**BRAND NARRATIVE**

At the heart of all we do is heart. And it’s the love we share for our students, for the state of Georgia, and for the people of the world that turns every potential possibility into something truly possible. This is why we're solving grand global challenges. This is how we're serving communities and improving human lives. And this is the reason we give our students every opportunity to do more, achieve more and become more. We share a deep sense of duty and dedication. We acknowledge the past while we look to the future. We embrace the challenges that push us way past our comfort zones—into disaster zones, combat zones, end zones and every time zone. Wherever people are suffering, whenever communities are looking for stronger leaders, and whenever the world cries out for those who will bring better solutions, we are there to answer the call to service. It’s more than our mission. More than our passion. It’s our commitment. A commitment to our future. A commitment to each other. A commitment to a better world. A commitment we hold close to our hearts. Commit to greatness.

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**MESSAGING MAP**

Our messaging map organizes key messages into a hierarchy to ensure that our communications are clear, consistent and compelling. The messaging map prescribes what we say, while our voice is how we say it.

**Attributes** (what we offer)
- student-centered teaching
- a people-centered culture
- human-centered research

**Benefits** (what they get)
- a higher quality of learning
- a new quality of leader
- a better quality of life

**Our Value Proposition**
- inspires those who will lead, discover and serve
- a relentless pursuit to improve the world
- because together we are on...

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**AUDIENCES**

Our brand can be consistent and well executed, but if what we're saying doesn't resonate with our audiences, then our efforts won't be as effective.

**THE GEORGIA FAMILY**
- Current students and families
- Faculty
- Staff and administration

**THE EXTENDED FAMILY**
- Alumni and donors
- Residents and communities in the state of Georgia
- Bulldog fans
- Employers in the state of Georgia
- Civic Thought Leaders

**THE FUTURE GEORGIA FAMILY**
- Prospective students and their families

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**ALIGN**

Build alignment around the university’s umbrella brand story and comprehensive offer.

**ENGAGE**

Enhance the reputation of the university and strengthen engagement and advocacy for the institution beyond athletics.

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**CONNECT**

Generate greater visibility for the university, building stronger relationships and partnerships.

**VOICE CHECKLIST**

- Does it align to our positioning statement?
- Does it lead with a benefit?
- Does it pair a corresponding benefit and attribute?
- Does it sound like something a person with our brand's personality traits would say?
- Does it sound even better when you read it out loud?
- Does it include at least one of our key messages?
- Is it appropriate for the intended audience?
- Does it convey the relevant aspects of our personality?
- Does it get to the point, without burying the key message?
- Do the headlines convey our voice, instead of simply labeling the content?
- Does it move beyond simply stating the facts to reveal something bigger about the University of Georgia, our mission and our place in the world?
**PERSONALITY**

Like any organization, our institution has defining traits. They set the tone for how our brand communicates, and signal to the reader that our message is true and authentic.

**NURTURING**

We are personable, supportive and invested in others, as well as easygoing, kind and respectful.

**OPTIMISTIC**

We are hopeful, and we envision a better world that we are helping make possible.

**TIME-HONORED**

We are guided by a respect for history, tradition and our Southern roots.

**TENACIOUS**

We are ambitious, and we never stop searching for better answers and bigger solutions.

**FOCUSED**

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

**COMMITTED**

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

**COLORS**

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.

**TYPOGRAPHY**

When it’s used thoughtfully, typography is a powerful brand tool that can reflect or expand on the meaning of what’s communicated. The University of Georgia’s typography is clear, clean and flexible for a wide range of situations.

Merriweather  **TRADE GOTHIC**  Merriweather Sans

**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.

**PHOTOGRAPHY**

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

**PORTRAITS**

**SLICE OF LIFE**

**DETAILED**

**HISTORICAL AND CAMPUS**