

STYLE GUIDE

EXPERIENTIAL LEARNING FOR THE UNIVERSITY OF GEORGIA

STYLE GUIDE / JANUARY 2020



UNIVERSITY OF
GEORGIA



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1

MESSAGING OVERVIEW

**PASSIONATE ABOUT
THE PROMISE**

UNIQUELY CONNECTIVE

DELIBERATE IN DESIGN

**EXPONENTIALLY
ELEVATIONAL**

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.

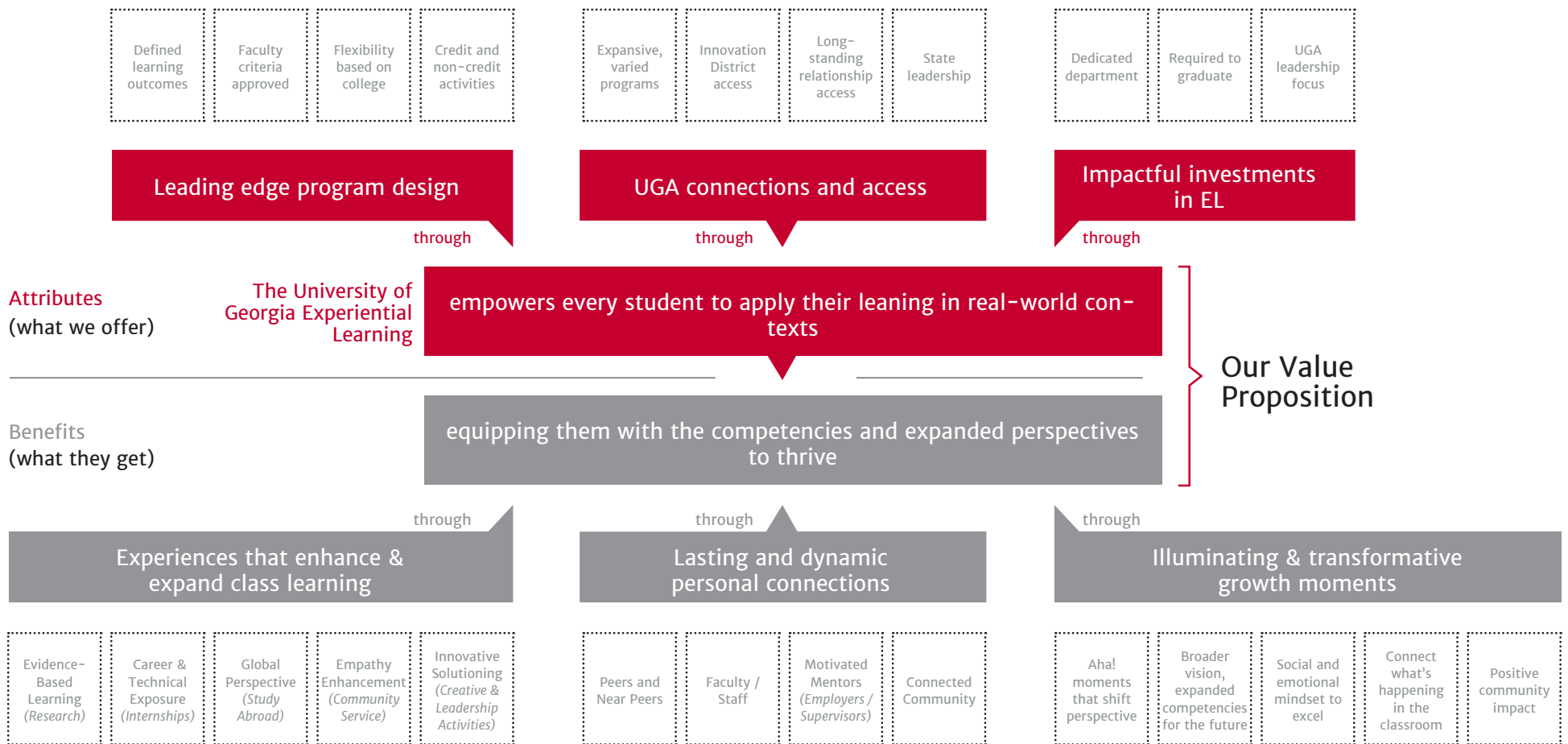
As a leader in higher education we're uniquely able to open virtually any door or blaze any path to create programs that enhance every field of study. We help students find and nurture the powerful connections that make experiences count.

