

BRAND TRAINING CHEAT SHEET



BRAND NARRATIVE

- A** At the heart of all we do is heart. And it's the love we share for our students, for the state of Georgia, and for the people of the world that turns every potential possibility into something truly possible.
- B** This is why we're solving grand global challenges. This is how we're serving communities and improving human lives. And this is the reason we give our students every opportunity to do more, achieve more and become more.
- C** We share a deep sense of duty and dedication. We acknowledge the past while we look to the future. We embrace the challenges that push us way past our comfort zones—into disaster zones, combat zones, end zones and every time zone.
- D** Wherever people are suffering, whenever communities are looking for stronger leaders, and whenever the world cries out for those who will bring better solutions, we are there to answer the call to service.
- E** It's more than our mission. More than our passion. It's our commitment. A commitment to our future. A commitment to each other. A commitment to a better world. A commitment we hold close to our hearts.
- Commit to greatness.**

AUDIENCES

Our brand can be consistent and well executed, but if what we're saying doesn't resonate with our audiences, then our efforts won't be as effective.

THE GEORGIA FAMILY

Current students and families

Faculty

Staff and administration

THE EXTENDED FAMILY

Alumni and donors

Residents and communities in the state of Georgia

Bulldog fans

Employers in the state of Georgia

Civic Thought Leaders

THE FUTURE GEORGIA FAMILY

Prospective students and their families

THE PUBLIC

Peer institutions

Press and media

National and international employers

Research funders

Institutional donors

Others

ALIGN

Build alignment around the university's umbrella brand story and comprehensive offer.

ENGAGE

Enhance the reputation of the university and **strengthen engagement** and advocacy for the institution beyond athletics.

CONNECT

Generate greater visibility for the university, building stronger relationships and partnerships.

MESSAGING MAP

Our messaging map organizes key messages into a hierarchy to ensure that our communications are clear, consistent and compelling. The messaging map prescribes what we say, while our voice is how we say it.



VOICE CHECKLIST

- ✓ Does it align to our positioning statement?
- ✓ Does it lead with a benefit?
- ✓ Does it pair a corresponding benefit and attribute?
- ✓ Does it sound like something a person with our brand's personality traits would say?
- ✓ Does it sound even better when you read it out loud?
- ✓ Does it include at least one of our key messages?
- ✓ Is it appropriate for the intended audience?
- ✓ Does it convey the relevant aspects of our personality?
- ✓ Does it get to the point, without burying the key message?
- ✓ Do the headlines convey our voice, instead of simply labeling the content?
- ✓ Does it move beyond simply stating the facts to reveal something bigger about the University of Georgia, our mission and our place in the world?

CREATIVE BRIEF

Who are we talking to?

What do they care about?

What do we want them to know?

What emotion do we want to convey?

How do we back it up?

What action do we want them to take?

What can we assume they know (or don't know)?

PERSONALITY

Like any organization, our institution has defining traits. They set the tone for how our brand communicates, and signal to the reader that our message is true and authentic.

NURTURING

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

OPTIMISTIC

We are hopeful, and we envision a better world that we are helping make possible.

TIME-HONORED

We are guided by a respect for history, tradition and our Southern roots.

TENACIOUS

We are ambitious, and we never stop searching for better answers and bigger solutions.

FOCUSED

We are intentional and doggedly determined, guided by a clarity of purpose.

COMMITTED

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

TYPOGRAPHY

When it's used thoughtfully, typography is a powerful brand tool that can reflect or expand on the meaning of what's communicated. The University of Georgia's typography is clear, clean and flexible for a wide range of situations.

Merriweather TRADE GOTHIC

Merriweather Sans

GRAPHIC ELEMENTS

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.

LINES



BORDERS



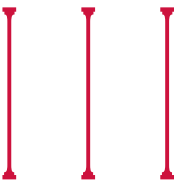
BANNERS



SHIELD



EXPANDING COLUMNS



COLORS

Our color palette has five layers: primary, vibrant, rich, dark and neutral—each with its own set of colors. Lean heavily on our primary palette, but use the supporting palettes to build color schemes that are complementary and balanced.

PRIMARY	VIBRANT	RICH	DARK	NEUTRAL
BULLDOG RED PANTONE 200 C 3 M 100 Y 70 K 12 R 186 G 12 B 47 HEX BA0C2F	GLORY GLORY PANTONE 185 C 0 M 93 Y 79 K 0 R 228 G 0 B 43 HEX E4002B	HEDGES PANTONE 582 C 25 M 9 Y 100 K 39 R 183 G 191 B 16 HEX B7BF10	SANFORD PANTONE 404 C 20 M 25 Y 30 K 59 R 119 G 110 B 100 HEX 554F47	STEGEMAN PANTONE 422 C 19 M 12 Y 13 K 34 R 158 G 162 B 162 HEX 9EA2A2
ARCH BLACK C 0 M 0 Y 0 K 100 R 0 G 0 B 0 HEX 000000	LAKE HERRICK PANTONE 7467 C 97 M 0 Y 30 K 0 R 0 G 163 B 173 HEX 00A3AD	OLYMPIC PANTONE 315 C 100 M 12 Y 21 K 44 R 0 G 78 B 96 HEX 004E60	ATHENS PANTONE 5195 C 44 M 74 Y 21 K 58 R 102 G 67 B 90 HEX 66435A	CREAMERY PANTONE 7527 C 3 M 4 Y 14 K 8 R 214 G 210 B 196 HEX D6D2C4
CHAPEL WHITE C 0 M 0 Y 0 K 0 R 255 G 255 B 255 HEX FFFFFF			HERTY FIELD PANTONE 450 C 32 M 39 Y 87 K 74 R 89 G 74 B 37 HEX 594A25	ODYSSEY PANTONE 657 C 22 M 6 Y 0 K 0 R 200 G 216 B 235 HEX C8D8EB

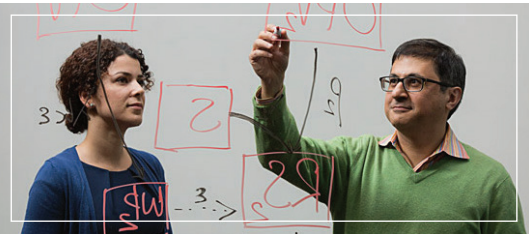
PHOTOGRAPHY

A balance of authentic portraiture, candid moments and points of impact makes our communications richer and more interesting.

PORTRAITS



SLICE OF LIFE



DETAILED



HISTORICAL AND CAMPUS

