# TABLE OF CONTENTS

## MESSAGING OVERVIEW
- Brand Anthem 4
- Brand Messaging 5
- Strategic Framework 6

## COLOR
- Color Overview 8

## TYPOGRAPHY
- Fonts 11
- Alternative Fonts 12
- Font Usage 13
- Sample Setting 15

## PHOTOGRAPHY
- Photo Style 17

## GRAPHIC ELEMENTS
- The Elements 19
- Lines 20
- Banners 21
- Borders 22
- Expanding Columns 23
- Icons 24

## EXAMPLES
- Print 26
- Digital & Social 27
- Conference Materials 28
MESSAGING OVERVIEW
It's a simple concept.

When you learn by doing, you learn differently. You learn more. You learn beyond subject matter — you also learn about yourself.

At the University of Georgia, we couldn’t agree more. We’re passionate about the promise of Experiential Learning, and we believe it’s a foundational part of the college experience and beyond. We believe hands-on experiences inform, transform, and unlock the true potential of higher education and prepare students to succeed in an ever-changing world.

Experiences outside the classroom are part of a powerful learning cycle that expands, stretches and enhances academic foundations to create a whole new level of awareness and understanding. It’s a proving ground where students commit to exploring, discovering, and defining how what they learn will shape who they become and what they do next.

As a leader in higher education we’re uniquely able to open virtually any door or blaze any path to create programs that enhance every field of study. We help students find and nurture the powerful connections that make experiences count.

We’re committed to Experiential Learning, and we’re invested in doing it right for every student. Our Office of University Experiential Learning ensures access to challenging and engaging experiential programs. At UGA, Experiential Learning is designed to deliver impact — for our communities, and above all, for our students. Experiential Learning can elevate a student’s trajectory, enhance competencies and enable opportunities, now and for years to come — that’s why it’s a (required) part of every UGA degree.

Because at UGA, we believe experience is key. It’s the catalyst that empowers students to thrive.
The messaging derives from and reinforces the University of Georgia master brand.

**Attributes (what we offer)**

- Defined learning outcomes
- Faculty criteria approved
- Flexibility based on college
- Credit and non-credit activities
- Expansive, varied programs
- Innovation District access
- Long-standing relationship access
- State leadership
- Dedicated department
- Required to graduate
- UGA leadership focus

**Benefit Proposition**

- Empowers every student to apply their learning in real-world contexts
- Equipping them with the competencies and expanded perspectives to thrive

**Our Value Proposition**

- Leading edge program design through
- UGA connections and access through
- Impactful investments in EL through

**Benefits (what they get)**

- Experiences that enhance & expand class learning through
- Lasting and dynamic personal connections through
- Illuminating & transformative growth moments through

- Evidence-Based Learning (Research)
- Career & Technical Exposure (Internships)
- Global Perspective (Study Abroad)
- Empathy Enhancement (Community Service)
- Innovative Solutioning (Creative & Leadership Activities)
- Peers and Near Peers
- Faculty / Staff
- Motivated Mentors (Employers / Supervisors)
- Connected Community
- Aha! moments that shift perspective
- Broader vision, expanded competencies for the future
- Social and emotional mindset to excel
- Connect what’s happening in the classroom
- Positive community impact
## STRATEGIC FRAMEWORK