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.

1 BRAND MESSAGING

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



STRATEGIC FRAMEWORK

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

	PASSIONATE ABOUT THE PROMISE	UNIQUELY CONNECTIVE	DELIBERATE IN DESIGN	EXPONENTIALLY ELEVATIONAL
Messaging Value Prop	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.	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 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.	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.
Messaging Themes / Brand Alignment	A commitment and an investment – in people, programs, scholarships. Supporting the promise of value in higher education	An evolution of UGA's Land Sea Grant mission Direct involvement with partners and organizations across the region	A commitment and an investment – in people, programs, scholarships. Experiential Learning graduation requirement Connection with Innovation District	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 & lead (with competencies to succeed)
Proof Points	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	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	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	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
Experiential Learning Priorities	Establish EL@UGA as an emerging national leader in the HIP/EL space	Increase external visibility of UGA's EL initiative Scale and Develop EL partnerships and programs	Launch an EL competency credential program Establish innovative use cases of EL data	Increase on-campus awareness and affinity

2

COLOR

3 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 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.

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.

ARCH BLACK

C0 M0 Y0 K100
R0 G0 B0
HEX #000000

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

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

BULLDOG RED

(PANTONE 200 C)

C3 M100 Y70 K12
R186 G12 B47
HEX #BA0C2F

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

CHAPEL BELL WHITE

C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

* NEVER SET TEXT IN BULLDOG RED ON ARCH BLACK BACKGROUNDS

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.

GLORY GLORY

C0 M93 Y79 K0
R228 G0 B43
HEX #E4002B
PANTONE 185 C

LAKE HERRICK

C97 M0 Y30 K0
R0 G163 B173
HEX #00A3AD
PANTONE 7467 C

HEDGES

C25 M9 Y100 K39
R183 G191 B16
HEX #B7BF10
PANTONE 582 C

OLYMPIC

C100 M12 Y21 K44
R0 G78 B96
HEX #004E60
PANTONE 315 C

SANFORD

C20 M25 Y30 K59
R85 G79 B71
HEX #554F47
PANTONE 404 C

HERTY FIELD

C32 M39 Y87 K74
R89 G74 B37
HEX #594A25
PANTONE 450 C

ATHENS

C44 M74 Y21 K58
R102 G67 B90
HEX #66435A
PANTONE 5195 C

STEGEMAN

C19 M12 Y13 K34
R158 G162 B162
HEX #9EA2A2
PANTONE 422 C

CREAMERY

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

ODYSSEY

C22 M6 Y0 K0
R200 G216 B235
HEX #C8D8EB
PANTONE 657 C

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.

