

ELEVATOR PITCH

This elevator pitch and the sub-themes can be used as copy in print and online publications.

When did you know you were a Bulldog? Was it walking onto Tate Plaza on your first day? Was it the first time you saw the inside of Sanford Stadium? Or was it a thousand miles from home, when you heard two simple words, “Go Dawgs?”

The University of Georgia is all about that moment. We honor it every day, by bringing alumni together year-round, worldwide and lifelong.

Because whether you were a first-gen grad or born wearing red and black, being a Bulldog is about more than a memory or even a degree. It’s moving to a new job and finding a G in someone else’s office. It’s meeting old friends downtown and feeling the years vanish. It’s making new friends on a fall Saturday anywhere in America.

It’s about a deep-rooted community, centuries old and over three hundred thousand strong. As the birthplace of public higher education in America, we instill a tenacity that gives our graduates an advantage in the working world. Our family reunions embody the spirit of UGA. We connect the dreamers and the doers. We celebrate the risk-takers and the culture-shapers. We create better communities around the world. And we are empowering the next breed of Bulldogs to continue that tradition.

So think back to when you became a Bulldog, wear it on your sleeve and join the hundreds of thousands doing the same. We’re in Savannah, Seattle, Decatur, Detroit, Bainbridge, Boston, but we all call the same place home. We’re united by the Arch and the Hedges, by Broad Street and Milledge Avenue and the sound of Glory, Glory. We are UGA Alumni, and we Never Bark Alone.

AUDIENCES

- 1 Alumni (New grads, young & established alumni)
- 2 Students & prospective students
- 3 Fans

GOALS

- 1 Inspire pride among our alumni
- 2 Strengthen awareness of opportunities we offer
- 3 Gain support for advancing UGA and creating opportunities for students

KEY MESSAGING

UGA fosters lifelong relationships with our alumni, because we are committed to the growth, success and connection of the Bulldog family.

Benefits

Pride & Camradery

Professional & Leadership Development

Purpose & Community

PERSONALITY

ENDURING

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

NURTURING

We are personable, supported, and invested in others, as well as easy-going, kind, and respectful of others.

SPIRITED

We are hopeful and enthusiastic about the opportunity to help make a better future possible.

COMMITTED

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

AMBITIOUS

We are curious and innovative, tenaciously searching for better answers and more impactful solutions.

VOICE

WORLD-CLASS
SINCERE
INSPIRING
DRIVEN
CONFIDENT

HEADLINES AND COPY

Our primary tagline consists of two phrases that work together to communicate an emotional and purposeful message. They can also be used separately as headlines. Do not alter the wording or punctuation.

NEVER BARK ALONE.
Bringing Bulldogs together year-round, worldwide and lifelong.

“NEVER BARK ALONE.”

“YEAR-ROUND. WORLDWIDE. LIFELONG.”

“MORE THAN A MEMORY. MORE THAN A DEGREE.”

“YOU COMMIT TO GEORGIA. WE COMMIT TO YOU.”

HASHTAGS

#NEVERBARKALONE
#ALWAYSADAWG

“FROM ATHENS TO _____, WE’RE RINGING THE BELL”

From Athens to 5th Ave, we’re ringing the bell.

From Athens to the west coast, we’re ringing the bell.

From Athens to New Orleans, we’re ringing the bell.

“THE MOMENT WHEN _____.”

The moment when you knew you we’re a Bulldog.

The moment when you learned a tree could own itself.

The moment when you snelebrated after finals.

“WHERE COMMITMENT MEETS _____.”

Where commitment meets creativity.

Where commitment meets justice.

Where commitment meets public health.

Where commitment meets conservation.

“THAT’S MY/OUR COMMITMENT.”

Stronger, healthier communities, that’s our commitment.

A diverse workforce, that’s my commitment.

A business that outlives me, that’s my commitment.

STYLE GUIDE | ALUMNI BRAND

STYLE

CASUAL
BOLD

LOGOS & MARKS

ALUMNI ASSOCIATION LOGO

Visual identifier for internal audiences. Usage of this mark should be limited to meeting materials and other official documents.



PROMOTIONAL MARK

Visual identifier for external alumni audiences. Consistent use of this mark will help establish a strong, recognizable identity.



GRAPHICS

ELEMENTS

1785 ANGLE

Angles are a versatile graphic element. They can be used to add texture, shape and dimension to design and photography. Our angle is positioned at 17.85 degrees honoring the year UGA was founded. This graphic element is unique to the Alumni brand.



* NEVER SET TEXT IN BULLDOG RED ON ARCH BLACK BACKGROUNDS

COLOR

Primary

BULLDOG RED
PMS 200
C3 M100 Y70 K12
R186 G12 B47
HEX#BA0C2F

ARCH BLACK
C70 M50 Y30 K100
R0 G0 B0
HEX#000000

CHAPEL BELL WHITE
C0 M0 Y0 K0
R255 G255 B255
HEX#FFFFFF

Rich

GLORY GLORY
PMS 185
C3 M100 Y70 K12
R239 G55 B62
HEX#BA0C2F

OLYMPIC
PMS 315
C100 M12 Y21 K44
R0 G103 B127
HEX#00677F

Vibrant

HEDGES
PMS 582
C25 M9 Y100 K39
R183 G191 B16
HEX#B7BF10

LAKE HERRICK
PMS 7467
C97 M0 Y30 K0
R0 G163 B173
HEX#BA0C2F

Dark

SANFORD
PMS 404C
C20 M25 Y30 K59
R85 G79 B171
HEX#69605A

ATHENS
PMS 5195C
C44 M74 Y21 K58
R102 G67 B90
HEX#522B4A

HERTY FIELD
PMS 450C
C32 M39 Y87 K74
R89 G74 B37
HEX#45390C

Neutral

STEGMAN
PMS 422
C19 M12 Y13 K34
R158 G162 B162
HEX#9EA2A2

CREAMERY
PMS 7527
C3 M4 Y14 K8
R214 G210 B196
HEX#D6D2C4

ODYSSEY
PMS 657
C22 M6 Y0 K0
R200 G216 B235
HEX#C8D8EB

PHOTO STYLE

PHOTOGRAPHY STYLES

PORTRAITURE



ENVIRONMENTAL



SLICE OF LIFE



DETAILS



EXAMPLES

PRINT

MAGAZINE AD

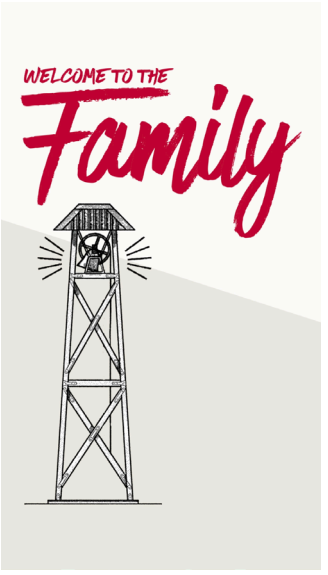


BANNER



DIGITAL

SOCIAL MEDIA



FONTS

SAN SERIF

Uses: headlines | pull quotes | callouts

TRADE GOTHIC

SERIF

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

Merriweather

SCRIPT

Uses: headlines | pull quotes | callouts

Have Heart One

HAVE HEART TWO

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Weights

CONDENSED NO. 18  
BOLD CONDENSED #20

Weights

Light  
Light Italic  
Regular  
Italic  
Bold  
Bold Italic  
Black  
Black Italic