used to emphasize quotes or callouts.

“LOREM IPSUM DOLOR SIT AMET, ADIPISCING ELIT.”

FRAMING MISUSES

Do not use border treatments with other border styles.

“LOREM IPSUM DOLOR SIT AMET, ADIPISCING ELIT.”

Refer to the Examples section (starting on page 54) for additional usage examples.
GEORGIA SILHOUETTE

The Georgia Silhouette is an element specific to the Economic Vitality messaging. This element can be used with or without photography. It can also be paired with the university mark, anchoring the extending column from the location of Athens, to further distinguish the University of Georgia brand. Do not use it in any other location on the state silhouette.

*Always use the provided art-file. Never reproduce the silhouette or substitute with other Georgia artwork.*

USING WITH PHOTOGRAPHY

The Georgia State can be used as container for imagery. When selecting and cropping images, always show a person or people, active, and within their environment.

Avoid the following misuses when cropping images: 

- Avoid portraits.
- Too little background.
- Too little activity.

USING WITH UNIVERSITY MARK

Always use the provided art file when using the Georgia Silhouette with the university mark. Do not reproduce the university mark or replace it with other college or department marks, or text blocks.

When anchoring with the column, the column must extend from the location of Athens on the map. Do not use in any other location in the state.
HEADLINE LOCKUPS

This element is specific to the Economic Vitality messaging and is intended only for the provided headline constructions.

Always use provided artwork. Do not reproduce the headline element or use it with constructions not shown here.

HEADLINE LOCKUP 1
The headline container and subhead should be equal in height. They can be either left-aligned or staggered.

Example 1

IT STARTED WITH
AN UNEXPECTED IDEA.

Example 2

IT STARTED WITH
AN UNEXPECTED IDEA.

HEADLINE LOCKUP 2
The keyword in the headline should always be set in all caps and equal to the height of the container. This lockup can also be a pair with a subhead. Note: When paired, the subhead does not have to be equal in height to the container.

IT STARTS WITH DETERMINATION.

IT STARTS WITH DETERMINATION.
HEADLINE LOCKUP 3
When using this lockup, which includes the Georgia Silhouette, always use the provided artwork and never modify or replicate it. The keyword should always be set in all caps, equal to the height of the container, and aligned to the “a” in “Georgia,” as shown.

Example

What starts with Georgia starts

HEADLINE LOCKUP 4
This headline lockup can be used as a lead or signoff. Again, always use the provided artwork and do not replicate it.

And it all starts at the University of Georgia.
IT STARTS WITH COMMITMENT.
IT STARTS WITH DETERMINATION.
IT STARTS WITH GEORGIA.

itstartswith.uga.edu
IT STARTED WITH

AN INSIGHT IN A LAB.

Now it’s the peanut variety that allows Georgia farmers to grow more than $600 million in peanuts each year. University of Georgia researchers developed a high-yielding peanut plant that was resistant to a costly crop virus. Now, that peanut variety is helping Georgia retain its rank as the No. 1 peanut producer in the nation.

IT STARTED WITH AN INSIGHT IN A LAB.

Now it’s starting a revolution in $2 billion industry. Researchers at the University of Georgia are pioneering a method of prolonging tomatoes’ freshness, resulting in greater yields, longer shelf life and a brighter future for one of our state’s most valuable crops.

A state and national initiative. Visit itsstartswith.uga.edu
$5.25 BILLION

Impact on the State of Georgia

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.
It’s putting everything we’ve got toward cutting-edge ideas and new products to ignite economic growth. And it’s starting right here at the University of Georgia’s Innovation Gateway.

itstartswith.uga.edu

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itstartswith.uga.edu
What starts with Georgia starts ECONOMIC GROWTH.

DIGITAL ADS

And we’re just getting started.
The work we do at the University of Georgia runs deep. Through the education we provide, the innovation we develop and the solutions we create, we are making an indelible $5.7 billion impact on the state of Georgia.

It starts with Georgia.