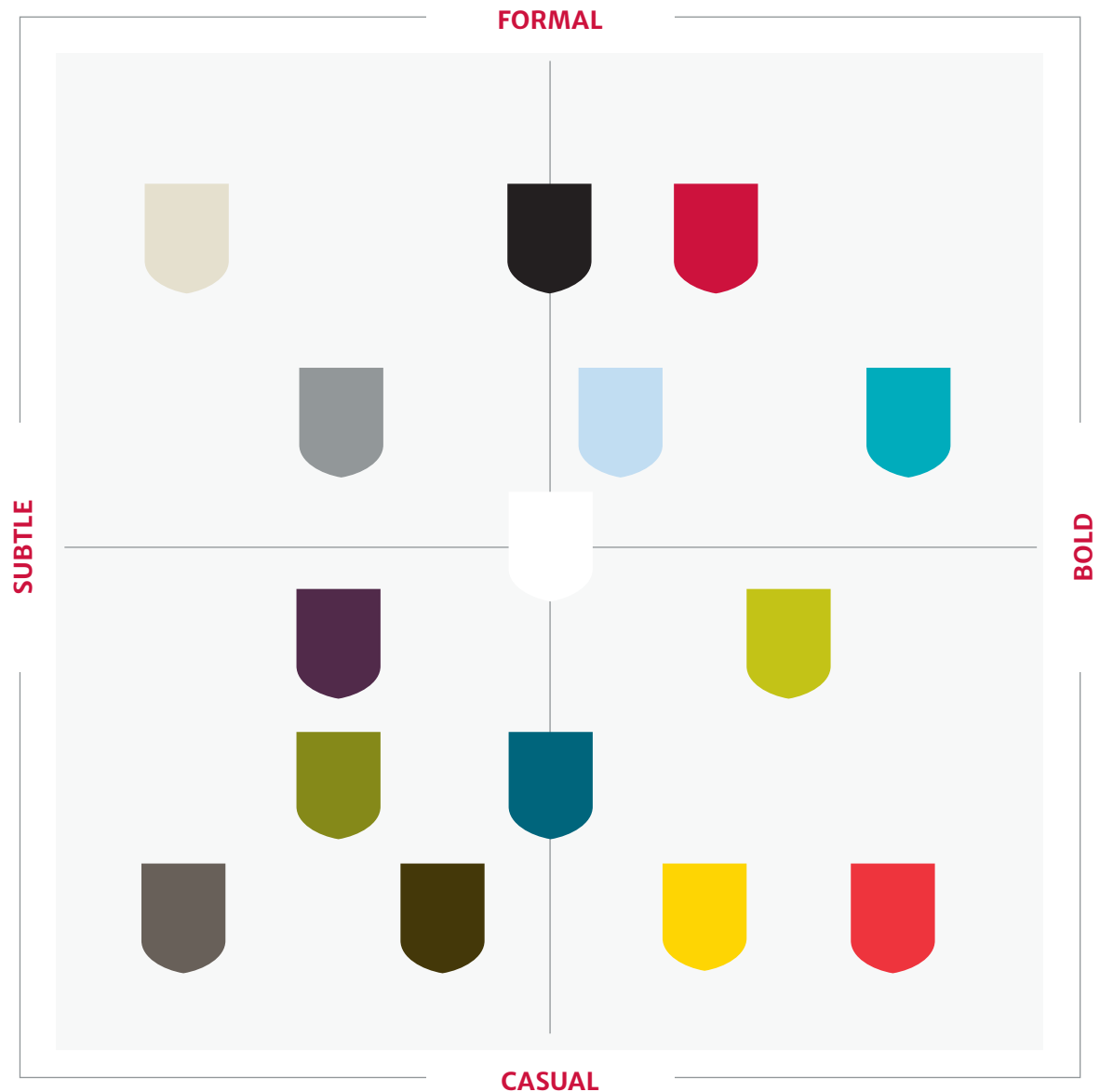
TIPS

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.



3

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

Type specimen

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz

Weights

CONDENSED NO. 18
 BOLD CONDENSED NO.20

SECONDARY SANS-SERIF

Uses: lead-ins | pull quotes | body copy | captions

Merriweather

Type specimen

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz

Weights

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

Type specimen

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Weights

BOLD

SECONDARY SANS-SERIF

Tahoma is the acceptable substitute for Merriweather Sans.

Tahoma

Type specimen

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Weights

Regular
Bold

PRIMARY SANS-SERIF ALTERNATE

IMPACT

Type specimen

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Weights

BOLD

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

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 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

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

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.

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 nibh eget nisl ullamcorper, et faucibus nisl commodo.

Praesent sapien tellus, lacinia eget elit vitae, accumsan tempus felis. Mauris in tempor neque, vel consequat ligula. Nulla condimentum faucibus mauris eu aliquet. Lorem sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Nulla rutrum sem velit, quis facilisis neque consectetur sed. Cras a lorem velit. Donec rutrum mi sit amet elit pellentesque, eget bibendum velit tincidunt. Duis id eros nec ipsum volutpat efficitur. Nunc et lorem quam. Quisque a bibendum velit.

