

## BRAND NARRATIVE

### ABRIDGED NARRATIVE

Somewhere, there's a student who can change our world. And right now, they're dreaming of the University of Georgia.

But between that student and UGA, there is a divide 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.

But together, we can build a bridge to a place that has turned potential into reality for over 200 years.

Somewhere, there's a moment when a campus will become a home. We can open doors for every student—wherever they're from, whoever they are.

Somewhere, there's a lesson that will change everything. We can give students their defining moment, whether it's an 8 a.m. lab or when the plane lands for a semester abroad.

Somewhere, there's a Bulldog family waiting to welcome a new member. We can celebrate and elevate every Bulldog through the UGA Alumni family.

Somewhere, there's an idea that will shape our future. We can empower the innovators and risk-takers who will 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.**

## AUDIENCES

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

## 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.

## 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.

## HEADLINES AND COPY

### 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.

This divide stands between our today and our tomorrow. But together, we can build a bridge to a place that has turned potential into reality for over 200 years.

Somewhere, there's a moment when a campus will become a home. We can open doors to a community that supports and elevates every student—wherever they're from, whoever they are. We can find those who think they will only ever dream of UGA and make them alumni.

## KEY MESSAGING

When the world calls, Bulldogs answer.

Commitments

increase access to opportunities

strengthen the student experience

improve quality of life

### HEADLINES

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 there's a \_\_\_\_\_, (family waiting for a cure / community at a crossroads / student who can change our world / an idea that will shape the future).

Delivering \_\_\_\_\_ (opportunity, challenges, prestige). Delivering excellence.

Opportunities that \_\_\_\_\_ (change lives, serve Georgia, launch careers).

Empowering \_\_\_\_\_ (a versatile workforce, the future of Georgia, students to succeed in the real world).

Leadership that \_\_\_\_\_ (makes history, changes lives, builds communities).

Leading \_\_\_\_\_ for \_\_\_\_\_ (global security/ a safer community, innovation/ a 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).

# 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](http://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

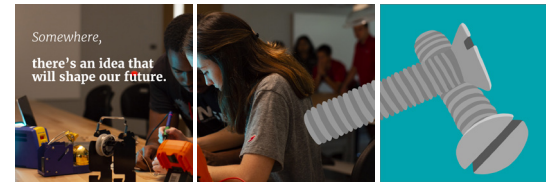
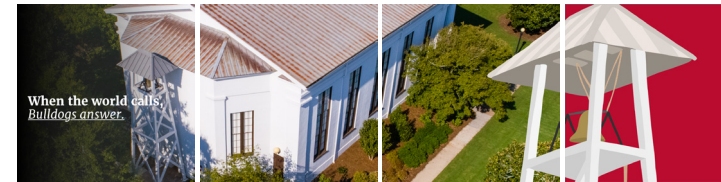


### HISTORICAL AND CAMPUS



## 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

### SECONDARY SERIF

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

# Merriweather

### WEIGHTS

Light  
Regular  
Italic  
Bold  
Bold Italic  
Light Italic  
Black  
Black Italic

\*See additional fonts on [brand.uga.edu](http://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

**BULLDOG RED**  
PMS 200  
C3 M100 Y70 K12  
R186 G12 B47  
HEX#BA0C2F

### ARCH BLACK

C70 M50 Y30 K100  
R0 G0 B0  
HEX#000000

### CHAPEL BELL WHITE

C0 M0 Y0 K0  
R255 G255 B255  
HEX#FFFFFF

### VIBRANT

**GLORY GLORY**  
PMS 185  
C3 M100 Y70 K12  
R239 G55 B62  
HEX#BA0C2F

### LAKE HERRICK

PMS 7467  
C97 M0 Y30 K0  
R0 G163 B173  
HEX#BA0C2F

### RICH

**HEDGES**  
PMS 582  
C25 M9 Y100 K39  
R183 G191 B16  
HEX#B7BF10

### OLYMPIC

PMS 315  
C100 M12 Y21 K44  
R0 G103 B127  
HEX#00677F

### DARK

**SANFORD**  
PMS 404  
C20 M25 Y30 K59  
R119 G110 B100  
HEX#554F47

### ATHENS

PMS 5195  
C44 M74 Y21 K58  
R102 G67 B90  
HEX#66435A

### HERTY FIELD

PMS 450  
C32 M39 Y87 K74  
R89 G74 B37  
HEX#594A25

### NEUTRAL

**STEGMAN**  
PMS 422  
C19 M12 Y13 K34  
R158 G162 B162  
HEX#9EA2A2

### CREAMERY

PMS 7527  
C3 M4 Y14 K8  
R214 G210 B196  
HEX#D6D2C4

### 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.

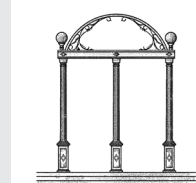
### BANNERS



### LINE



### ILLUSTRATIONS



### BORDERS



### SHIELDS



### EXPANDING COLUMNS

