At the University of Georgia, our value reverberates across communities. As the nation's largest public university focused on immersive, experiential learning, our brightest break academic ground everywhere, from the lab to the Louvre. Our focus on affordability creates quicker pathways that help students decide on a degree and complete it. We instill tenacity to give graduates an advantage in the working world. And our collective commitment to the public good strengthens UGA as the epicenter of excellence, opportunity—and value.

Excellence is an investment; ours has an outstanding return. Experts agree: Georgia is the No. 10 “best value” public university according to Kiplinger’s and the No. 1 best public university according to U.S. News & World Report.

When students commit to Georgia, they’re preparing for a promising future. With 95 percent of graduates employed or in graduate school within six months of graduation, UGA students are serious—and seriously marketable.

Tenacity is forged in preparation—and planning. Thanks to a team of professional advisors at the new Exploratory Center, students save time and tuition by getting guidance early and often.

The University of Georgia offers an exceptional college experience, inside the classroom and out, and career preparation opportunities at an incredible value.

#17 university that dominates both academically and athletically according to Forbes

#12 Best Value Public University according to Kiplinger

#10 on the College Access Survey by the New York Times

HOPE Scholarship for in-state students

Double Dawgs program

Multiple fellowships and scholarships offered across campus

Core Message:

The university offers an exceptional college experience, inside the classroom and out, and career preparation opportunities at an incredible value.

Proof Points:

- #13 Best Public University according to U.S. News and World Report
- 96% of graduates seeking employment are either employed or in graduate school within six months of graduation
- 750+ student organizations
- Athens has been ranked as a top college town on multiple national lists
- #12 Best Value Public University according to Kiplinger
- #10 on the College Access Survey by the New York Times
- HOPE Scholarship for in-state students
- Double Dawgs program
- Multiple fellowships and scholarships offered across campus

Key Pillar Messaging:

- Academics
- Career Preparation
- Student Life
- Financial Benefit

Specific to this pillar

Confident

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

Accessible

We open doors to opportunities for students and graduates to succeed.

Strong

We work together as a team because our collective strength comes from individuals.

Personality:

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.

Personality:

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.

Specific to this pillar

Confident

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

Accessible

We open doors to opportunities for students and graduates to succeed.

Strong

We work together as a team because our collective strength comes from individuals.

Personality:

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.

Specific to this pillar

Confident

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

Accessible

We open doors to opportunities for students and graduates to succeed.

Strong

We work together as a team because our collective strength comes from individuals.

Personality:

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.

Specific to this pillar

Confident

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

Accessible

We open doors to opportunities for students and graduates to succeed.

Strong

We work together as a team because our collective strength comes from individuals.
HEADLINES & COPY

STRENGTHENING (opportunity) AND (value) .

Examples
• Strengthening excellence—and affordability.
• Strengthening opportunity—and efficiency.

COMMITTED TO (opportunity) AND (value) .

Examples
• Committed to lives—and livelihood.
• Committed to quality—and accessibility.

HEADLINE OPTION 1
Strengthening excellence—and affordability.

HEADLINE OPTION 2
Committed to excellence—and affordability.

A University of Georgia investment has an outstanding return. Experts agree: UGA is the No. 12 "best value" public university according to Kiplinger’s and the No. 13 best public university according to U.S. News & World Report.

HEADLINE OPTION 1
Strengthening opportunity—and efficiency.

HEADLINE OPTION 2
Committed to opportunity—and efficiency.

Starting ahead means staying ahead when it comes to degree completion. That’s why our team of professional advisors at the new Exploratory Center commit their time to University of Georgia students to give guidance early and often.

HEADLINE OPTION 1
Strengthening lives—and livelihoods.

HEADLINE OPTION 2
Committed to lives—and livelihoods.

A commitment to Georgia means a resilient résumé. With 95 percent of graduates employed or in grad school just six months after graduation, University of Georgia students are serious — and seriously marketable.