Pull Quote
Trade Gothic
Bold Condensed No. 20
Caps

**“ETIAM EROS TURPIS,
IMPERDIET AC ODIO VITAE,
POSUERE VIVE AHORRA.”**

Quote Source
Trade Gothic
Condensed No. 18
Caps

—QUOTE SOURCE

Mauris in accumsan eros. Proin sollicitudin augue eget lacinia convallis.

- ← Subhead
Merriweather
Bold
Caps
- ← Headline
Trade Gothic
Bold Condensed No. 20
Caps
- ← Subhead/Lead-In
Merriweather
Bold
- ← Body
Merriweather
Regular
- ← Caption
Merriweather Regular

4

PHOTOGRAPHY

PHOTO STYLE

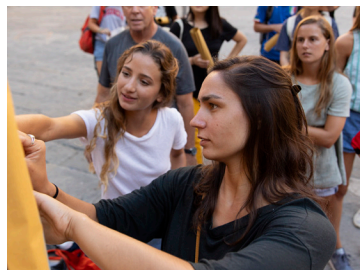
Our photography style is bright, warm and intimate, with images that use natural light whenever possible. Light is also an active element in our photography, sometimes to the point of slight overexposure. To avoid unnatural angles, never rotate the camera to an angle other than 90 degrees.

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 portrait and slice of life images, but all four subject categories are applicable.

PRIMARY

Portraits



Slice Of Life



SECONDARY

Details



Campus



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.

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 an important photograph or piece of information. It often adds sophistication and elegance to a layout.



3

Banners

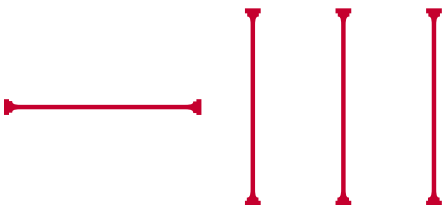
Banners can be used to point towards important information or as a container for emphasized text.



4

Expanding Columns

Lines are a great way to establish hierarchy, to guide navigation within a layout, to emphasize a word or phrase and to organize content.



5

Icons

These six icons can be used to identify specific aspects of UGA Experiential Learning. Include the labels underneath each image, unless context is clear.



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.

