GREAT COMMITMENTS MESSAGING FOR THE UNIVERSITY OF GEORGIA
THE GEORGIA BRAND AND GREAT COMMITMENTS MESSAGING

Because Great Commitments 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, this messaging should carry its own distinctive voice and 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 Great Commitments and instances of “the master brand” refer to the University of Georgia brand.
The messaging derives from and reinforces the University of Georgia master brand.

The Division of Marketing & Communications leads the planning, creation and implementation of the Great Commitments message's marketing, publications and media and public relations materials. It is also responsible for the message'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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TABLE OF CONTENTS

1 MESSAGING OVERVIEW
- Messaging Overview 6
- Objectives 7
- Brand Messaging 8
- Key Pillar Messaging 9
- Audiences 10

2 VOICE
- Our Voice 12
- Messaging Narrative 13
- Messaging Personality 14
- Constructing Headlines 15-16
- Putting It Together 17-20
- Focusing the Story 21
- Crafting Content 22

3 COLOR
- Color Overview 24
- Color Use 25

4 TYPOGRAPHY
- Fonts 27
- Alternative Fonts 28
- Font Usage 29
- Sample Layout 30

5 PHOTOGRAPHY
- Photo Style 33

6 GRAPHIC ELEMENTS
- The Elements 36
- Borders 37
- Banners 38
- Photo Collages 39

7 EXAMPLES
- Print Ads 41-42
- Billboards 43
- Campus Screens 44
- Digital Ads 45
- Social Media 46
OVERVIEW
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

- **Strengthen awareness** of University of Georgia research and its impact on communities local, national and global.

- Highlight **capital campaign opportunities** around the University of Georgia’s efforts to solve grand challenges.

- **Increase visibility** of university research with the public at large, alumni and donors, national academies, research foundations, prospective and peer faculty/researchers, and civic leaders.

- Gain appropriate **credit and recognition** for the university’s role in addressing global challenges, leading us toward a world with healthier people, a more secure future and stronger communities.

- **Simplify** university research 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 research enterprise 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.
BRAND MESSAGING

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)

because together we are on...

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

a relentless pursuit to improve the world

Our Value Proposition

Key Pillar Messages

Academic Prestige

Value

Birthplace

Ground Breakers

Great Commitments

Economic Vitality

University of Georgia Great Commitments
The University of Georgia... conducts human-centered research that leads to...

a better quality of life through...

healthier people through...

a more secure future through...

stronger communities through...

solutions for deadly diseases
longer, healthier lives
improving public health
dependable food supply
viable land and waterways
cyber and global security
effective leadership
community vitality
stronger families
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
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.
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 finding solutions for deadly diseases.**
To discovering the key to longer, healthier lives.
To improving public health.

**We’re committed to securing a dependable food supply.**
To maintaining viable land and waterways.
To safeguarding our cyber and global security.

**We’re committed to fostering effective leadership.**
To enhancing community vitality.
To building stronger families.

We are committed to improving lives for all, in every respect.

Because as a university, we’re committed to human-centered research that changes lives.
MESSAGING PERSONALITY

The personality attributes set the tone for how the Great Commitments message 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 message communicate a clear purpose for the future while striking an emotional tone that’s inspiring and authentic to the history and tradition of the university.

Derived from the master brand

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.

Specific to the messaging

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.

EXPERT
With our knowledge, scholars and resources, we know we are the ones for the job of bettering our planet.
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. Use them verbatim or take portions to use in your communications. Feel free to mix things up, with these frameworks as your guide.

WE COMMIT TO (Insert research topic/theme).

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

(Insert one of the below).

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.
Maintaining viable land and waterways.*
Safeguarding our cyber and global security.

Fostering effective leadership.
Enhancing community vitality.
Building stronger families.

EXAMPLES
- Improving public health. It’s our great commitment.
- Securing a dependable food supply. It’s our great commitment.
- Building stronger families. It’s our great commitment.

*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.”

