

— **COMMIT TO** —
GEORGIA

The Campaign for the University of Georgia ®



UNIVERSITY OF
GEORGIA



THE GEORGIA BRAND AND THE CAMPAIGN BRAND

The “Commit to Georgia” campaign brand is closely related to the University of Georgia master brand. And as such, the two share a number of characteristics (such as color and typography). But due to the campaign’s specific purpose and target audience, it should carry a distinctive voice and a discernible visual style of its own. All communications for the campaign will strengthen the Georgia story, while inspiring our audiences to take action in support of our campaign priorities.

OFFICE OF MARKETING COMMUNICATIONS

The University of Georgia’s Marketing and Communications Department leads the planning, creation and implementation of the University’s marketing, publications, and media and public relations initiatives. It is also responsible for Georgia’s brand management goals, standards and processes.

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MEDIA POLICY

All press releases and responses to media inquiries must be approved by the Communications Director. If you are contacted by anyone from the media, explain that you are not a spokesperson for University of Georgia. The required protocol is to contact Georgia’s Communications Director, ____ (____@____.edu, xxx.xxx.xxxx), and provide the name and contact information of the person inquiring.

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1

CAMPAIGN OVERVIEW

1 BRAND NARRATIVE

Our master brand narrative is the most concise articulation of what we stand for and our unique role in higher education. It elevates our strengths, inspires our messaging and voice, and identifies what our audiences can expect from us.

Although this narrative forms the basis of the master brand, it is intended for internal audiences only. However, these words can serve as a source of inspiration for campaign communications. In fact, certain lines, when paired with specific campaign priorities, can serve as leading messages or even headlines.

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.

1 BRAND NARRATIVE

Continued

Taken as a whole, the brand narrative is a great source of inspiration for writing the University of Georgia marketing materials. That said, keep in mind that it is made up of several smaller messages, each illustrating distinct characteristics that, together, form our central message.

We aren't driven by a desire for recognition or fame. We do all we do because we care. We care about people. The people of our university, the people of Georgia and the people of the world. This campaign is about the betterment of our community, our state and the world.

We use this language not only to highlight our global focus, but to concentrate on the why and the how we do it. When our donors commit to the university and support our work, we can commit even more efforts to our students and our world.

This commitment is in our blood. We share a sense of duty that compels us to do more. It's what makes us Bulldogs. We can build on this tradition of commitment so that our message resonates with alumni.

And above all, we have a commitment to serve the people of the world. The world is counting on Georgia, and we're always there to answer the call. This campaign and the support it raises will elevate the work we do and connect with hardworking Bulldogs all over the world.

The idea of committing to greatness can take many narrative forms. This "commitment to _____" construction is an easy and compelling way to illustrate what it is that sets the University of Georgia apart.

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.
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COMMIT TO GREATNESS.

1 PURPOSE

The purpose sets the direction of the campaign’s communication and focuses the messaging. Ultimately it gives the campaign meaning and context.

THIS CAMPAIGN IS ABOUT INSPIRING ACTION.

The University of Georgia is built on a shared sense of duty and dedication, a commitment to our students, our state and the world. However, we can’t do it alone.

It’s the strong continued philanthropic support that allows this university to turn every possibility into something possible.

This campaign must turn passionate witnesses into active participants and motivate the previously engaged to give more. This will ensure that we can continue to educate great minds, achieve great things and raise the standards of what we know greatness to be. And it takes all of us.

**Make the commitment to each other.
To Georgia. And to our world.**

OUR COMMUNICATIONS MUST:

- | | |
|--|--|
| 1.
Reinforce that Georgia is preparing for today and tomorrow. | 2.
Create a sense of urgency, articulating why giving is important and now is the time. |
| 3.
Build an understanding of the value of private support. | 4.
Increase alumni engagement and participation. |
| 5.
Build greater support for the work going on at the university. | 6.
Garner support to further Georgia’s reputation of excellence. |

**THIS CAMPAIGN IS ABOUT THE COMMITMENT OF
THE UNIVERSITY OF GEORGIA, AND OUR SHARED
COMMITMENT TO THE UNIVERSITY OF GEORGIA.**

By providing a better learning environment, we create better leaders, who go on to make a better quality of life for the people of our state and the world.

CAMPAIGN PRIORITIES

1. Increasing access for students from Georgia and beyond through: <ul style="list-style-type: none">• Need-based scholarships• Merit-based scholarships	2. Enhancing the student experience by improving: <ul style="list-style-type: none">• Experiential learning• Faculty support• Facilities	3. Solving world problems through research and service by: <ul style="list-style-type: none">• Faculty support (endowed chairs and professorships)• Research support• Service support• Facilities
--	---	---

PURPOSE

Continued

This framework provides direction for how the campaign should approach and engage donors.

**Build awareness
through education**

**Drive excitement
by promoting a vision**

**Provide
interactive resources**

**Engage with a
compelling case**

**Invite participation
and involvement**

**Demonstrate progress
and success**

2



VOICE



OUR VOICE

Voice is more than what we say—it is how we say it.

It is the combination of the tone we use, the language we choose, and the way we put sentences together. And it is one of the primary ways our audiences can connect and identify with this campaign emotionally and personally.



OUR VOICE

The University of Georgia has a strong personality. Our voice is how we bring that unique personality to life. It is what makes the campaign relatable. With the right words, a deliberate tone, and a distinctive writing style, our communications feel as though they're coming from a person, rather than an institution.

By staying true to our brand voice across all audiences and communications, we'll build recognition and trust, no matter who's doing the writing.

How does it sound?

BOLD, but not aggressive.

EMOTIONAL, but not cloying.

SERIOUS, but not heavy.

MOMENTOUS, but not bombastic.

URGENT, but not dire.

2 OUR PERSONALITY

The personality attributes set the tone for how the University of Georgia brand communicates, and reflect how we want our audiences to think and feel about the university as a whole. These six personality traits drive the voice and image for all communications.

It is important that our campaign communicate a clear purpose for the future of the university while pulling in emotional tone that's inspiring and authentic to the history and tradition of Georgia.

With this in mind, the campaign leans more heavily on three of the traits, as noted at right.

*These three attributes
can be dialed
up in campaign
communications to
drive engagement
with donors and key
audiences.*

NURTURING

We are personable, supportive and invested in others while being easygoing, kind and respectful.

FOCUSED

We are guided by a clarity of purpose.

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.

OPTIMISTIC

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

COMMITTED

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



WHAT DOES “COMMIT TO GEORGIA” MEAN?

It is a statement of the dedication and pride we all share. It is how we built a university, and what drives all the great work we do. To avoid sounding too lofty or clichéd, it is important to anchor our message with specific traits and qualities that are unique to University of Georgia. When talking about “Commit to Georgia” and the Georgia experience, keep these types of themes in mind.

NOMENCLATURE AND USAGE

When referring to the campaign, it is important to use consistent nomenclature. This way, your intended audience will know what it is you are talking about. Additionally, consistent usage will provide internal audiences with a clear understanding of how to refer to the campaign.

FULL CAMPAIGN NAME

Commit to Georgia: The Campaign for the University of Georgia

ON FIRST USAGE

Commit to Georgia: The Campaign for the University of Georgia

ON SUBSEQUENT USES

- The *Commit* campaign
- The campaign

Note that the full campaign name should always be italicized. On subsequent uses, only italicize the word, “Commit.”

CONSTRUCTING HEADLINES

Powerful headlines can do considerable work in carrying out our messaging and personality. Bold, interesting language compels our audiences to read further and listen to what we have to say. Use headlines to command attention and make a strong statement.

