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.

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

ELEVATOR PITCH

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**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.

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**COLOR**

**Primary**

BULLDOGS RED
C 100 M 0 Y 0 K 0
HEX #FF0000

DORCHY GLORY
C 85 M 100 Y 0 K 0
HEX #FF0000

Olympic
C 0 M 100 Y 100 K 0
HEX #FFFFFF

Yale Blue
C 100 M 0 Y 0 K 0
HEX #000000

CHAPLAIN WHITE
C 100 M 0 Y 0 K 0
HEX #FFFFFF

**Neutral**

SANFORD
C 44 M 74 Y 21 K 58
HEX #522B4A

STEWARD
C 122 M 122 Y 122 K 122
HEX #777777

ATHENS
C 32 M 39 Y 87 K 74
HEX #45390C

ODYSSEY
C 22 M 6 Y 0 K 0
HEX #C8D8EB

CREMERY
C 75 M 75 Y 75 K 75
HEX #FFFF00

**Vibrant**

Have Heart One
USES: headlines | pull quotes | callouts

Merriweather
SERIF

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**PHOTO STYLE**

**PHOTOGRAPHY STYLES**

PORTRAITURE

ENVIRONMENTAL

SLICE OF LIFE

DETAILS

**EXAMPLES**

**PRINT**

MAGAZINE AD

BANNER

**DIGITAL**

SOCIAL MEDIA

**ANGLES**
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 BULLDOGS RED ON ARCH BLACK BACKGROUNDS*