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

For stories that are global in nature, you can use this additional option, which emphasizes the worldwide impact of University of Georgia research. This headline is most appropriate for stories that fall under the following categories: solutions for deadly diseases; longer, healthier lives; improving public health; dependable food supply; viable land and waterways; or cyber and global security.

(Insert research topic/theme).  
A GLOBAL CHALLENGE, OUR GREAT COMMITMENT.

EXAMPLES

■ Finding solutions for deadly diseases.  
A global challenge, our great commitment.

■ Discovering the key to longer, healthier lives.  
A global challenge, our great commitment.

■ Securing a dependable food supply.  
A global challenge, our great commitment.
PUTTING IT TOGETHER

Pairing strong headlines with compelling body copy is the most effective way we can convey our message and personality.

EXAMPLE 1

HIGHLIGHT GRAND OUTCOMES (HEALTHIER PEOPLE, A MORE SECURE FUTURE AND STRONGER COMMUNITIES)

We commit to healthier people.
Through innovation and inquiry, we’re committed to creating healthier populations throughout the world. University of Georgia researchers are determined to find solutions for the deadly diseases that affect millions, to discover the key to longer, healthier lives and to improve public health for all. Our research _____ lives.*

We commit to a more secure future.
The University of Georgia recognizes the importance of a safer world and more sustainable future. By securing the future of our food supply, maintaining viable land and waterways, and safeguarding our cyber and global security, we’re ensuring a better tomorrow. Our research ______ lives.*

We commit to creating stronger communities.
At the University of Georgia, we know that building resilient communities requires tenacity and commitment to bettering the status quo. We’re enriching and improving lives with our dedication to creating effective leaders, boosting community vitality and building stronger families. Our research ______ lives.*

* The tagline “our research _____ lives” can be altered to best fit the content being promoted. For example, healthier people stories could use “our research saves lives” or “our research improves lives.”
examples:

**Finding solutions for deadly diseases. A global challenge, our great commitment.**

Tropical diseases kill millions across the globe every year. University of Georgia experts are working to change that, developing new vaccines for everything from flu to Zika virus and life-saving treatments for lethal illnesses.

Our research saves lives.

**Discovering the key to longer, healthier lives. It's our great commitment.**

At the University of Georgia, it's not just about living longer. It's about living better. And our researchers are dedicated to uncovering the secrets to staying healthy, aging well and so much more.

Our research improves lives.

**Improving public health. A global challenge, our great commitment.**

Treating disease is an important part of keeping our society healthy, but what if we could keep people from getting sick in the first place? That's the goal of University of Georgia researchers. And our experts are committed to making it reality.

Our research changes lives.
PUTTING IT TOGETHER

Pairing strong headlines with compelling body copy is the most effective way we can convey our message and personality.

EXAMPLE 2

EMPHASIZE A GREAT COMMITMENT

Securing a dependable food supply. A global challenge, our great commitment.

Food production will have to dramatically increase to feed the world's growing population. But University of Georgia researchers are ready. They're uncovering ways to make crops disease and drought resistant, improving irrigation techniques and so much more to ensure our food supply. Our research changes lives.

Maintaining viable land and waterways. It's our great commitment.

At the University of Georgia, we take stewardship of our natural resources seriously. That's why our scientists are developing sustainable alternatives to environmentally damaging products, reducing waste and finding ways to reuse the materials we already have. We're putting our scholarship to work. Our research changes lives.

Safeguarding our cyber and global security. It's our great commitment.

In our technology-driven world, we're more connected to our neighbors than ever before. That's why the University of Georgia is investing in our cyber and global security, making sure we're safe online and abroad. Our research improves lives.
PUTTING IT TOGETHER

Pairing strong headlines with compelling body copy is the most effective way we can convey our message and personality.

EXAMPLE 2

EMPHASIZE A GREAT COMMITMENT

Fostering effective leadership. It's our great commitment.

At the University of Georgia, we know the value of great leadership. It's why we're dedicated to shaping the next generation of lawmakers, CEOs and entrepreneurs into the kinds of leaders our world needs. And it's why we help civic leaders across the state and nation do the same in their communities.

Our research changes lives.