The frameworks on this page can help you stay on brand and maintain consistency in our language. These are meant to be thought starters for communicators: Not every headline should follow one of these constructions, so feel free to mix things up with these frameworks as your guide.

WE'RE PROUD TO _____.

Although our Southern humility keeps us kind and respectful, we're not afraid to let the world know about the amazing work our students and our campus community are doing every day. It is important to translate pride in Georgia's name or athletic teams into tangible engagement and support toward the campaign.

Example

- We're proud to serve the state of Georgia.
- We're proud to put in the extra hours.
- We're proud to turn mentorships into lifelong connections.

IT'S WHY _____. IT'S HOW _____. IT'S WHAT WE DO.

The love we have for our students, our state and our world pushes us to go above and beyond in everything we do. When you're focused and committed to making the world a better place and giving every student even more opportunities, going the extra mile is given.

Example

- It's why we search for more solutions.
It's how we bring resources to communities.
It's what we do.
- It's why we provide more for our students. It's how we give back to our state. It's what we do.

WHEREVER _____. WHENEVER _____. WE'RE THERE.

From our own backyard to all over the world, and in fields as varied as agriculture, genetics and healthcare, Georgia tackles the world's grand challenges with a "get after it" mentality. Especially for alumni and potential donors living in different regions, it is important to maintain a connection by showing how Georgia is out in communities and making a difference all across the world.

Example

- Wherever communities are suffering.
Whenever leaders are needed.
We're there.
- Wherever solutions are needed.
Whenever an ecosystem is in peril.
We're there.

CONSTRUCTING HEADLINES

Continued

TOGETHER, WE _____ .

Whether it's on the athletic field, in the lab or elsewhere in the Georgia community, our work involves collaboration and team effort. It's crucial in this campaign to emphasize the importance of every person's involvement, no matter the size of the contribution, in achieving our campaign goals.

Example

- Together, we serve the state we call home.
- Together, we address the biggest issues facing our world.
- Together, we stand for something more.

SOME CALL IT _____. WE CALL IT _____ .

Our hard work and dedication separate us from the pack. With this construction and the one below, we can demonstrate how our story differentiates us from our competitors.

Example

- Some call it loyalty. We call it being a Bulldog.
- Some call it the finish line. We call it our starting point.
- Some call it giving back. We call it taking care of one another.

WE ARE _____ .

Example

- We are fiercely loyal.
- We are doggedly determined.
- We are unapologetically loud.

COMMIT TO _____ .

Simple, bold and to the point. This type of headline makes a big declaration that you can pay off in the body copy.

Example

- Commit to better solutions.
- Commit to what inspires you.
- Commit to each other.

CONSTRUCTING HEADLINES

Continued

**WHO CAN _____ ? WE CAN.
WHO WILL _____ ? I WILL.
WHO IS _____ ? WE ARE.**

We have powerful stories, and the people behind them have a lot to tell the world. Using stories of our leaders on and off campus, our campaign can showcase the wide variety of causes that Bulldogs commit to, and what commitment means at the University of Georgia.

Example

- Who is finding a cure for Zika? We are.
- Who will bring a species back from the brink of extinction? I will.
- Who can create opportunities for new energy sources? We can.

WE BELIEVE IN A WORLD WHERE _____ .

Georgia is a motivated community inspired by individual passions. A list of campaign priorities can feel more approachable and extensive when they're attached to personal visions and goals that are unique to the Georgia community. Let's lead with the infinite possibilities that come to be when we support our students and faculty and their passions.

Example

- We believe in a world where everyone has access to clean water.
- We believe in a world where farmers have access to the latest agricultural research.
- We believe in a world where every child can go to school.

"THAT'S MY/OUR COMMITMENT."

We have powerful stories, and the people behind them have a lot to tell the world. Find stories that showcase the Georgia commitment.

Example

- "Finding a cure for Zika.
That's my commitment."
- "Another championship for Georgia.
That's my commitment."
- "Stronger, healthier communities.
That's our commitment."

2 CRAFTING CONTENT

Keep these tips in mind as you create communications, to maintain a consistent campaign voice.

MAKE IT PERSONAL.

Use first-person plural and second-person pronouns (“we”/“us” and “you,” where appropriate). It engages your reader in a direct, human way.

MAKE IT CLEAR.

Make only the point you’re trying to make. Every communication won’t contain every detail, so focus on what’s important and relevant.

MAKE IT RELEVANT.

Consult the campaign priorities when you’re creating communications and look for places to include relevant messages.

MAKE IT TRUE.

Back up your statements with proof points. Share real, honest stories of the work we’re doing.

MAKE IT READABLE.

Vary the cadence of communications. Mix short sentences with longer ones to avoid falling into a rut. Check for rhythm and flow by reading passages aloud.

MAKE IT WORTHWHILE.

Give your reader a reason to care. Lead with the benefits for the audience and back it up with specifics about what The University of Georgia offers.

MAKE HEADLINES WORK HARDER.

A headline should be more than just the name of the subject at hand. Since it may be the only thing our audience reads as they scan the copy, make sure it is compelling and informative.

MAKE IT RELATABLE.





We write like we speak, aligned with our brand personality. This may occasionally mean breaking a grammar rule or two. Used judiciously, contractions and sentence fragments add personality to communications.

MAKE IT MOTIVATIONAL.

Give your audience a clear call to action, so they know exactly what you want them to do.

SOCIAL MEDIA CONTENT TIPS

Many of our audiences communicate through one of the four main social media channels. However, it is important to keep in mind how various demographics interact with these different channels, and how this behavior translates to engagement with our campaign. Below are high-level practices to keep in mind so that the appropriate content, crafted in the right manner, is effectively received.

				
CHANNEL	Twitter	Facebook	Instagram	LinkedIn
HOW TO USE IT	Tweet live-event updates, engage one-on-one with the community, and seek out and engage in campaign-related conversations.	Share news, milestone updates, or photos and videos that show campaign progress.	Post visually striking “in-the-moment” photos and videos that communicate a sense of campaign personality.	Share job opportunities and industry thought leadership, and publish news about the campaign itself.
USER DEMOGRAPHIC	MILLENNIALS GEN Z	BOOMERS GEN X MILLENNIALS GEN Z	MILLENNIALS GEN Z	BOOMERS GEN X MILLENNIALS
COPY APPROACH	<div><div></div><div></div><div></div></div> Casual Formal	<div><div></div><div></div><div></div></div> Casual Formal	<div><div></div><div></div><div></div></div> Casual Formal	<div><div></div><div></div><div></div></div> Casual Formal
IMAGE PRODUCTION VALUE	<div><div></div><div></div><div></div></div> Casual Formal	<div><div></div><div></div><div></div></div> Casual Formal	<div><div></div><div></div><div></div></div> Casual Formal	<div><div></div><div></div><div></div></div> Casual Formal

3

CAMPAIGN WORDMARK

CAMPAIGN WORDMARK

The *Commit to Georgia* wordmark is the cornerstone of our campaign's visual identity. Consistent use of this mark on campaign materials will help establish a strong, recognizable identity with our many audiences.

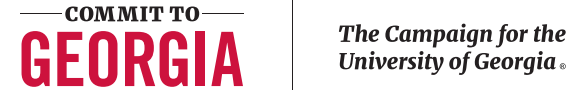
PRIMARY

Use this version in most instances to draw attention to the key messaging. It works best on symmetrical or centered compositions.



ALTERNATE

Use this version when the design does not allow you to use the primary mark, or when legibility is an issue.



ALTERNATE

This version should be reserved for extended horizontal applications such as banners and billboards.



