

UGA LIBRARIES STYLE GUIDE

BRAND NARRATIVE

Our more than 4.5 million volumes are only a fraction of the assets that we collect, preserve, and provide to researchers, scholars, and students on our campuses and around the world. From medieval manuscripts, historic maps, and oral histories to digital research journals chronicling the latest scientific breakthroughs, UGA’s Libraries are a gateway to knowledge, helping us better understand our state, nation, and world and driving solutions for the grand challenges that face us all.

Moreover, our greatest assets are our people. As librarians, archivists, and professional staff, we illuminate paths of learning. We teach thousands of students each year, guiding them daily in their pursuit of knowledge. We partner with faculty to support research and instruction and connect community members, from elementary school students to retirees, with history and scholarship. We broaden perspectives through scholarly and literary publishing and serve our state by sustaining public access to valuable resources.

Some call us the backbone of the University of Georgia, providing solid support for scholarship across our campuses. Others call us the heart, circulating the lifeblood of knowledge throughout the entire system and delivering information that nourishes growth and discovery.

From our study rooms and classrooms to our makerspace, exhibit halls and beyond, all are welcome to engage with the information and people that allow them to explore, interpret, understand, and reimagine the world.

PERSONALITY TRAITS

WELCOMING

We are warm and welcoming to all who come through our doors.

RELIABLE

We are credible, going above and beyond to provide trustworthy information and provide consistent services to our students, faculty and community.

COLLABORATIVE

We are eager to foster conversations and partnerships across campus and beyond.