Enhancing community vitality. It's our great commitment.

At the University of Georgia, our scholarship is not confined to a lab. We're putting our research to work in communities around the state and beyond to grow jobs, influence industry and reenergize communities. Because thriving communities start with healthy economies.

Our research improves lives.

Building stronger families. It's our great commitment.

Raising a family is a tough, full-time job. But our research on child development, maintaining healthy relationships and much more is making it a little easier. University of Georgia experts are committed to enriching our communities.

Our research improves lives.
FOCUSING THE STORY

The University of Georgia can emphasize our Great Commitments through three lenses. We can talk about why we commit to solving these problems, how we commit to answering the big questions, and what issues we are committed to resolving. We want to focus on the “why” as much as possible because it shows readers how our research affects them.

Examples at right show how these elements come together to illustrate our story.

WHY WE COMMIT
EMOTIONALLY CHARGED MESSAGES THAT SHOW OUR PERSONAL CONVICTION AND DEDICATION

UGA is committed to solutions for the issues that greatly affect people today. “Why” stories are best for highlighting people and UGA’s land-grant mission.

Before Jenna Jambeck returned to school to get her doctorate in environmental engineering, racing captain and oceanographer Charles Moore showed the industrialized world that its obsession with plastic had a cost. He described a swath of free-floating marine debris, much of it plastic, that is now twice the size of Texas. And Jambeck knew the problem would only get worse. So she decided to redesign waste management with the goal of creating a circular economy where waste isn't just managed; it doesn't exist.

HOW WE COMMIT
PROCESS-ORIENTED MESSAGES EMPHASIZING OUR PURSUIT OF A BETTER TOMORROW

We want our research to better the world, and one way to do that is to develop innovative approaches and processes to address issues facing the world. “How” stories show action and progress.

Drones are popular recreational toys and useful devices for getting aerial footage for filmmakers. But University of Georgia researchers are using the technology to gather data used to analyze the growth patterns, health and stress tolerance of crops, information that will help us fast-track genetic research that can increase the world’s food supply. It’s an innovative approach to a centuries-old problem: rapid population growth and not enough food.

WHAT WE COMMIT TO
OUTCOME FOCUSED MESSAGES THAT SHOW HOW WE’RE ADDRESSING GLOBAL CHALLENGES

Our research stresses practical solutions to worldwide problems. “What” stories showcase scientific discoveries and the impact of researchers’ work.

Bacteria that congregate on medical implants are responsible for thousands of deaths and increased hospitalizations across the country every year, but new technology being developed at the University of Georgia is looking to change that. Hitesh Handa is harnessing the power of nitric oxide, a gas the body naturally uses to fight infection, to create coatings for medical devices that release the gas to disperse bacteria. These coatings are just one way Handa is borrowing from our biology to make scientific strides.
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 readers 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

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 color palette for the Great Commitments uses our main university colors, Arch Black and Bulldog Red. They represent the University of Georgia and Great Commitments 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.

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.

* Please do not set text in Bulldog Red over Arch Black background

**PRIMARY PALETTE**

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

**SECONDARY PALETTE**

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

---

**ARCH BLACK**

C0 M0 Y0 K100
R0 G0 B0
HEX #000000

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

**BULLDOG RED**

PMS 200
C3 M100 Y70 K12
R186 G12 B47
HEX #BAC2F

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

**CHAPEL BELL**

WHITE
C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

**CREAMERY**

PMS 7527
C3 M4 Y14 K8
R214 G210 B196
HEX #D6D2C4

pull quotes | backgrounds

**ODYSSEY**

PMS 657
C22 M6 Y0 K0
R200 G216 B235
HEX #C8D8EB

pull quotes | backgrounds

**OLYMPIC**

PMS 315
C100 M12 Y21 K44
R0 G103 B127
HEX #004E60

pull quotes | backgrounds

---

75% | 50% | 30%

75% | 50% | 30%
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 judgment 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.

Although the pages within this section are nearly fully flooded with color, 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. Don’t 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
When it is used thoughtfully, typography becomes a powerful tool to add visual meaning to what is communicated.