CAMPAIGN WORDMARK

Colors

FULL-COLOR

The primary version is full-color. Wherever possible, this should be set in **Bulldog Red**, **Arch Black** and **Creamery**. Use the CMYK values when spot printing is unavailable.

— COMMIT TO —
GEORGIA

The Campaign for the University of Georgia ®

ONE-COLOR BLACK

For monochromatic applications, the wordmark should be set in **Arch Black** or **100% black**.

— COMMIT TO —
GEORGIA

The Campaign for the University of Georgia ®

ONE-COLOR WHITE

Where production only allows for a single color, the wordmark can also be set in white on a colored background or image.



— COMMIT TO —
GEORGIA

The Campaign for the University of Georgia ®

CAMPAIGN WORDMARK

Clear zones

To promote the best legibility and prominence of our campaign wordmark, follow the guidelines illustrated here.



The clear zone is the cap height of the word "GEORGIA" in the campaign wordmark. It measures negative space around the mark in relation to text, photos, illustrations or other visual elements. Use this clear space specification for the alternate wordmark lockups as well.

CAMPAIGN WORDMARK

Minimum sizes

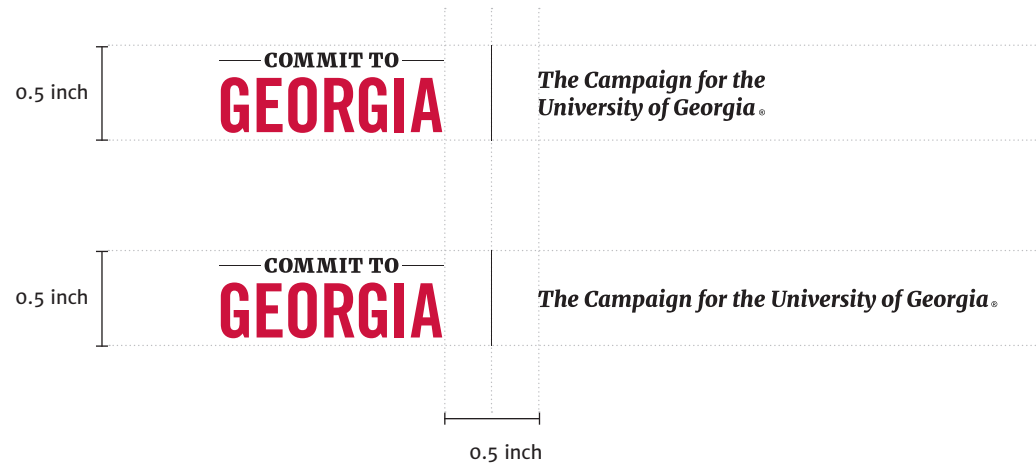
The minimum size allowed for the primary wordmark in use is 1 inch in height or 2 inches in width.

If you have a project in which the mark might be used effectively at a smaller size, the alternate lockup can be used at a minimum height of 0.5 inch.

PRIMARY



ALTERNATE



CAMPAIGN WORDMARK

Practices to avoid

Always use provided art files when using campaign wordmark. Do not redraw, modify or embellish the mark in any way. This includes computer manipulations and animations.

DON'T

skew or bend the wordmark in any way.

— **COMMIT TO** —
GEORGIA

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DON'T

stretch the wordmark.

— **COMMIT TO** —
GEORGIA

The Campaign for the University of Georgia ®

DON'T

outline the wordmark.

— **COMMIT TO** —
GEORGIA

The Campaign for the University of Georgia ®

DON'T

use drop shadows or other visual effects.

— **COMMIT TO** —
GEORGIA

The Campaign for the University of Georgia ®

DON'T

use any colors not specified.

— **COMMIT TO** —
GEORGIA

The Campaign for the University of Georgia ®

DON'T

rotate the wordmark.

— **COMMIT TO** —
GEORGIA

The Campaign for the University of Georgia ®

DON'T

crop the wordmark.

— **COMMIT TO** —
GEORGIA

DON'T

add or modify elements of the wordmark.

COMMIT TO
GEORGIA

THE CAMPAIGN FOR
THE UNIVERISTY OF GEORGIA

DON'T

place the wordmark over busy backgrounds.



4

COLOR

4 COLOR OVERVIEW

Our color palette helps people identify us at a glance, and the way we use color sets the mood for each of our pieces, bringing an energy and vibrancy to our communications.

The primary campaign palette is broken into our main university colors.

The secondary campaign palette uses selected colors from two groups: neutrals and darks.

The following pages break down each row into individual colors and show ways to create unique color palettes within the larger campaign color palette.

When using color builds, always use the color values listed here. They have been adjusted for the best reproduction on screen and in print and will not match Pantone Color Bridge breakdowns. Pre-made swatches can be downloaded from brand.georgia.edu.

PRIMARY PALETTE

ARCH BLACK

BULLDOG RED *

CHapel BELL WHITE

SECONDARY PALETTE

DARKS

SANFORD

STEGEMAN

NEUTRALS

CREAMERY

*USE ONLY FOR LARGE TEXT OR BACKGROUNDS WITH LARGE REVERSED TEXT.

4 PRIMARY COLORS

Our primary colors are called Arch Black and Bulldog Red. They represent the University of Georgia at the highest level and should be present in all communications.

These colors look best as spot inks and do not reproduce as richly in four-color process. Never use screens or tints of the primary colors.

ARCH BLACK

Black

C 70 M 50 Y 30 K 100

R 0 G 0 B 0

HEX 000000

headlines | subheads | lead-ins | pull quotes |
callouts | captions

Note: Body copy should always be set in **100% K**, while headlines and wordmarks can be set in either **Arch Black** or **100% K**.

BULLDOG RED

PMS 200

C 3 M 100 Y 70 K 12

R 186 G 12 B 47

HEX BA0C2F

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

4 SECONDARY COLORS

DARKS

Our dark palette is made of Sanford only. Sanford adds sophistication and contrast to communications.

Sanford can also be a neutral when used at a 30% or 50% tint.

SANFORD

PMS 404

C 20 M 25 Y 30 K 59

R 119 G 110 B 100

HEX 554F47

headlines | subheads | lead-ins |
pull quotes | body copy | callouts |
captions | linework illustrations

TINT 75%

TINT 50%

TINT 30%

4 SECONDARY COLORS

NEUTRALS

Our neutral palette is made of Stegeman and Creamery. The neutral colors add balance and warmth to the larger campaign palette.

Note that in some applications, neutral colors may not be appropriate for text.

STEGEMAN

PMS 422

C 19 M 12 Y 13 K 34

R 158 G 162 B 162

HEX 9EA2A2

subheads | lead-ins | pull quotes |
body copy | callouts | captions | rules |
linework illustrations | backgrounds |

TINT 75%

TINT 50%

TINT 30%

4 SECONDARY COLORS

NEUTRALS

CREAMERY

PMS 7527

C 3 M 4 Y 14 K 8

R 214 G 210 B 196

HEX D6D2C4

headlines | pull quotes |
backgrounds | separation bars

TINT 75%

TINT 50%

TINT 30%

USING COLOR

It is important to maintain a sense of hierarchy, balance and harmony when using the University of Georgia color palette. Our capital campaign color palette is clean and sophisticated, and has a time-honored feel.