GRAPHICS

RIBBON WITH LINE
This graphic combination illustrates a symbol of value while creating a typographic hierarchy.

COLOR

ARCH BLACK
CMYK: C0 M0 Y0 K100
HEX: #000000

BULLDOG RED
PMS: 200
CMYK: C19 M12 Y13 K34
HEX: #9EA2A2

CHAPEL BELL WHITE
CMYK: C0 M0 Y0 K0
HEX: #FFFFFF

OLYMPIC
PMS: 752
CMYK: C100 M12 Y0 K44
HEX: #004E60

STEGEMANN
PMS: 022
CMYK: C16 M12 Y13 K84
HEX: #E9EBE1

CREAMERY
PMS: 421
CMYK: C3 M4 Y14 K8
HEX: #D6D2C4

*Bulldog Red* should be never set text in Bulldog Red on Arch Black backgrounds.

HEADLINE LOCKUPS

COMMITTED TO OPPORTUNITY and efficiency

STRENGTHENING LIVES and livelihoods

PHOTO STYLE

PRIMARY

Slice of Life

Portraits

SECONDARY

Details

Campus

HEADLINE OPTIONS

STRENGTHENING EXCELLENCE and affordability

STRENGTHENING LIVES and livelihoods

TRADING GOTHIC

Merriweather

Fonts

Primary Sans-Serif

Use: headlines | pull quotes | callouts

Secondary Sans-Serif

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

Condensed No. 18

Bold Condensed No. 20

Regular

Italic

Bold

Bold Italic

HEADLINES & COPY

VALUE | ONE-PAGER

GRAPHICS

RIBBON WITH LINE

This graphic combination illustrates a symbol of value while creating a typographic hierarchy.

COLOR

ARCH BLACK
CMYK: C0 M0 Y0 K100
HEX: #000000

BULLDOG RED
PMS: 200
CMYK: C19 M12 Y13 K34
HEX: #9EA2A2

CHAPEL BELL WHITE
CMYK: C0 M0 Y0 K0
HEX: #FFFFFF

OLYMPIC
PMS: 752
CMYK: C100 M12 Y0 K44
HEX: #004E60

STEGEMAN
PMS: 022
CMYK: C16 M12 Y13 K84
HEX: #E9EBE1

CREAMERY
PMS: 421
CMYK: C3 M4 Y14 K8
HEX: #D6D2C4

*Bulldog Red* should be never set text in Bulldog Red on Arch Black backgrounds.

HEADLINE LOCKUPS

COMMITTED TO OPPORTUNITY and efficiency

STRENGTHENING LIVES and livelihoods

PHOTO STYLE

PRIMARY

Slice of Life

Portraits

SECONDARY

Details

Campus

HEADLINE OPTIONS

STRENGTHENING EXCELLENCE and affordability

STRENGTHENING LIVES and livelihoods

TRADING GOTHIC

Merriweather

Fonts

Primary Sans-Serif

Use: headlines | pull quotes | callouts

Secondary Sans-Serif

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

Condensed No. 18

Bold Condensed No. 20

Regular

Italic

Bold

Bold Italic

HEADLINES & COPY

VALUE | ONE-PAGER

GRAPHICS

RIBBON WITH LINE

This graphic combination illustrates a symbol of value while creating a typographic hierarchy.

COLOR

ARCH BLACK
CMYK: C0 M0 Y0 K100
HEX: #000000

BULLDOG RED
PMS: 200
CMYK: C19 M12 Y13 K34
HEX: #9EA2A2

CHAPEL BELL WHITE
CMYK: C0 M0 Y0 K0
HEX: #FFFFFF

OLYMPIC
PMS: 752
CMYK: C100 M12 Y0 K44
HEX: #004E60

STEGEMAN
PMS: 022
CMYK: C16 M12 Y13 K84
HEX: #E9EBE1

CREAMERY
PMS: 421
CMYK: C3 M4 Y14 K8
HEX: #D6D2C4

*Bulldog Red* should be never set text in Bulldog Red on Arch Black backgrounds.