## PRIMARY SANS-SERIF
*Uses: Commit statements in headlines | pull quotes | callouts*

**TRADE GOTHIC**

<table>
<thead>
<tr>
<th>Type specimen</th>
<th>Type weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>CONDENSED NO. 18</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>BOLD CONDENSED NO. 20</td>
</tr>
</tbody>
</table>

## SECONDARY SERIF
*Uses: body copy*

**Merriweather**

<table>
<thead>
<tr>
<th>Type specimen</th>
<th>Type weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>Light</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>Bold</td>
</tr>
<tr>
<td>Light Italic</td>
<td>Bold Italic</td>
</tr>
<tr>
<td>Regular</td>
<td>Heavy</td>
</tr>
<tr>
<td>Italic</td>
<td>HeavyItalic</td>
</tr>
</tbody>
</table>
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 for web applications.

Oswald

<table>
<thead>
<tr>
<th>Type specimen</th>
<th>Type weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>BOLD</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
</tbody>
</table>

SECONDARY SANS-SERIF
Tahoma is the acceptable substitute for Merriweather Sans.

Tahoma

<table>
<thead>
<tr>
<th>Type specimen</th>
<th>Type weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>Regular</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>Bold</td>
</tr>
</tbody>
</table>
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.

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

15 pt. type / 23 pt. leading

Leading that’s too tight leaves too much pause between lines.

15 pt. type / 15 pt. leading

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

15 pt. type / 17 pt. leading

TRACKING

Correct letter spacing, called tracking, also makes the type easy to read. Outside of headlines, text should always be tracked slightly tighter than the default setting, and optical kerning should be used when it is available.

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

+60 tracking

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

-60 tracking

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

0 tracking
Lorem Ipsum
Dolor Sit Amet.

Proin sollicitudin augue eget lacinia convallis.
Sed quis sodales.

Aliquam erat volutpat. Donec id blandit dolor. Vivamus fermentum orci sit amet tellus interdum, eget consequat augue ultrices. Donec eget purus porttitor, facilisis est eget, tincidunt velit. Donec convallis est eu felis accumsan placerat at nec magna. Aliquam rhoncus lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et

Etiam eros turpis, imperd odio vitae, posuere vive ahorr.

— 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 Great Commitments 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 of researchers, impact images, details and engagement/labs.

Examples in this style have primarily focused on portrait and impact images, but all four subject categories are applicable.

Note: Photos selected for this messaging and owned by the University of Georgia can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Great Commitments. Stock photos require license.

PRIMARY
Engagement / Labs

Portraits

SECONDARY
Impact images

Details

Detailed photography should be reserved for content that specifically describes the research. Ex. “Reducing the risk of pulmonary disease. It’s our great commitment.” Show a detailed shot of infected lungs.
GRAPHIC ELEMENTS
OUR GRAPHIC ELEMENTS

The Great Commitments 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.
MESSAGING ELEMENTS

The Great Commitments 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, to balance out the design and to organize content.

2

BORDERS
Our border element frames our page, an important photograph or piece of information.

3

INFINITY BANNER
Our infinity banner can be used as a container for text or as a separation element between images text areas. Use it in animations to create left–right movement or expand small to large to fill frames.

Note: Graphics created for this messaging can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Great
BANNERS

The banner element figures 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.

BANNER & INFINITY BANNER USES

Banners can be used to emphasize titles, quotes and callouts. They can also be used as containers for photos and bullets for lists.

Drug DISCOVERIES

Dennis Kyle uncovers drug resistance in malaria and brain-eating amoeba

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.

SCALING BANNERS & INFINITY BANNERS

To maintain the object’s proportions as it scales, hold down Shift as you drag diagonally.

To extend the length of the banner, select both flat points with the direct select tool and scale accordingly.

To move the location of the break in the infinity banner, select all points on either side of the break with the direct select tool and shift until the space is in the desired position.

Note: Graphics created for this messaging can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Great Commitments

Blending modes are available in all Adobe Creative Suites/Cloud applications.