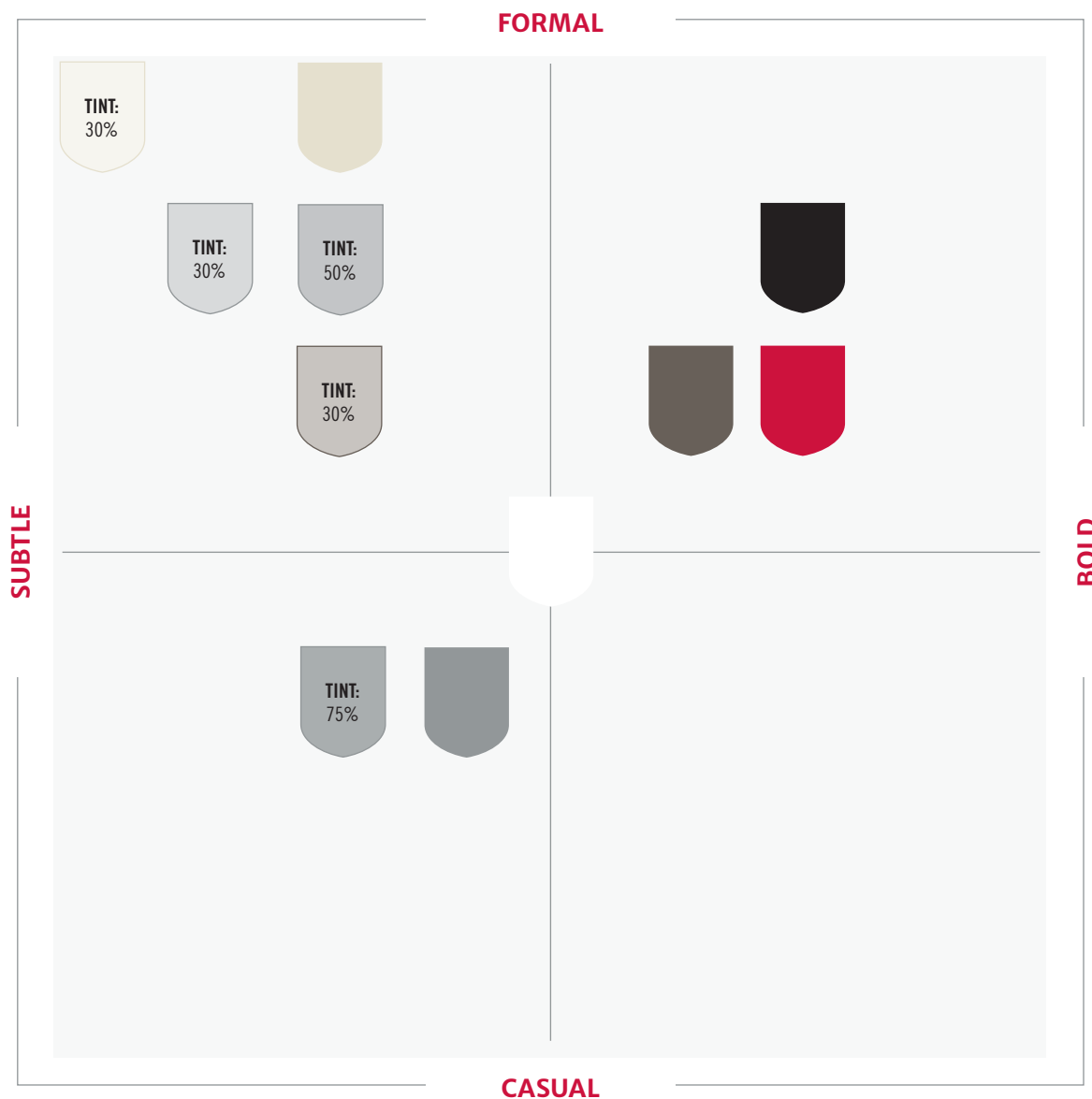
The following pages draw on the entire palette to show how color combinations can be used successfully. Each is different but still maintains the character and emotion of Georgia. Use the vertical banding as a guide to the ratios of each color. This isn't meant to be a precise mathematical system but is intended to give an idea of relative use.

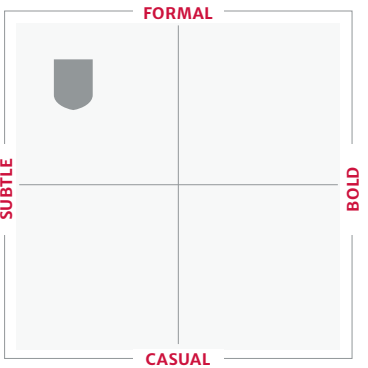
It is also important to note that the primary colors should play a role in each palette you create, even if it is a minimal one.

COLOR SPECTRUM

The chart shown here is a guide for the mood each color conveys on a communications piece. Colors can range from subtle to bold, and formal to casual. On the palettes on the following pages, there is a miniature version of this guide. Use it as a starting point to choose the palette that will project the right mood for the piece.

Although the pages within this section are nearly fully flooded with color, white space also plays a key role in our visual brand identity. Rather than viewing white space as a blank area, see it as a pause. Don't rush to fill white space. It can focus attention on what is there, not draw attention to what is not. Always balance color, typography and graphic elements with generous amounts of white space.





WHITE SPACE

SANFORD

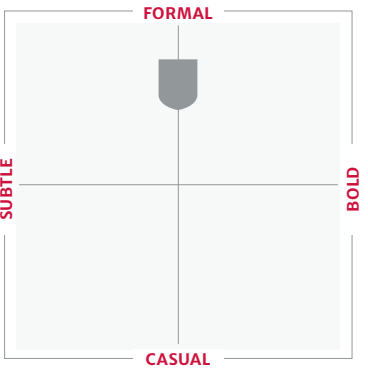
STEGEMAN

CREAMERY 30% TINT

CREAMERY

BULLDOG RED

ARCH BLACK



WHITE SPACE

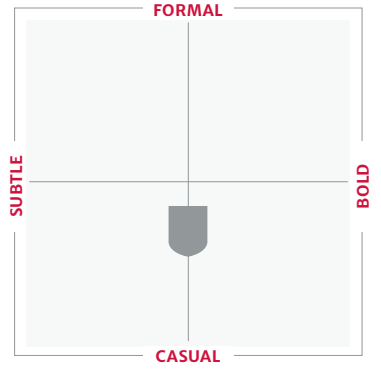
SANFORD

STEGEMAN 30% TINT

STEGEMAN

BULLDOG RED

ARCH BLACK

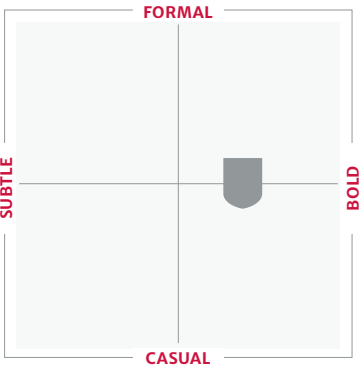


WHITE SPACE

SANFORD

BULLDOG RED

ARCH BLACK



WHITE SPACE

STEGEMAN, 30 % TINT

STEGEMAN

BULLDOG RED

ARCH BLACK

5

TYPOGRAPHY

FONTS

When it is used thoughtfully, typography becomes a powerful tool to add visual meaning to what is communicated.

PRIMARY SANS-SERIF

Uses: headlines | subheads | lead-ins | pull quotes | callouts

TRADE GOTHIC

Type specimen

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Weights

CONDENSED NO. 18
BOLD CONDENSED NO.20

SECONDARY SANS-SERIF

Uses: subheads | lead-ins | body copy | callouts | captions

Merriweather

Type specimen

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Weights

Regular
Italic
Bold
Bold Italic
Black
Black Italic

Do not use Merriweather Sans in the capital campaign. This typeface is reserved only for master brand communications.

ALTERNATIVE FONTS

Our brand fonts may not always be available for use in Word documents, PowerPoint presentations and other digital applications. This page offers appropriate substitutes.

