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. 16 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.

### Key Pillar Messaging

**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.

**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 a team because our collective strength comes from individuals.

### Proof Points

**Academics**

- #16 Best Public University according to U.S. News and World Report
- Experiential Learning opportunities for each undergraduate
- Small-Class Initiatives means more faculty to give one-on-one instruction similar to a private institution

**Career Preparation**

- 96% of graduates seeking employment are either employed or in graduate school within six months of graduation
- Exploratory Center
- Over 310,000 living alumni

**Student Life**

- #17 university that dominates both academically and athletically according to Forbes
- 750+ student organizations
- Athens has been ranked as a top college town on multiple national lists

**Financial Benefit**

- #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
**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. 10 "best value" public university according to Kiplinger's and the No. 16 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**

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arch Black</td>
<td>C0 M0 Y0 K100</td>
<td>#000000</td>
</tr>
<tr>
<td>Bulldog Red</td>
<td>C3 M100 Y70 K12</td>
<td>#BA0C2F</td>
</tr>
<tr>
<td>Chapel Bell White</td>
<td>C0 M0 Y0 K0</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>Olympic</td>
<td>C100 M12 Y21 K44</td>
<td>#004E60</td>
</tr>
<tr>
<td>Creamery</td>
<td>C3 M4 Y14 K8</td>
<td>#D6D2C4</td>
</tr>
</tbody>
</table>

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

**PHOTO STYLE**

- Slice of Life
- Portraits
- Details
- Campus

**AD EXAMPLES**

**GRAPHICS**

**HEADLINE LOCKUPS**

**COMMITTED TO OPPORTUNITY**

and efficiency

**STRENGTHENING LIVES**

and livelihoods

**FONTS**

**Primary Sans-Serif**

*Uses: headlines | pull quotes | callouts| captions

Merriweather

**Secondary Sans-Serif**

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

**Trade Gothic**

*Weights: Regular, Italic, Bold, Bold Italic

**CONDENSED NO. 18**

**BOLD CONDENSED NO. 20**