InDesign: Effects window
Illustrator: Transparency window
Photoshop: Layers window, same row as opacity option
FINDING SOLUTIONS FOR DEADLY DISEASES

Through innovation and inquiry, we’re committed to creating healthier populations throughout the world. University of Georgia researchers are determined to find solutions for the deadly diseases that affect millions, to discover the key to longer, healthier lives and to improve public health for all.

It’s our great commitment.

To read more, visit greatcommitments.uga.edu
DISCOVERING THE KEY TO LONGER, HEALTHIER LIVES

When Karen Norris learned otherwise healthy people were contracting pneumocystis pneumonia, she knew something was very wrong. So the infectious disease expert decided to do something about it. Norris developed a vaccine to prevent immunocompromised people from contracting the potentially deadly fungus, helping them live longer, healthier lives.

It’s our great commitment.

To read more, visit greatcommitments.uga.edu
BILLBOARDS

Because our audience is mobile, exposure time is typically four to five seconds. Say it loud and clear. And try to say it in seven words or less.
**MAILERS**

**TRIFOLD MAILER – EXTERIOR**

**OUR GREAT COMMITMENTS**

As the birthplace of public higher education in America, the University of Georgia is committed to the creation and sharing of knowledge.

Our Great Commitments are areas of research excellence with three broad goals:

**HEALTHIER PEOPLE**

**A MORE SECURE FUTURE**

**STRONGER COMMUNITIES**

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**TRIFOLD MAILER – INTERIOR**

**HEALTHIER PEOPLE**

Faculty members at the University of Georgia are committed to finding solutions for deadly diseases, to uncovering the key to longer, healthier lives, and to improving public health.

“…how do we deal with a vaccine if you are constantly playing catch-up? We need to come up with a strategy where we will always have a vaccine on the shelf, ready to use, no matter what versions of the flu comes along.”

TED ROSS, GEORGIA RESEARCH ALLIANCE CHRISTIAN SCHOLAR OF INFECTIOUS DISEASES AND DIRECTOR, CENTER FOR VACCINES AND IMMUNOLOGY

“Our EnPathDB database is basically the Encyclopedia Triage for research on an important class of human pathogens.”

JESSICA KISLINGER, DISTINGUISHED RESEARCH PROFESSOR OF GENETICS AND DIRECTOR, BAA INSTITUTE OF BIOMINERALS

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**A MORE SECURE FUTURE**

At the University of Georgia, we’re working to secure a dependable food supply for a growing population, ensure production land and clean water, and promote global and cybersecurity.

“Cybercrime will never go away completely. But the investments in cybersecurity that universities like UGA are making are helping us get much, much better at fighting it.”

ROBERT PERICOSKI, ASSOCIATE PROFESSOR OF COMPUTER SCIENCE

“We work has a direct impact on understanding how we need to think about planning to cope with increasing amounts of rain.”

J. MARION SHEARD, GEORGIA ELECTRIC ASSOCIATION PROFESSOR AND DIRECTOR, ATMOSPHERIC SCIENCES PROGRAM

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**STRONGER COMMUNITIES**

At the University of Georgia, we know that building resilient communities requires integrity and commitment. We’re working and improving lives with our dedication to creating effective leaders, building stronger families, and promoting community vitality.

“If we can foster positive programming for kids during those off-school hours, we’re going to have a powerful impact on delinquency.”

ENGIE SMITH, JANET HICKORY BARRON DISTINGUISHED PROFESSOR

“If you can approach these messy social and technical problems by interacting with people with authenticity and genuineness, you can get a fuller picture of what the challenge is and how engineering can play a role.”

J. MARION SHEARD, ASSOCIATE PROFESSOR OF ENGINEERING

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COMMITTED TO FINDING A BETTER SOURCE OF ENERGY

WE COMMIT TO
Finding a better source of energy
Georgia is ensuring a more prosperous tomorrow.

OUR GREAT COMMITMENT
Improving public health
UGA is dedicated to keeping people healthy.
SOCIAL MEDIA

Note: Templates created for this messaging can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Great Commitments