HEADLINE LOCKUPS

COMMITTED TO OPPORTUNITY and efficiency

STRENGTHENING LIVES and livelihoods

PHOTO STYLE

PRIMARY

Slice of Life

Portraits

SECONDARY

Details

Campus

HEADLINE OPTIONS

STRENGTHENING EXCELLENCE and affordability

STRENGTHENING LIVES and livelihoods

TRADING GOTHIC

Merriweather

Fonts

Primary Sans-Serif

Use: headlines | pull quotes | callouts

Secondary Sans-Serif

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

Condensed No. 18

Bold Condensed No. 20

Regular

Italic

Bold

Bold Italic

HEADLINES & COPY

VALUE | ONE-PAGER

GRAPHICS

RIBBON WITH LINE

This graphic combination illustrates a symbol of value while creating a typographic hierarchy.

COLOR

ARCH BLACK
CMYK: C0 M0 Y0 K100
HEX: #000000

BULLDOG RED
PMS: 200
CMYK: C19 M12 Y13 K34
HEX: #9EA2A2

CHAPEL BELL WHITE
CMYK: C0 M0 Y0 K0
HEX: #FFFFFF

OLYMPIC
PMS: 752
CMYK: C100 M12 Y0 K44
HEX: #004E60

STEGEMAN
PMS: 022
CMYK: C16 M12 Y13 K84
HEX: #E9EBE1

CREAMERY
PMS: 421
CMYK: C3 M4 Y14 K8
HEX: #D6D2C4

*Bulldog Red* should be never set text in Bulldog Red on Arch Black backgrounds.

HEADLINE LOCKUPS

COMMITTED TO OPPORTUNITY and efficiency

STRENGTHENING LIVES and livelihoods

PHOTO STYLE

PRIMARY

Slice of Life

Portraits

SECONDARY

Details

Campus

HEADLINE OPTIONS

STRENGTHENING EXCELLENCE and affordability

STRENGTHENING LIVES and livelihoods

TRADING GOTHIC

Merriweather

Fonts

Primary Sans-Serif

Use: headlines | pull quotes | callouts

Secondary Sans-Serif

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

Condensed No. 18

Bold Condensed No. 20

Regular

Italic

Bold

Bold Italic

HEADLINES & COPY

VALUE | ONE-PAGER

GRAPHICS

RIBBON WITH LINE

This graphic combination illustrates a symbol of value while creating a typographic hierarchy.

COLOR

ARCH BLACK
CMYK: C0 M0 Y0 K100
HEX: #000000

BULLDOG RED
PMS: 200
CMYK: C19 M12 Y13 K34
HEX: #9EA2A2

CHAPEL BELL WHITE
CMYK: C0 M0 Y0 K0
HEX: #FFFFFF

OLYMPIC
PMS: 752
CMYK: C100 M12 Y0 K44
HEX: #004E60

STEGEMAN
PMS: 022
CMYK: C16 M12 Y13 K84
HEX: #E9EBE1

CREAMERY
PMS: 421
CMYK: C3 M4 Y14 K8
HEX: #D6D2C4

*Bulldog Red* should be never set text in Bulldog Red on Arch Black backgrounds.

HEADLINE LOCKUPS

COMMITTED TO OPPORTUNITY and efficiency

STRENGTHENING LIVES and livelihoods

PHOTO STYLE

PRIMARY

Slice of Life

Portraits

SECONDARY

Details

Campus

HEADLINE OPTIONS

STRENGTHENING EXCELLENCE and affordability

STRENGTHENING LIVES and livelihoods

TRADING GOTHIC

Merriweather

Fonts

Primary Sans-Serif

Use: headlines | pull quotes | callouts

Secondary Sans-Serif

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

Condensed No. 18

Bold Condensed No. 20

Regular

Italic

Bold

Bold Italic