

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

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

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

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

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

“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.



Alumni Association
UNIVERSITY OF GEORGIA

PROMOTIONAL MARK

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



ALUMNI

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	Rich	Vibrant	Dark	Neutral
BULLDOG RED PMS 200 C3 M100 Y70 K12 R186 G12 B47 HEX#BA0C2F	GLORY GLORY PMS 185 C3 M100 Y70 K12 R239 G55 B62 HEX#BA0C2F	HEDGES PMS 582 C25 M9 Y100 K39 R183 G191 B16 HEX#B7BF10	SANFORD PMS 404C C20 M25 Y30 K59 R85 G79 B171 HEX#69605A	STEGMAN PMS 422 C19 M12 Y13 K34 R158 G162 B162 HEX#9EA2A2
ARCH BLACK C70 M50 Y30 K100 R0 G0 B0 HEX#000000	OLYMPIC PMS 315 C100 M12 Y21 K44 R0 G103 B127 HEX#00677F	LAKE HERRICK PMS 7467 C97 M0 Y30 K0 R0 G163 B173 HEX#BA0C2F	ATHENS PMS 5195C C44 M74 Y21 K58 R102 G67 B90 HEX#522B4A	CREAMERY PMS 7527 C3 M4 Y14 K8 R214 G210 B196 HEX#D6D2C4
CHAPEL BELL WHITE C0 M0 Y0 K0 R255 G255 B255 HEX#FFFFFF			HERTY FIELD PMS 450C C32 M39 Y87 K74 R89 G74 B37 HEX#45390C	ODYSSEY PMS 657 C22 M6 Y0 K0 R200 G216 B235 HEX#C8D8EB

FONTS

SAN SERIF

Uses: headlines | pull quotes | callouts

TRADE GOTHIC

SERIF

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

Merriweather

Weights
CONDENSED NO. 18
BOLD CONDENSED #20

Weights
Light
Light Italic
Regular
Italic
Bold
Bold Italic
Black
Black Italic

SCRIPT

Uses: headlines | pull quotes | callouts

Have Heart One

HAVE HEART TWO



PHOTO STYLE

PHOTOGRAPHY STYLES

PORTRAITURE



ENVIRONMENTAL



SLICE OF LIFE



DETAILS



EXAMPLES

PRINT

MAGAZINE AD



BANNER



DIGITAL

SOCIAL MEDIA