PRIMARY SANS-SERIF

Oswald is the acceptable substitute for Trade Gothic.

Oswald

Type specimen

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Weights

BOLD

SECONDARY SANS-SERIF

Georgia is the acceptable substitute for Merriweather.

Georgia

Type specimen

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Weights

Regular

Italic

Bold

Bold Italic

PRIMARY SANS-SERIF ALTERNATE

IMPACT

Type specimen

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Weights

BOLD

Note: Use Oswald whenever available as a substitute for Trade Gothic. If Oswald is not available use Impact.

FONT USAGE

Leading and tracking

Using type thoughtfully is crucial to making our designs look professional. Follow these tips to make sure our typography is consistent.

Note: Start with leading that is one to two points higher than the point size of the text. This won't always be right, but leading can easily be adjusted from there.

LEADING

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight. With our typefaces, text generally looks best with leading set slightly looser than the default.

Leading that's too loose leaves too much pause between lines.

15 pt. type / 23 pt. leading

Leading that's too tight leaves too little pause between lines.

15 pt. type / 14 pt. leading

When leading is correct, the reader won't even notice.

15 pt. type / 17 pt. leading

TRACKING

Correct letter spacing, called tracking, also makes the type easy to read. Outside of headlines, text should always be tracked slightly tighter than the default setting, and optical kerning should be used when it is available.

Tracking that's too loose leaves too much space between letters.

+60 tracking

Tracking that's too tight leaves too little space between letters.

-60 tracking

When tracking is correct, the reader won't even notice.

0 tracking

FONT USAGE

Trade Gothic

When using Trade Gothic refer to these font usage tips.

TRACKING

When tracking for Trade Gothic, generally use optical tracking between 20 and 50 points or use your best judgment

**WHEN TRACKING
IS CORRECT, THE
READER WILL NOT
EVEN NOTICE.**

+30 tracking

MANUAL TRACKING

Sometimes optical tracking is not better than your own eye. Start with the default optical tracking, then manually track letters if something looks off. Always do this when Trade Gothic is being to set headlines.

**MANUALLY TRACK
FOR HEADLINES.**

**MANUALLY TRACK
FOR HEADLINES.**

UNDERLINE

When underlining Trade Gothic, use the Underline tool in the drop-down Character menu. Then use the Underline Options to adjust the weight and offset of the underline. Always edit the automatic default setting.

**HOW TO UNDERLINE
FOR TRADE GOTHIC.**

Weight 1.2pt / Offset 6pt

**HOW TO UNDERLINE
FOR TRADE GOTHIC.**

Weight 1pt / Offset 4pt

5 SAMPLE SETTING

Use the specifications shown here as a starting point when setting type in a new layout. These proportions are designed for print, but they apply to digital and environmental applications as well. Since our two typefaces pair so well, keep in mind that it is possible to substitute one for the other to create layouts that feel more formal or more casual.

Trade Gothic
Bold Condensed No. 20
Caps
Underlined

*This use of underlining
is reserved for Trade
Gothic Bold Condensed
No. 20 only, and
should be used only for
headlines and quotes.*

Pull Quote
Trade Gothic
Bold Condensed No. 20
Underlined

Quote Source
Trade Gothic
Regular
Caps

ALIQUAM TEMPOR MOLLIS ANTE

LOREM IPSUM DOLOR SIT AMET.

Proin sollicitudin augue eget lacinia convallis. Sed quis sodales.

Aliquam erat volutpat. Donec id blandit dolor. Vivamus fermentum orci sit amet tellus interdum, eget consequat augue ultrices. Donec eget purus porttitor, facilisis est eget, tincidunt velit. Donec convallis est eu felis accumsan placerat at nec magna. Aliquam rhoncus nibh eget nisl ullamcorper, et faucibus nisl commodo.

**“Etiam eros turpis,
imperdiet ac odio vitae,
posuere vive ahorra leo.”**

—QUOTE SOURCE

Mauris in accumsan eros. Proin sollicitudin augue eget lacinia convallis.

Praesent sapien tellus, lacinia eget elit vitae, accumsan tempus felis. Mauris in tempor neque, vel consequat ligula. Nulla condimentum faucibus mauris eu aliquet. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Nulla rutrum sem velit, quis facilisis neque consectetur sed. Cras a lorem velit. Donec rutrum mi sit amet elit pellentesque, eget bibendum velit tincidunt. Duis id eros nec ipsum volutpat efficitur. Nunc et lorem quam. Quisque a bibendum velit.

Merriweather
Black
Caps

Trade Gothic
Bold Condensed No. 20
Caps
Underlined

Merriweather
Black

Merriweather
Regular

Merriweather
Regular

6

PHOTOGRAPHY



OUR PHOTOGRAPHY



Photography is a key tool for showcasing our diverse and dynamic community. Our images capture the University of Georgia spirit and connect with people in ways that words can't. What we say describes what we're doing to challenge convention and shape the future. But it is photography that shows it.

PHOTO STYLE

Our photography style is bright, warm and intimate. We use natural light whenever possible. Light is also used as an active element in our photography, sometimes to the point of slight overexposure. To avoid unnatural angles, never rotate the camera to an angle other than 90 degrees.

Our photography can be broken down into four subject categories: portraiture, slice of life, historical and campus, and details.

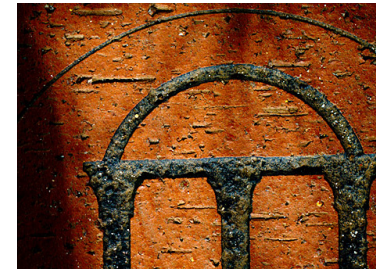
PORTRAITURE



SLICE OF LIFE



HISTORICAL AND CAMPUS

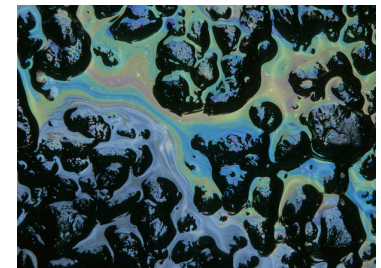
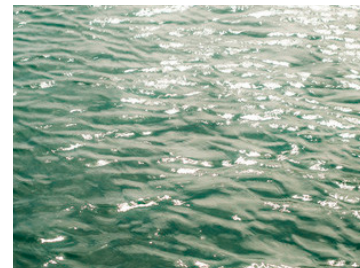
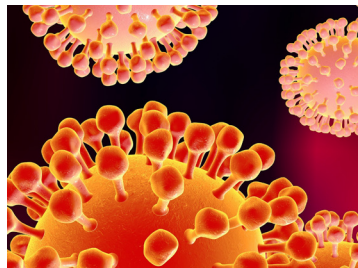


DETAILS

Detailed photography should be reserved for content that specifically describes the work that the University of Georgia is doing.

*Ex. "Finding a cure of Zika.
That's my commitment."*

Show a detailed shot of the Zika virus.



PORTRAITURE

Portrait photos should have an authenticity that comes from real emotion—not everyone has to have a toothy grin. So ensure that these shots always feel natural and not staged.

Our portraiture can range from lighthearted and warm to serious and heroic, with more stoic faces. It is important to maintain this balance in communications because the people in the portraits should appear confident, with the ability to be bold and spirited.

Note: All of the images shown here are inspirational examples only; they are not owned by the University of Georgia. Do not use them.



SLICE OF LIFE

People also play a key role in our cultural and academic photography. This is how we show our students, both inside and outside the classroom.

Slice-of-life photography documents peer-to-peer collaborations, along with faculty and student interaction. Balance these group shots with individuals who are engaged in their activity or area of study. Capture the University of Georgia students as they learn and develop their skills, are mentored by faculty, and become leaders. And remember, it is important to show a diverse mix of students in an accepting and supportive environment.