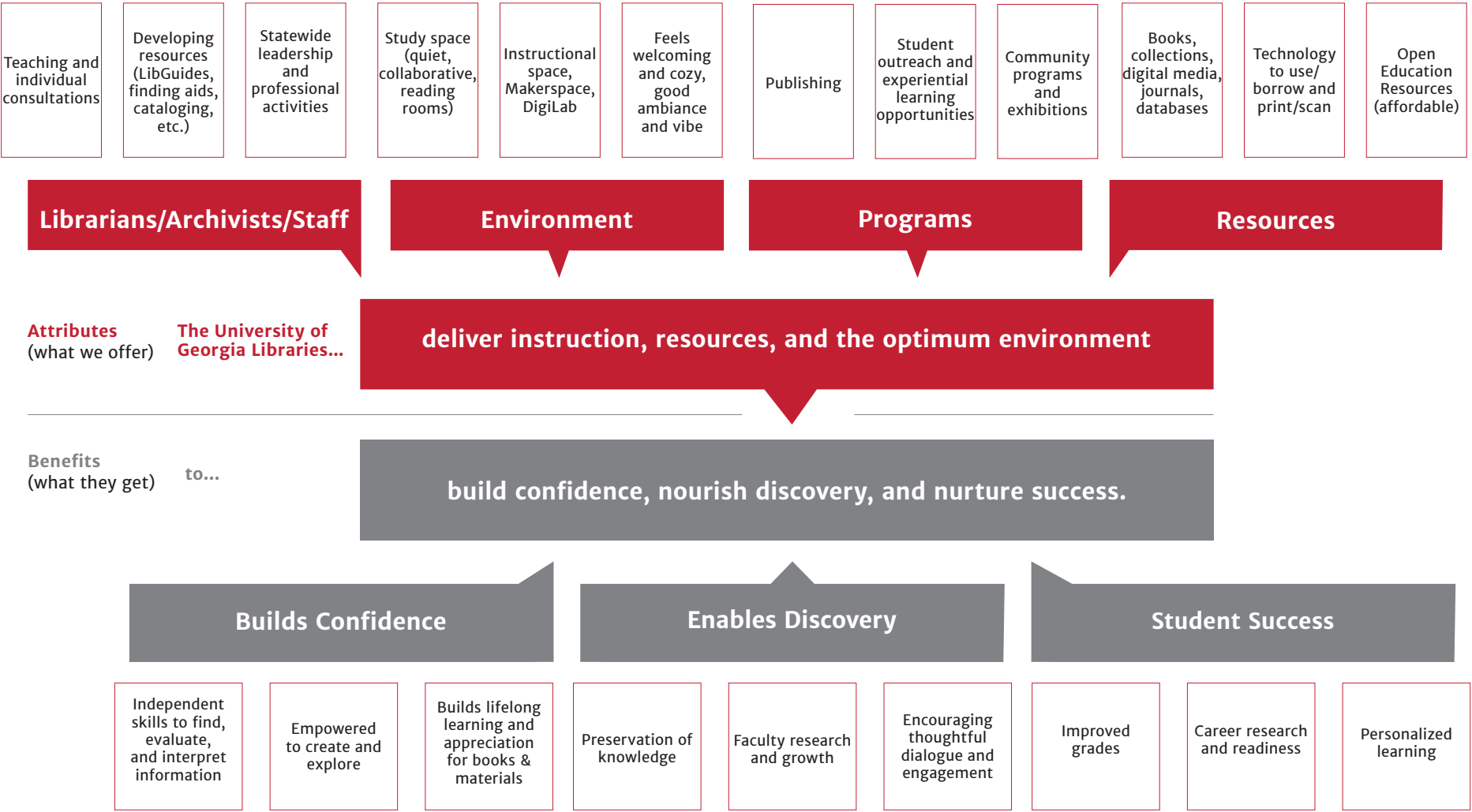
NURTURING

We are personable, supportive and invested in others, as well as easygoing, kind and respectful.

COMMITTED

We are deeply invested, and our conviction—to our students, our state and our world—is unwavering.

MESSAGING MAP



Additional references and resources:

BRAND.UGA.EDU

The UGA Libraries style is derived from the University of Georgia master brand. Visit **brand.uga.edu** for additional references and resources.

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SAMPLE COPY

YOUR GATEWAY TO KNOWLEDGE

See how UGA Libraries can provide help, resources and the perfect environment on your path to discovery.

NEED HELP?

Ask a librarian. Our librarians, archivists and professional staff can help on your path to discovery.

BOOKS? WE HAVE VOLUMES... AND SO MUCH MORE.

See how UGA Libraries can provide help, resources and the perfect environment for your path to discovery.

TYPOGRAPHY

Headlines

TRADE GOTHIC BOLD CONDENSED NO.20

All Caps

Sub-heads

Georgia Italic

Body Copy

Georgia Regular

BOOKMARK GRAPHIC



The **bookmark** is the graphic element unique to UGA Libraries.

It should only appear vertically.

It can be used as a container for text and/or photos (see examples).

It can appear in various brand colors and secondary colors.

It can appear in different heights as needed for the space.



Along with the bookmark graphic, **brand.uga.edu** has a number of graphic tools that work together to distinguish us from our peers and create a look that is instantly recognizable. When they're used consistently, these elements create continuity among families of materials. Each of them can be used on its own or in conjunction with others. You should not use all elements in a single piece.

LINES



BORDERS



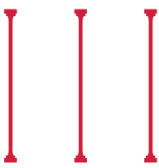
BANNERS



SHIELD



EXPANDING COLUMNS

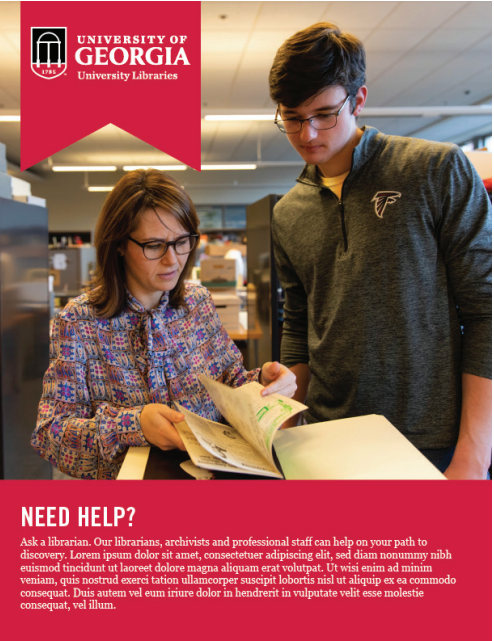


KEY AUDIENCES

- Students
- Faculty
- Staff
- Community

EXAMPLES

Print Ad



Digital Ad



Pop-Up Banner



For style assistance or questions, contact:

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Additional references and resources:

BRAND.UGA.EDU