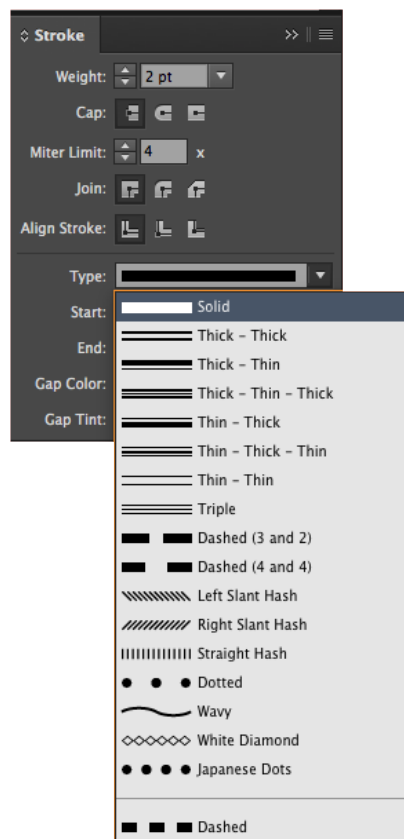
SOLID LINE



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.”**

**“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.

OMNIMPERRO OMNITIONET

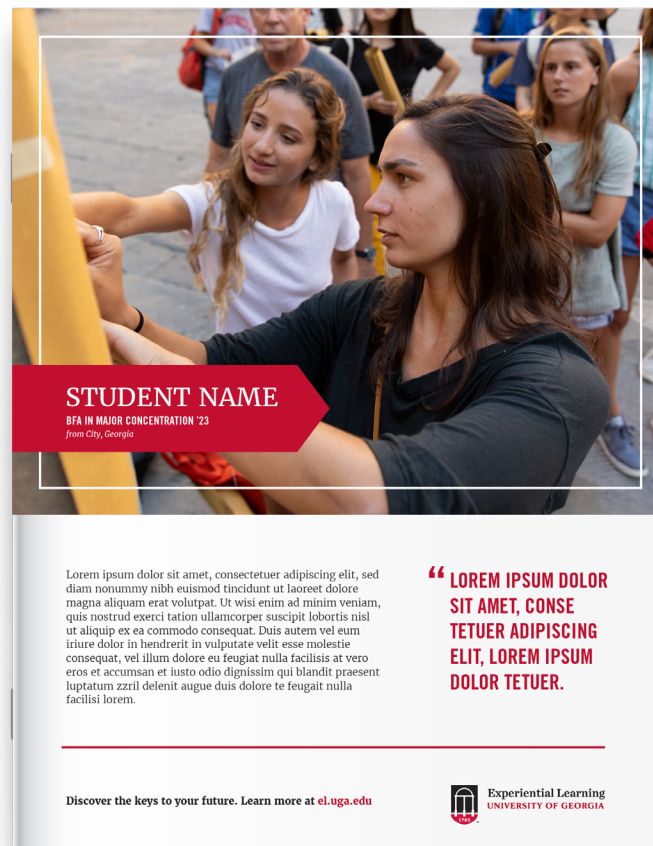
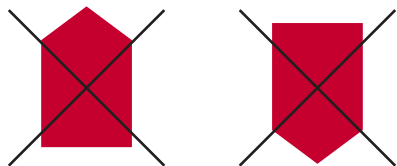
Volecus quos derum invendem sandae dolorem rehendi tatquos suntium ra debissit, conet unducimus dolesequeas aut vellor reperci od untiurio te sinti dis. Nia dolentis et volut facipsapit debitata dolut odio. Nequam, ad minus comnim rerum as asite idel es nos dolorib erferio. Id mil magnisquia voles accullabor aperibusda dolum que pedis et harchilique nit rectis con parum am eatem arum facium fugia inciis mo dolupid mo blabo. Ita pores et lanis est ut quat rem expel in nihit quidess

Nem quias as eosanda eriorit ac.

Haribusam harum ipsandanto ma non remposa eos ut as maionseque illacid ut estem doluptio bea dolutem accum re nonsere nobis a cupta voloresto ommolen.

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.

LOREM IPSUM



DOLER SIT



AMER NUM

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.

6

EXAMPLES



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi lorem.

“LOREM IPSUM DOLOR SIT AMET, CONSE TETUER ADIPISCING ELIT, LOREM IPSUM DOLOR TETUER.

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



Print Ad

EXPERIENTIAL LEARNING

Experiential Learning at the University of Georgia empowers every student to apply their learning in real-world contexts, equipping them with the competencies and expanded perspectives to thrive in the emerging, dynamic global society. Selecting from unique Creative Endeavors, Faculty-Mentored Research, Internship, Leadership, Service, Learning and Study Abroad opportunities, students amplify their classroom learning, build dynamic networks and cultivate competencies, skills and mindsets that support their success after graduation. UGA's leading-edge program design, expansive network of connections and dedicated experiential learning program investments place UGA at the forefront of higher education, ensuring that every graduate is ready to thrive.

100%
of undergraduates complete at least one experiential learning opportunity

23.1k
experiential learning opportunities completed by UGA undergraduates in the 2019-20 academic year

\$875k+
in experiential learning scholarships awarded to students through spring 2020

THOUGHT LEADER
In the vanguard of institutions that provide opportunities to increase student engagement, the University of Georgia was the largest public university to first require each of its nearly 24,000 undergraduate students to engage in experiential learning prior to graduation.

REAL-WORLD EXPERIENCE
UGA's diversity of experiential learning opportunities enables students to integrate and apply knowledge and skills learned in the classroom to real-world settings, building networks and gaining career exposure.

TRANSFORMATIVE GROWTH MOMENTS
Experiential learning at UGA is designed to broaden student perspectives of the world and expand their vision for the impact that they will make on that world.

SCHOLARSHIPS
The Office of Experiential Learning supports access to experiential learning opportunities through a robust scholarship program that provides resources to offset or fully fund costs associated with these opportunities.