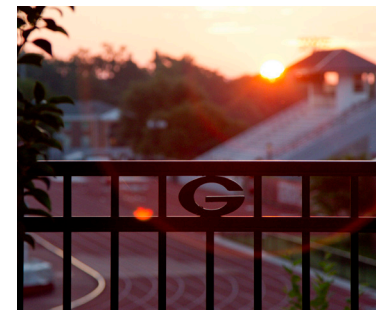
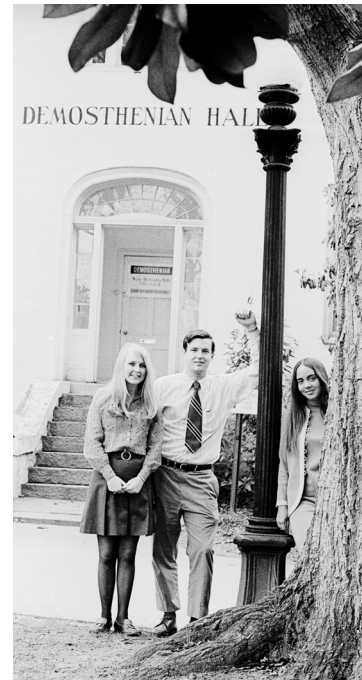


HISTORICAL AND CAMPUS

The historical and campus category includes both historical and contemporary image assets.

While we have wonderful black-and-white historical photos, they're not appropriate for heavy use in most communications. However, they can prove extremely useful when talking about the University of Georgia's history, heritage and traditions, as well as when communicating with alumni.

Alternatively, more modern images of campus that show our chapel bell, the arch, our architecture and other special spots on our campuses are ideal for wide use in our collateral. Images like these are incredibly important in distinguishing Georgia from other universities and developing a close relationship with all our audiences.

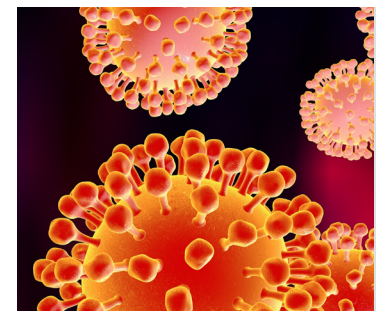
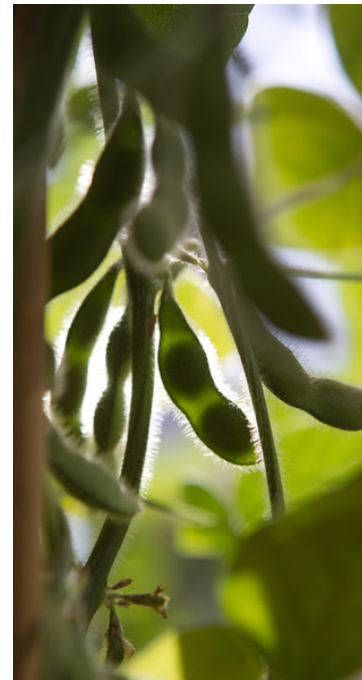
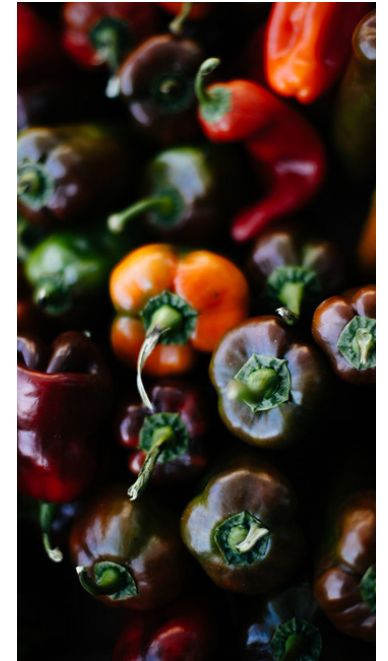


DETAILS

Object-based photography plays a very specific role in our communications. These images serve as a window into our areas of study and the tools of our trades. They should only be used when process and work imagery are not specific enough to match the content. For example, show a detailed shot of the Zika virus when the copy highlights our commitment to finding a cure for Zika.

Interesting and unexpected perspectives should be implemented to make the images dynamic. Framing can vary from macro to wide-angle and everything in between—whatever showcases the object in the best way.

Note: Some of the images shown here are inspirational examples only; they are not owned by the University of Georgia. Do not use them.



USING PHOTOGRAPHY

CROPPING

Carefully crop images to focus on the subject and communicate with the audience more effectively.

COLOR CORRECTION

Applying a uniform tone to photography through color correction can help unify our photo library.



BEFORE



AFTER

LAYERING TYPE AND GRAPHIC ELEMENTS

Text and graphic elements should never be placed over faces. Make sure that the text is legible over a photo.



DIPTYCHS

Pair a portrait with a slice-of-life image to create a diptych.

Use diptychs to tell a more compelling story of individuals and the efforts that lead to greatness.

Diptychs are also more effective when portraits give the context of the setting while the action shots are close up on an activity.



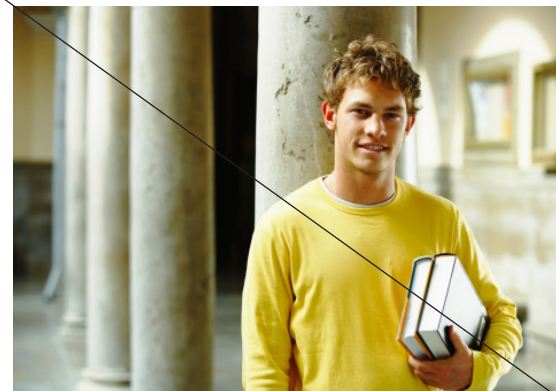
PHOTOGRAPHY **MISUSES**



DON'T USE DUOTONE IMAGES.



DON'T PLACE TEXT OVER FACES.



DON'T USE STOCK PHOTOGRAPHY.



NEVER STRETCH THE IMAGES.



NEVER PIXELIZE THE IMAGES.



NEVER APPLY ARTISTIC FILTERS TO THE IMAGES.

7

GRAPHIC ELEMENTS



OUR GRAPHIC ELEMENTS

The University of Georgia brand has a variety of graphic tools that create a unique look and make us recognizable. For the campaign, these elements can be dialed up or down individually to add visual interest and enhance our storytelling.

THE ELEMENTS

The campaign has a number of graphic tools that create a unique look and make us distinct from our peers and instantly recognizable. When they're used consistently, these elements create continuity within our family of materials, across a variety of media.

1

LINES

Lines are a great way to establish hierarchy, to guide navigation within a layout, to emphasize a word or phrase and to organize content.



2

BORDER

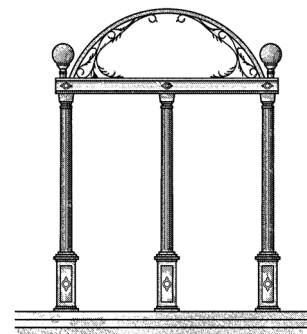
Our border element frames important information or photography. It adds sophistication and elegance to any piece.



3

ILLUSTRATIONS

Illustrations are integrated into backgrounds, containers or as stand-alone heritage elements.



4

EXPANDING COLUMNS

This graphic element echoes the columns found in the university arch.



LINES

Lines are a very elementary graphic treatment, but by applying them thoughtfully, we can elevate a single design or a family of communications. An easy way to do this is to establish a common weight throughout an entire piece of collateral.

