At the University of Georgia, we are dedicated to serving the state of Georgia, its communities and the world. It’s why we strive to discover answers to big questions. It’s why we work diligently to find solutions for worldwide problems. And it’s why we never stop searching for the next scientific breakthrough.

We’re committed to healthier people, a more secure future and stronger communities because we’re committed to improving lives for all, in every respect.

Our research changes lives.

**AUDIENCES**

1. Donors and alumni
2. Members of the AAU and prospective faculty and researchers
3. National science and research foundations and academies
4. Civic leaders

**PERSONALITY**

**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.

**FOCUSED**
We are intentional and doggedly determined, guided by a clarity of purpose.

**EXPERT**
With our knowledge, scholars and resources, we know we are the ones for the job of bettering our planet.

**SPECIFIC TO THIS PILLAR**

**DRIVEN**
Making the world a healthier, more equitable place for all is a formidable challenge, but we are undaunted and dedicated to making it reality.

**ELEVATOR PITCH**

ELEVATOR PITCH  |  GREAT COMMITMENTS  |  ONE-PAGER

Donors and alumni

Members of the AAU and prospective faculty and researchers

National science and research foundations and academies

Civic leaders

The University of Georgia... that leads to... a better quality of life

The Academic Excellence messaging map below derives from the master UGA brand. See page 8 in the style guide for the full UGA brand messaging map.
GREAT COMMITMENTS | ONE-PAGER

HEADLINES & COPY

WE COMMIT TO ____________________________. (Insert research topic/theme/issue)

Examples
- We commit to healthier people.
- We commit to safeguarding our cyber and global security.
- We commit to improving lives.

Examples
- Improving public health.
- Securing a dependable food supply.
- Safeguarding our cyber and global security.
- Fostering effective leadership.
- Enhancing community vitality.
- Building stronger families.

IT’S OUR GREAT COMMITMENT.

Finding solutions for deadly diseases.
DISCOVERING THE KEY TO LONGER, HEALTHIER LIVES.

Improving public health.

Securing a dependable food supply.

Safeguarding our cyber and global security.

Fostering effective leadership.

Enhancing community vitality.

Building stronger families.

IT’S OUR GREAT COMMITMENT.

* Never set text in Bulldog Red on Arch Black backgrounds.

GRAPHICS

BANNER

Our banner and infinity banner elements figure prominently in this messaging. Use it to create photo collages. Use it as a container for text. Use it in animations to create left-right movement or expand small to large to fill frames.

INFINITY BANNER

MULTIPLY BLENDING MODE

Banners (in red) can be placed over photos and assigned a blending mode (multiply) to create a translucent effect. This method works best on light/bright photos. When using a darker photo, do not use blending modes. The banner tends to disappear or appear as a deeper maroon. Leave banners opaque over darker photos.

COLOR

ARCH BLACK

C0 M0 Y0 K100

R0 G0 B0

HEX #000000

BULLDOG RED

C8 M0 Y76 K100

R186 G12 B47

HEX #BA0C2F

CHAPEL BELL WHITE

C0 M0 Y0 K0

R255 G255 B255

HEX #FFFFFF

OLYMPIC

C100 M12 Y21 K44

R0 G103 B127

HEX #004E60

STEGEMAN

C19 M12 Y13 K34

R158 G162 B162

HEX #9EA2A2

BULLDOG RED

C3 M100 Y70 K12

R186 G12 B47

HEX #BA0C2F

ODYSSEY

C22 M6 Y0 K0

R200 G216 B235

HEX #C8D8EB

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PHOTO STYLE

ENGAGEMENT/LABS

Portraits

SECONDARY

Impact Images

Details

Fonts

PRIMARY

Merriweather

SECONDARY

Trade Gothic

FONTS

WEIGHTS

Primary Sans-Serif

Use: headlines | pull quotes | callouts

Secondary Serif

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

While the Great Commitments category is “viable land and waterways,” headlines can deviate to better reflect the story or category to which the copy refers. For example, “Redesigning waste. It’s our great commitment.” “Making the world more sustainable. It’s our great commitment.”

AD EXAMPLES

BILLBOARD

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