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

<table>
<thead>
<tr>
<th>PASSIONATE ABOUT THE PROMISE</th>
<th>UNIQUELY CONNECTIVE</th>
<th>DELIBERATE IN DESIGN</th>
<th>EXPONENTIALLY ELEVATIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Messaging Value Prop</strong></td>
<td><strong>Messaging Themes / Brand Alignment</strong></td>
<td><strong>Proof Points</strong></td>
<td><strong>Experiential Learning Priorities</strong></td>
</tr>
<tr>
<td>UGA is passionate about the promise of Experiential Learning and believe it’s a foundational part of the college experience and beyond. We believe hands-on experiences inform, transform, and unlock the true potential of higher education and prepare students to succeed in an ever-changing world.</td>
<td>A commitment and an investment – in people, programs, scholarships. Supporting the promise of value in higher education</td>
<td>Dedicated Experiential Learning department Required of all students as part of their course requirements Administrative support at the highest level Concerted effort to make opportunities available for all students</td>
<td>Establish EL@UGA as an emerging national leader in the HIP/EL space</td>
</tr>
<tr>
<td>As a leader in higher education we’re uniquely able to open virtually any door or blaze any path to create programs that enhance every field of study. We help students find and nurture the powerful connections that make experiences count.</td>
<td>An evolution of UGA’s Land Sea Grant mission Direct involvement with partners and organizations across the region</td>
<td>UGA’s leadership and history give access to programs other schools can’t Significant scholarship funds are available UGA’s Innovation District will help fuel Experiential Learning connections and opportunities</td>
<td>Increase external visibility of UGA’s EL initiative Scale and Develop EL partnerships and programs</td>
</tr>
<tr>
<td>We’re committed to Experiential Learning, and we’re invested in doing it right for every student. Our Office of Experiential Learning ensures access to challenging and engaging experiential programs. At UGA, Experiential Learning is designed to deliver impact – for our communities, and above all, for our students. Experiential Learning can elevate a student’s trajectory, enhance competencies and enable opportunities, now and for years to come – that’s why it’s a (required) part of every UGA degree.</td>
<td>A commitment and an investment – in people, programs, scholarships. Experiential Learning graduation requirement Connection with Innovation District</td>
<td>Clear and flexible program concept led by the Office of Experiential Learning Faculty defined components, pre-approved opportunities, learning outcomes, competency-based Students can self-design within clearly defined parameters Assistance for schools that don’t have a history of research or internships</td>
<td>Launch an EL competency credential program Establish innovative use cases of EL data</td>
</tr>
<tr>
<td>Experiences outside the classroom are part of a powerful learning cycle that expands, stretches and enhances academic foundations to create a whole new level of awareness and understanding. It’s a proving ground where students commit to exploring, discovering, and defining how what they learn will shape who they become and what they do next. Experiential Learning can elevate a student’s trajectory, enhance competencies and enable opportunities, now and for years to come – that’s why it’s a (required) part of every UGA degree.</td>
<td>Helping UGA create a generation of a new type of leader. Unexpected value-add for state university. Committed to graduating students who are ready to thrive &amp; lead (with competencies to succeed)</td>
<td>Applied learning that accelerates skills development within real-world settings Emotive and academic opportunities that link back to coursework for extreme learning gains Meaningful work Exposure to communities outside the student’s comfort zone Job/career acceleration/impact</td>
<td>Increase on-campus awareness and affinity</td>
</tr>
</tbody>
</table>
COLOR
**COLOR OVERVIEW**

**NOTE: OPEN STYLEGUIDE LIBRARY FOR COLOR PALLETTE 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 Economic Vitality messaging uses our main university colors, Arch Black and Bulldog Red. They represent the University of Georgia and the Economic Vitality 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.

**SECONDARY PALETTE**

The secondary palette is the same as that of the UGA master brand.

Use these colors only when necessary, and apply them sparingly.

For accessibility purposes on the web, do not set white text on Lake Herrick, Hedges, Creamery or Odyssey.

---

### PRIMARY PALETTE

**ARCH BLACK**

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.

**BULLDOG RED (PANTONE 200 C)**

**CHAPEL BELL WHITE**

---

### SECONDARY PALETTE

**GLORY GLORY**

**LAKE HERRICK**

**HEDGES**

**OLYMPIC**

**SANFORD**

**HERTY FIELD**

**ATHENS**

**CREAMERY**

**ODYSSEY**

---

* NEVER SET TEXT IN BULLDOG RED ON ARCH BLACK BACKGROUNDS 
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 judgement 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.

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.
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>
</tr>
</thead>
</table>

ABCabcdefghijklmnopqrstuvwxyz

<table>
<thead>
<tr>
<th>Weights</th>
</tr>
</thead>
</table>

CONDENSED NO. 18
BOLD CONDENSED NO. 20

**SECONDARY SANS-SERIF**
*Uses: lead-ins | pull quotes | body copy | captions*

**Merriweather**

<table>
<thead>
<tr>
<th>Type specimen</th>
</tr>
</thead>
</table>

ABCabcdefghijklmnopqrstuvwxyz

<table>
<thead>
<tr>
<th>Weights</th>
</tr>
</thead>
</table>

Light
Light Italic
Regular
Italic
Bold
Bold Italic
Black
Black Italic
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.

Oswald

<table>
<thead>
<tr>
<th>Type specimen</th>
<th>Weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>BOLD</td>
</tr>
<tr>
<td>abcdefghijklmnpqrstuvwxyz</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>Weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnpqrstuvwxyz</td>
<td></td>
</tr>
</tbody>
</table>

IMPACT

Note: Use Oswald when it is available as a substitute for Trade Gothic. If Oswald is not available, Impact is acceptable.