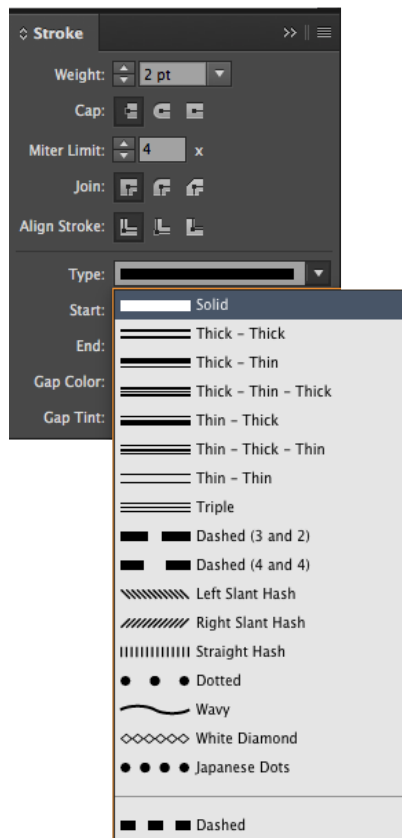
SOLID LINE



APPLICATIONS

Most applications in Adobe Creative Suite have a contextual menu for Strokes that should be used to customize lines. The menu to the right shows the basic controls, such as Weight, Cap, Join, Alignment and Type.

Weight is variable, depending on the size and scale of the piece. The Cap should always be set to Butt Cap, and the Join should always be set to Miter Join. Alignment can vary based on the situation, but the only stroke allowed is Solid — highlighted on the menu at right.



BORDERS

Borders are a simple but sophisticated graphic treatment that can add elegance to any piece. Borders are used to frame photography or important information.



0.5 POINT MINIMUM LINE WIDTH



2.0 POINTS MAXIMUM LINE WIDTH

BORDER FRAMING IMPORTANT INFORMATION



BORDER FRAMING PHOTOGRAPHY



GRADY COLLEGE OF JOURNALISM AND MASS COMMUNICATION

Finding the truth at
the heart of every story.

**THAT'S OUR
COMMITMENT.**



BREAKING THE FRAMED BORDER

The border can be broken using a photograph, text or another graphic element.



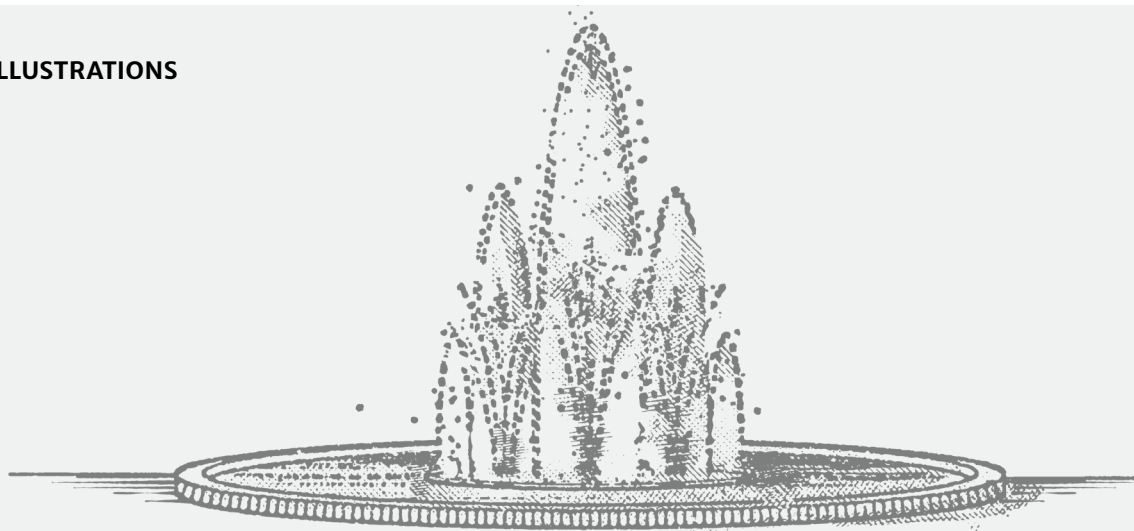
ILLUSTRATIONS

The illustrations emphasize the time-honored element by depicting various traditions of University of Georgia.

This graphic element should always play a secondary role to the primary message. It is important to emphasize the key message and not the illustration.

Use the approved illustrations and specified color combinations to achieve for this balance.

APPROVED ILLUSTRATIONS



COLOR COMBINATIONS

Follow these three options to effectively integrate illustrations.

Use the Direct Selection Tool to change the color of the illustration's linework. By selecting via the Selection Tool, the container or background can be changed.



BACKGROUND

● Fill: Creamery

IMAGE

● Fill: Stegeman

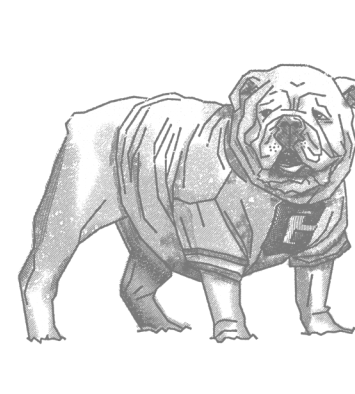


BACKGROUND

● Fill: Creamery, 30% tint

IMAGE

● Fill: Sanford, 50% tint



BACKGROUND

○ Fill: Chapel Bell

IMAGE

● Fill: Sanford

ILLUSTRATIONS

Using with Headlines

Use these examples when carefully pairing illustrations with headlines to enhance the design's message.

When headlines or statements are in Bulldog Red, set **blending mode to multiply**.

EXAMPLE #1

Illustrations can be paired with headlines as backgrounds. Execution is most successful with symmetrical designs with simple and bold headlines.

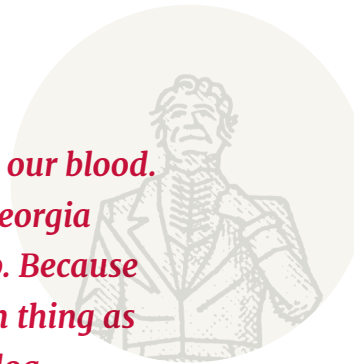


EXAMPLE #2

For more dynamic use, imagery can be cropped in circle containers and paired with headlines.

*Because it's in our blood.
Because our Georgia
roots run deep. Because
there's no such thing as
a former Bulldog.*

THIS IS WHY WE COMMIT.



**A COMMITMENT
TO OUR FUTURE**

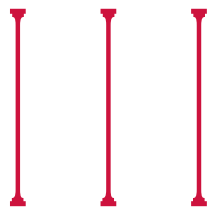


EXPANDING COLUMNS

These columns can compress and open up as needed to add energy to a spread. Text can be contained between or placed over the columns. For the campaign specifically, a column should not be used to underline a certain word to add emphasis.

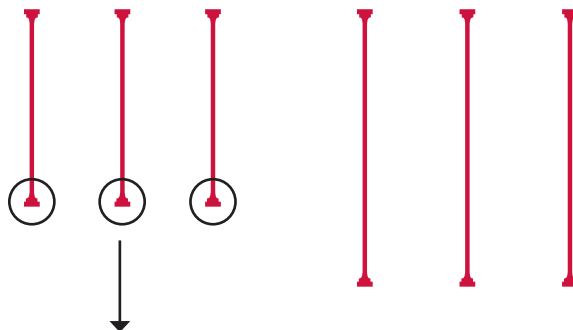
Do not change the actual pixel width of these columns, only the height.

