VALUE MESSAGING FOR THE UNIVERSITY OF GEORGIA
Because the Value 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 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 Value messaging, and instances of “the master brand” refer to the University of Georgia brand.
RESOURCES

The messaging derives from and reinforces one key pillar of the University of Georgia master brand.

The Division of Marketing & Communications leads the planning, creation and implementation of the Value 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.

Michele Horn
Director of Brand Strategy
michele.horn@uga.edu
706-542-8051

Lisa Robbins
Creative Director
lrobb@uga.edu
706-542-7991
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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 the University of Georgia’s vast resources and programs that support return on investment, student support and post-graduation success.

• Highlight **capital campaign opportunities** around the University of Georgia’s student scholarships and fellowships.

• **Increase visibility** of the commitment to experiential learning and our focus on affordability.

• Gain appropriate **credit and recognition** for the university’s role in preparing leaders and providing opportunities.

• Establish value, affordability and opportunity 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.
The messaging derives from and reinforces one key pillar of 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

** Our Value Proposition  
- inspires those who will lead, discover and serve
- a relentless pursuit to improve the world
### Core Message

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

### Proof Points

#### Academics
- #13 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 helps students commit to majors.
- 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
AUDIENCES

1. Current and prospective students and their families
2. Civic thought leaders
3. Business community
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.
ELEVATOR PITCH

This Elevator Pitch reflects the importance of accessibility and illustrates the value of the investment of our students and supporters. 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.

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 opportunities. We establish 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.

Ranking our ROI
Excellence is an investment; ours has an outstanding return. Experts agree: Georgia 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.

Illustrating how we prepare students for life after college
When students commit to Georgia, they’re preparing for a promising future. With 96 percent of graduates employed or pursuing a higher degree within six months of graduation, UGA students are serious—and seriously marketable.

Showing how our students start ahead and stay ahead
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.
MESSAGING PERSONALITY

The personality attributes set the tone for how the Value 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.

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 the messaging

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.
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.

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.

HEADLINE OPTION 1

COMMITTED TO (opportunity) AND (value).

HEADLINE OPTION 2

STRENGTHENING (opportunity) AND (value).

Examples

- Strengthening excellence—and affordability.
- Strengthening lives—and livelihoods.
- Committed to opportunity—and efficiency.
- Committed to quality—and accessibility.
Pairing strong headlines with compelling body copy is the most effective way we can convey our message and personality. Here are some examples that show how to effectively and powerfully communicate statistics, information and results from the Value messaging.

EXAMPLE 1
HIGHLIGHTING IMPORTANT STATISTICS

HEADLINE OPTION 1
Committed to excellence—and affordability.

HEADLINE OPTION 2
Strengthening 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.

EXAMPLE 2
GIVING VISIBILITY TO SPECIFIC PROGRAMS

HEADLINE OPTION 1
Committed to opportunity—and efficiency.

HEADLINE OPTION 2
Strengthening 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.

EXAMPLE 3
SHOWCASING A KEY BENEFIT OF THE INITIATIVE

HEADLINE OPTION 1
Strengthening lives—and livelihoods.

HEADLINE OPTION 2
Committed to improving lives—and livelihoods.

A commitment to Georgia means a resilient résumé. With 96 percent of graduates employed full-time just six months after graduation, University of Georgia students are serious — and seriously marketable.

Note: When using Georgia as a placeholder for the University of Georgia, it must be paired with the logo or the full university name.
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 Value Messaging uses our main university colors, Arch Black and Bulldog Red. They represent the University of Georgia and the Value 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.

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.

**PRIMARY PALETTE**

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.

**SECONDARY PALETTE**

Our neutral palette adds balance to the bolder primary palette.

Note that in some applications, neutral colors may not be appropriate for text.

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

**LIMIT USE TO 20% FOR PRINT AND DIGITAL**
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.

**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.
TYPOGRAPHY
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**

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

**Merriweather**

<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>Italic</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>Bold</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>Bold Italic</td>
</tr>
</tbody>
</table>
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**

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

### SECONDARY SERIF

Merriweather is available as a web font.

**Merriweather**

<table>
<thead>
<tr>
<th>Type specimen</th>
<th>Type weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td><strong>Regular</strong></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td><strong>Italic</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Bold</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Bold Italic</strong></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
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 Value 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 slice of life images and portraits, but all four subject categories are applicable.

PRIMARY

Slice of life

Portraits

SECONDARY

Details

Campus

Note: Photos selected for this messaging can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Name of messaging
GRAPHIC ELEMENTS
OUR GRAPHIC ELEMENTS

The Value 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 Value 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 our page, an important photograph or piece of information.

3

RIBBON

This graphic element in pieces as a symbol of value.

4

HEADLINE LOCK-UP

A unique headline lock-up is a great way to identify the messaging while keeping coordinated with the UGA brand. Top text should be Trade Gothic Condensed Bold No. 20 and should always appear in all caps. Deck should always be in Merriweather regular.

STRENGTHENING LIVES

and livelihoods

COMMITTED TO OPPORTUNITY

and efficiency

Note: Graphics created for this messaging can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Name of
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.
SPECIFIC ELEMENT INFO

The ribbon and line elements of the headline lockup should always be Bulldog red, however both text elements may appear in Arch Black or Chapel Bell White depending on what background or photo on which it is placed.

EX: HEADLINE LOCKUP USE

Be sure the headline is never covering someone's face, and type color may be changed to improve readability depending on the image or background used.

SAMPLE

EX: HEADLINE LOCKUP MISUSES

Do not place headline lockup over faces.

Note: Graphics created for this messaging can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Name of
EX: HEADLINE LOCKUP 1

The headline should be equal distance from the line as the bottom text is from the line, approximately x-height of Merriweather type. Headline should left align with the left side of the tag. Sub-head should be equal distance from the right of the tag as the distance from the bottom of the line. Subhead is not required to be the same length as the headline.
EXAMPLES
STRENGTHENING 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 the U.S. News & World Report.
COMMITTED TO OPPORTUNITY
and efficiency
UGA is the No. 10 “best value” public university according to Kiplinger’s #12 BEST VALUE
STRENGTHENING EXCELLENCE and affordability
Strengthening 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.

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