<table>
<thead>
<tr>
<th>Type specimen</th>
<th>Weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>BOLD</td>
</tr>
<tr>
<td>abcdefghijklmnpqrstuvwxyz</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weights</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular</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.

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.

Leading that’s too loose leaves too much pause between lines.
15 pt. type / 23 pt. leading

Leading that’s too tight leaves too little pause between lines.
15 pt. type / 14 pt. leading

When leading is correct, the reader won’t even notice.
15 pt. type / 17 pt. leading

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
FONT USAGE
Trade Gothic

When using Trade Gothic, refer to these font usage tips.

TRACKING
When tracking text set in Trade Gothic, generally set optical tracking between 20 and 50 points, or use your best judgment.

WHEN TRACKING IS CORRECT, THE READER WILL NOT EVEN NOTICE.

+30 tracking

UNDERLINE TREATMENT
Do not underline Trade Gothic in headlines.

HOW TO UNDERLINE FOR TRADE GOTHIC.
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.”

—QUOTE SOURCE

Mauris in accumsan eros. Proin sollicitudin augue eget lacinia convallis.
PHOTOGRAPHY
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 portrait and slice of life images, but all four subject categories are applicable.
GRAPHIC ELEMENTS
# THE ELEMENTS

The Experiential Learning 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.

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Lines</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lines are a great way to establish hierarchy, to guide navigation within a layout, to emphasize a word or phrase and to organize content.</td>
<td></td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td><strong>Borders</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Our border element frames an important photograph or piece of information. It often adds sophistication and elegance to a layout.</td>
<td></td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>3</td>
<td><strong>Banners</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Banners can be used to point towards important information or as a container for emphasized text.</td>
<td></td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td><strong>Expanding Columns</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lines are a great way to establish hierarchy, to guide navigation within a layout, to emphasize a word or phrase and to organize content.</td>
<td></td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td><strong>Icons</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>These six icons can be used to identify specific aspects of UGA Experiential Learning. Include the labels underneath each image, unless context is clear.</td>
<td></td>
</tr>
</tbody>
</table>
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.
BORDERS

Borders are a simple but sophisticated graphic treatment that can add elegance to any piece. They are used to frame callouts and, when appropriate, the full layout.

The styles and uses of borders shown here distinguish the Economic Vitality messaging from the University of Georgia master brand.

BORDER FRAMING IMPORTANT INFORMATION

A border frame can be used to emphasize quotes, callouts, images, or focal points of images.

“LOREM IPSUM DOLOR SIT AMET, ADIPISCING ELIT.”

FRAMING MISUSES

Do not use border treatments with other border styles.

“LOREM IPSUM DOLOR SIT AMET, ADIPISCING ELIT.”
BANNERS

Banners are useful when adding hierarchy to a design. They can be used to guide the viewer’s eye to important information by pointing them directly to it or highlighting it by acting as a container.

Banners should be used thoughtfully. They should support images and text, not distract from them. Never orient the banner vertically, as it can then be confused with another UGA graphic element, the shield.

CREATING HIERARCHY

A banner can guide the audience through a design to consume information in the order that it should be viewed.

BANNER MISUSES

Do not orient the banner vertically.

Refer to the Examples section (starting on page 26) for additional usage examples.
EXPANDING COLUMN

The expanding column alludes to the pillars of the university’s iconic Arch. Add energy to a piece by placing it between blocks of text or underneath important phrases for emphasis.

INFORMATION SEPARATOR

Placing a column between areas of text can draw attention to important information and visually organize multiple elements in a design.

UNDERLINING FOR EMPHASIS

Apply this usage sparingly. Too large a column or too many in one piece can distract the viewer. When a design calls for multiple points of emphasis using an underline, use a regular rule instead of the expanding column.

WHEN AN EXPERIENCE CHANGES EVERYTHING.
ICONS

Use these icons along with other UGA and Experiential Learning graphic elements to build brand recognition.

ICONS

Icons can be used to enhance the visibility of certain aspects of UGA Experiential Learning.

ICONS (WITHOUT LABEL)

When space is limited and the meanings of the icons are clear (implied by other imagery or text nearby), it is acceptable to remove the border and label.

Refer to the Examples section (starting on page 26) for additional usage examples.
EXAMPLES

Discover the keys to your future. Learn more at el.uga.edu
CONFERENCE MATERIALS

EXPERIENTIAL LEARNING & THE WORLD OF TOMORROW

Banner

Podium Sign

Directional Signs
CONFERENCE MATERIALS

Pull-Up Banners

Booklet

Email Invitation