Generally, HELVETICA BLACK is used IN CAPS for any main header or call to action.

Additionally, Helvetica Bold can be used as a weight variation.

Generally, materials that we are producing will be web based and (very often) produced or viewed on a Windows platform.

In these instances, it is essential that all copy is set to “San-Serif” fonts. Particularly Helvetica and Arial (Helvetica being used on Mac & Arial being used on PC’s).

All headers, and other rasterized graphics such as banners, buttons and other call-outs MUST use Helvetica as the typeface.
The primary colors are red and black. There are two red options which may be used, one lighter and one darker. This alternative is purely for use in gradients and three-dimensional effects. Generally, header text is in the lighter red, while body copy appears in black.

Users may creatively place the Donate Now graphic in web design with limited restraints.

1. It must **ALWAYS** link directly to the external affairs online giving page (https://www.externalaffairs.uga.edu/os/makegift). The only modification with the URL allowed is to accommodate specific fund, appeal code, and/or gift amount preferences.

2. It must **NEVER** be placed on a red background!

3. Modifications to the graphic are not allowed.
USE & USAGE

The “Doggy Bank” graphic is the sole property of The Office of Development. The graphic may be used in any campus or affiliated web pages to support academic fundraising for UGA. Contact the Office of Development Communications for more information.

Graphic Guidelines

There are two variations of the graphic -- one with a coin and one without. Either version is valid to use but generally, the former is preferred.

Rules:

1. The Doggy bank can only be place on black, white, or one of the tones of grey from the pallete on page 2.

PLEASE DO NOT DO THIS! ►

2. The graphic cannot be changed in any way.

3. The graphic must be used in connection with The Office of Development fund raising initiatives. It is not intended for use in referencing financial advice, academic payments, student spending accounts, etc.