

BRAND NARRATIVE

ABRIDGED NARRATIVE

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 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.

AUDIENCES

- 1 Alumni, donors & prospects
- 2 Corporations & foundations
- 3 Students

PRIORITIES

- 1 Connect Bulldogs' philanthropic aspirations to the university's priorities.
- 2 Cultivate dynamic industry partnerships that expand UGA's footprint, help students and improve our communities.

KEY MESSAGING

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

Commitments

remove barriers & open doors

enhance the learning environment

solve grand challenges

PERSONALITY

COMMITTED

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

FOCUSED

We are intentional and doggedly determined, guided by a love of learning and clarity of purpose.

AMBITIOUS

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

NURTURING

We are a loyal, inclusive and a bonded family committed to respect for each other and our world.

SPIRITED

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

ENDURING

We demonstrate integrity and excellence in everything, committed to creating a lasting impact through time-honored tradition.

HEADLINES AND COPY

FULL NARRATIVE

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.”

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

“TODAY, WE CAN BUILD TOMORROW.”

“WHAT'S YOUR TOMORROW?”

“COMMIT TO TOMORROW.”

“BULLDOGS BELIEVE IN TOMORROW.”

Law Dawgs believe in tomorrow.

Grady Dawgs believe in tomorrow.

“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.

STYLE GUIDE | DEVELOPMENT

LOGOS & MARKS

OFFICIAL UGA LOGO

The main UGA logos and school/college/unit logos are the official identifiers for this initiative when communicating with external audiences.



DIVISION MARK

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

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



EXAMPLES

SOCIAL



PRINT



FONTS

WEIGHTS
CONDENSED NO. 18
CONDENSED NO. 18 OBLIQUE
BOLD CONDENSED NO. 20
BOLD CONDENSED NO. 20 OBLIQUE

PRIMARY SAN SERIF
Uses: headlines | pull quotes | callouts
TRADE GOTHIC

WEIGHTS
Light
Regular
Italic
Bold
Bold Italic
Light Italic
Black
Black Italic

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

*See additional fonts on brand.uga.edu

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	VIBRANT	RICH	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 404 C20 M25 Y30 K59 R119 G110 B100 HEX#554F47	STEGMAN PMS 422 C19 M12 Y13 K34 R158 G162 B162 HEX#9EA2A2
ARCH BLACK C70 M50 Y30 K100 R0 G0 B0 HEX#000000	LAKE HERRICK PMS 7467 C97 M0 Y30 K0 R0 G163 B173 HEX#BA0C2F	OLYMPIC PMS 315 C100 M12 Y21 K44 R0 G103 B127 HEX#00677F	ATHENS PMS 5195 C44 M74 Y21 K58 R102 G67 B80 HEX#66435A	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 450 C32 M39 Y87 K74 R89 G74 B37 HEX#594A25	ODYSSEY PMS 657 C22 M6 Y0 K0 R200 G216 B235 HEX#C8D8EB

*Never set red text on a black background and vice versa.

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.