BOUNDLESS OPPORTUNITIES
Over 2,000 faculty-supervised experiential learning courses and activities have been created to provide students with individualized exposure to and exploration of their world through internships, research, study abroad, service-learning and more.

LEARN MORE: EL.UGA.EDU

#EXPERIENTIAL LEARNING @UGA

One Pager

DON'T JUST LEARN IT. DO IT.

Let your experiences guide your future.

LOREM IPSUM
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

LOREM IPSUM
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

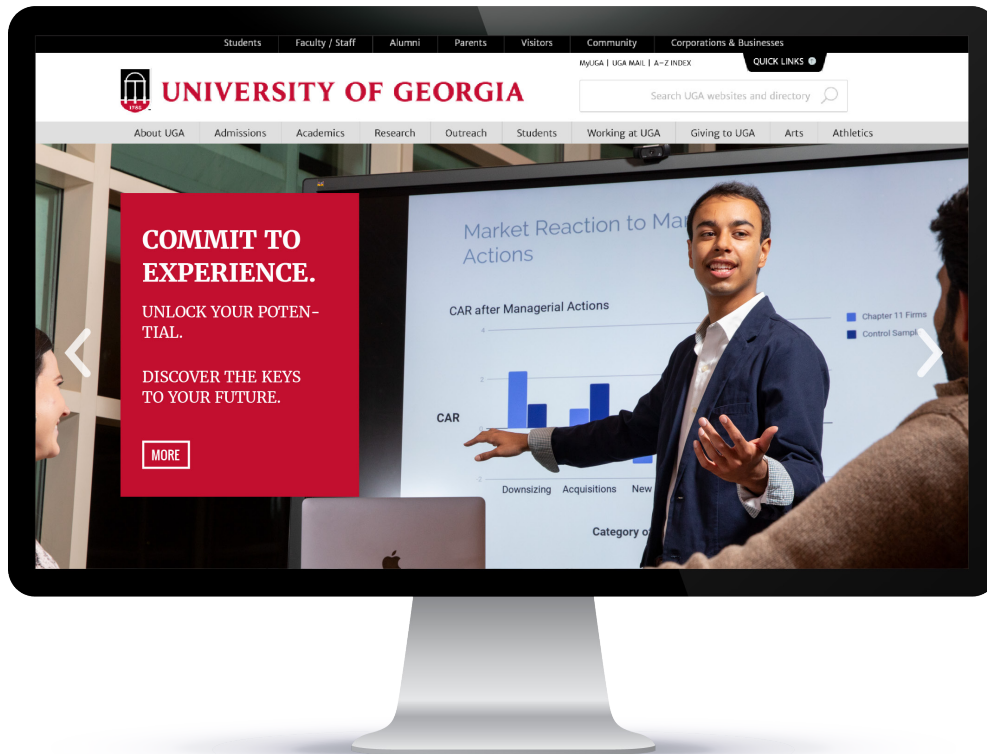
LOREM IPSUM
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

LOREM IPSUM
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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

Rack Card

7 DIGITAL & SOCIAL



UGA.EDU Homepage



PowerPoint



Facebook Post

COMMIT TO EXPERIENCE. UNLOCK YOUR POTENTIAL.



Experiential Learning
UNIVERSITY OF GEORGIA

Digital Leaderboard

7 CONFERENCE MATERIALS

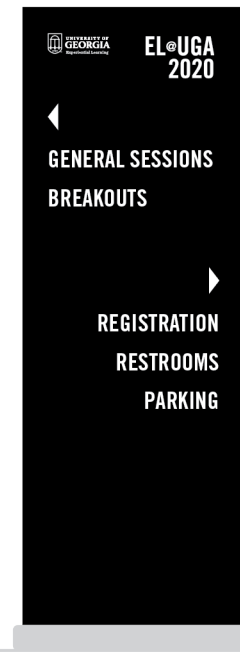
Banner



Podium Sign



Directional Signs



7 CONFERENCE MATERIALS

Pull-Up Banners



Booklet



Email Invitation



UNIVERSITY OF
GEORGIA