Bulldogs believe in tomorrow. Because tomorrow isn’t just another day. It’s hope. It’s potential. It’s a promise.

As the birthplace of public higher education in America, the University of Georgia was built to empower people to make a better tomorrow for our community, our state and our world.

And even when the challenges of today make tomorrow hard to see, we know that a challenge isn’t an obstacle, it’s a prelude.

We are powered by the commitment of generations of Bulldogs, who brought us to this moment. Now more than ever, we can answer the call of tomorrow.

We will expand the educational experience and share groundbreaking instruction, research and innovation with the world.

We will find those who still believe UGA is out of reach and make them alumni.

We will achieve greater to serve more. Where there is disease, we will pursue its cure. Where there is hunger, we will provide. Where there is injustice, we will do good. Where there is convention, we will innovate.

The issues we face today are bigger than any one of us. But they are not bigger than all of us. When you support your tomorrow at UGA, you join tens of thousands of Bulldogs doing the same.

Because Bulldogs believe. The power of that belief brought us to today. Just imagine where we’ll be tomorrow.

To Bulldogs, tomorrow isn’t just another day. It’s hope. It’s potential. It’s a promise.

For nearly 250 years, the University of Georgia has helped fulfill that promise. As the birthplace of public higher education in America, we were built to empower people to make a better tomorrow for our community, our state and our world.

Today makes tomorrow hard to see. Complex problems can overwhelm, divide and challenge us. But if you believe in tomorrow, a challenge isn’t an obstacle, it’s a prelude.

Bulldogs share that belief. Their commitment, across generations, brought us to this moment, and now more than ever, it urges us to do more. Today, we can answer the call of tomorrow.

We will expand the educational experience, training students for the world, not for a test, and sharing groundbreaking instruction, research and innovation with the world. Our faculty and students lead UGA’s progress, so we will lift them up to see farther and reach higher.

We will find those who still believe UGA is out of reach and make them alumni. We will honor the trailblazers who cleared the way for generations of students by joining their commitment to empower people from every walk of life.

We will achieve greater to serve more. UGA unites renowned thinkers, bold dreamers and a mission of service. Where there is disease, we will pursue its cure. Where there is injustice, we will do good. Where there is hunger, we will provide. Where there is convention, we will innovate.

The issues we face today are bigger than any one of us. But they are not bigger than all of us. When you support your tomorrow at UGA, you join tens of thousands of Bulldogs doing the same.

Because Bulldogs believe. The power of that belief brought us to today. Just imagine where we’ll be tomorrow.

Bulldogs believe in a better tomorrow for our community, our state and our world.

Bulldogs believe in the promise of tomorrow.

“BULLDOGS BELIEVE IN TOMORROW.”

“BULLDOGS BELIEVE.”

“COMMIT TO TOMORROW.”

“TODAY, WE CAN BUILD TOMORROW.”

“What’s your tomorrow?”

“YOU BELIEVE IN TOMORROW. WE BELIEVE IN YOU.”

“BULLDOGS BELIEVE IN / COMMIT TO THE ______ OF TOMORROW.”

Bulldogs believe in the artists of tomorrow.

Commit to the entrepreneurs of tomorrow.

Bulldogs believe in the promise of tomorrow.

“_______ IS BIGGER THAN ME. BUT IT’S NOT BIGGER THAN US.”

COVID is bigger than me. But it’s not bigger than us.

Food security is bigger than me. But it’s not bigger than us.

Inequality is bigger than me. But it’s not bigger than us.
The main UGA logos and school/college/unit logos are the official identifiers for this initiative when communicating with external audiences.

**OFFICIAL UGA LOGO**

The Development and Alumni Relations logo should only be used when communicating with internal audiences and key volunteers.

*Additional logo variations can be found on brand.uga.edu*

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**PHOTO STYLE**

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

**PORTRAITURE**

**SLICE OF LIFE**

**DETAILED**

**HISTORICAL AND CAMPUS**

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**FONTS**

**PRIMARY SAN SERIF**

*Uses: headlines | pull quotes | callouts*

Merriweather

**SECONDARY SERIF**

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

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**COLOR**

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**

- **BAKER 585**
  - R0 G0 B0
  - HEX#000000

**VIBRANT**

- **OLYMPIC**
  - R0 G103 B127
  - HEX#00677F

**RICH**

- **BULLDOG RED**
  - R186 G12 B47
  - HEX#BA0C2F

**DARK**

- **HEDGES**
  - R183 G191 B16
  - HEX#B7BF10

**NEUTRAL**

- **CREAMERY**
  - R214 G210 B196
  - HEX#D6D2C4

**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. A range of illustration styles are available depending on the tone and personality of the project.

**BANNERS**

**BORDERS**

**SHEilds**

**EXPANDING COLUMNS**

**LINES**

**ILLUSTRATIONS**

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*See additional fonts on brand.uga.edu*