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.

AUXENCES
1. Alumni, donors & prospects
2. Corporations & foundations
3. Students

FULL NARRATIVE
Somewhere, there’s a student who can change our world.
And right now, they’re dreaming of North Campus, of Lumpkin and Baxter, of early morning labs and late nights at Snelling, of everything that empowers, unites and defines the University of Georgia.
But between that student and UGA, there is a divide. It’s a distance measured in dollars or responsibilities or miles, and it separates our world from innovative ideas, new leaders and a better quality of life for all.
Somewhere there’s a Bulldog family waiting to welcome a new member. Through the UGA Alumni family, we can celebrate and elevate every Bulldog waiting to welcome a new member. We can give students their defining moment, whether it’s an 8 a.m. lab or when the plane lands for a semester abroad.
But together, we can build a bridge to a place that has turned potential into reality for over 200 years.
Somewhere, there’s a lesson that will change everything. We can give students the opportunity to help make a better future for those in need and find solutions for communities across the globe.
Our collective commitment can build a bridge to a better tomorrow. Because when life prevents, community enables; when need takes, Georgia gives; and when the world calls, Bulldogs answer.

HEADLINES AND COPY
When the world calls, Bulldogs answer.
When _______ (communities are suffering / the world needs innovation / businesses are looking for solutions), Bulldogs are there to answer the call.
Somewhere _______ (family waiting for a cure / community at a crossroads / student who can change our world / an idea that will shape the future), Bulldogs Never Bark Alone.
Delivering _______ (opportunity, challenges, prestige). Delivering excellence.
Empowering _______ (a versatile workforce, the future of Georgia, entrepreneurs).
Leadership that _______ (makes history, changes lives, builds communities).
Leading _______ for _______ (global security / a safer community, innovation / more secure future, human-centered research for a healthier world).
_______ (Research, Discoveries, Innovation) that change(s) lives.
A community that builds _______ (world-class researchers, leaders, entrepreneurs).
**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.

**UNIVERSITY OF GEORGIA**

Franklin College of Arts and Sciences

**DIVISION MARK**

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

**UNIVERSITY OF GEORGIA**

Development & Alumni Relations

*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**

**PRIMARY SAN SERIF**

Uses: headlines | pull quotes | callouts

**TRADE GOTHIC**

**SECONDARY SERIF**

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

Merriweather

**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.

**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**