EXPANDING COLUMNS



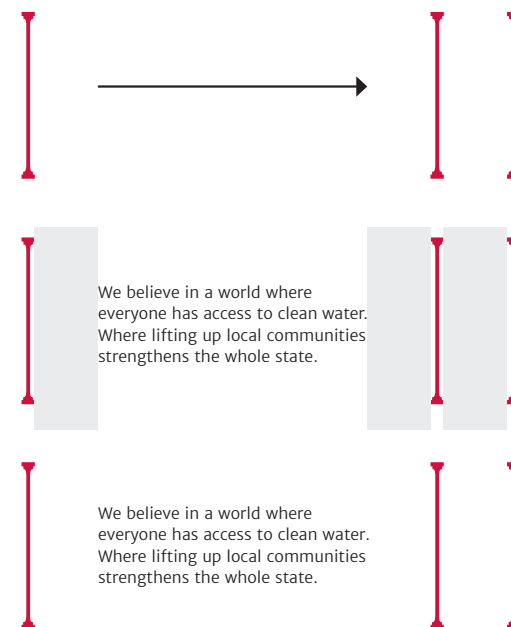
SCALE

With the white arrow tool, select all of the points at the bottom of the columns and extend them accordingly.



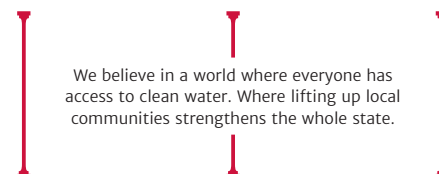
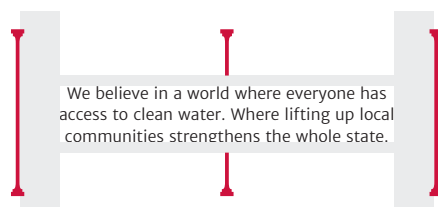
EXPANDING FOR TEXT

Expand the columns to fit the text. Make sure to add equal amounts of spacing between the column, text box and additional columns.



TEXT OVER COLUMNS

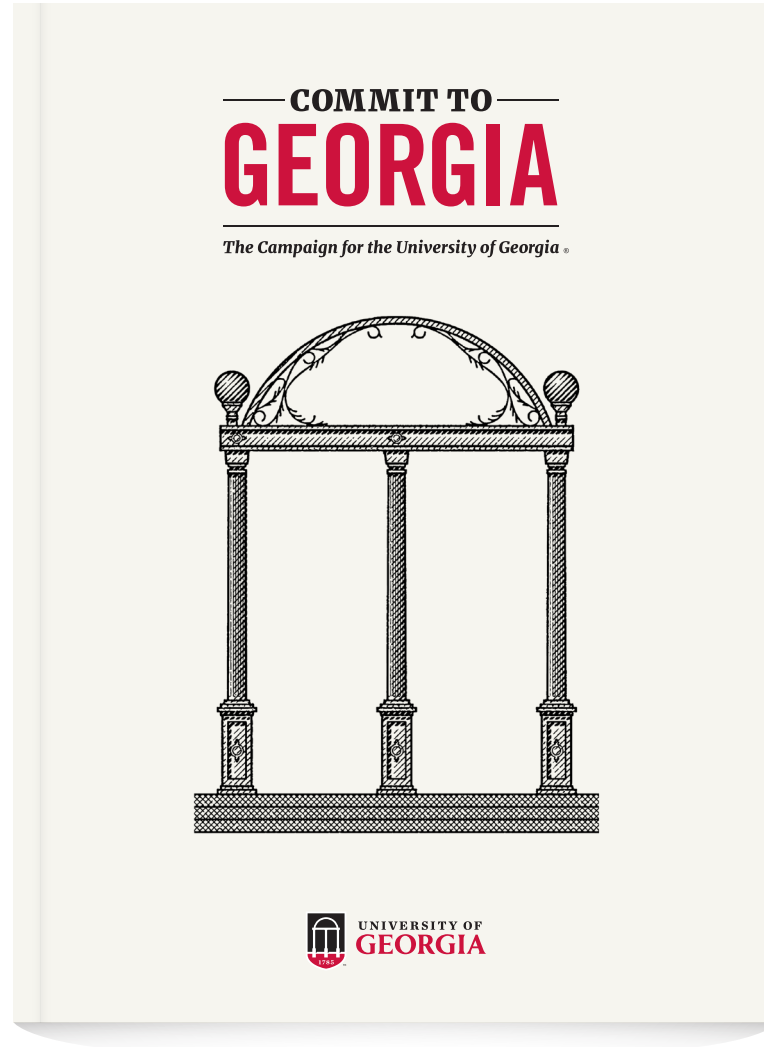
Text should be centered over the middle column. The text box padding above and below should be relative to the leading between each line. For legibility, fill the text box with the background color.



GRAPHIC ELEMENTS

EXAMPLE

Case Statement Cover



EXAMPLE

Case Statement Spread

At the University of Georgia,
we share a deep love for our students,
for the state of Georgia and for the
people of the world. It's in our blood.
It's in everything we do.



EXAMPLE

Case Statement Spread



SCHOLARSHIPS

REMOVING BARRIERS AND OPENING DOORS FOR STUDENTS

Each of our students has the potential to do something great, and the University of Georgia can help them achieve their dreams. We are committed to ensuring that deserving students are able to study here, regardless of their ability to pay the full cost of attendance. Scholarships remove the obstacles that stand in their way and unlock paths that are otherwise inaccessible. Scholarships also enable our university to compete with peer institutions for the best and brightest students, who will become the future workforce of our state. By committing to helping these students through scholarship support, you can change lives and ensure a brighter future for every community touched by our university and our students.

STUDENT EXPERIENCE

ENHANCING THE LEARNING ENVIRONMENT

To fully reach their potential as the leaders of tomorrow, our students must pair coursework with hands-on experience such as internships, research, study abroad and service learning. Through your generosity, you can help ensure that our students apply what they learn inside the classroom to challenges and opportunities outside of it. Your support can also help build new learning spaces and improve existing university facilities to promote the very best in teaching and learning in the 21st century. Together, we can commit more deeply to preparing the ambitious individuals who will shape our future.

RESEARCH AND SERVICE

SOLVING GRAND CHALLENGES FOR OUR STATE AND THE WORLD

We wholeheartedly believe in advancing the state of Georgia—and the state of the world. Improving the lives of people here at home as well as those across the globe is not just our mission; it's our commitment. By focusing our research and service on the serious problems that face countless communities—hunger, disease and economic hardship—we are positioned to make an impact that will resonate through generations to come. Today, we invite you to help us address some of our greatest local and international challenges. With your generous support, we will strengthen our commitment to our students and faculty, our fellow Georgians, and the lives of people everywhere.

EXAMPLE

Case Statement Spread



WE COMMIT TO
OUR
POSSIBILITIES.

ENHANCING THE LEARNING ENVIRONMENT

At the University of Georgia, our students are committed to learning at the highest levels, and they have opportunities to deepen their knowledge and develop stronger skills and abilities through unique hands-on experiences that go outside of the classroom, such as internships, research, study abroad and service learning.

These experiences develop our students' critical thinking and problem-solving skills by teaching them to draw on course content as they examine the pressing challenges facing our world. And, after graduation, they are ready to lead and better prepared for graduate school and careers in the 21st century.

We now have the opportunity and the responsibility to expand and enhance these types of high-impact learning opportunities for our students to prepare them to be the leaders of tomorrow.

By committing your private support to expanding and enhancing experiential learning on campus, you will enrich the lives and education of UGA students. Your support can foster more meaningful collaboration between faculty and students, rendering our university an even stronger institution of knowledge, so that we can make a positive difference right now and for generations to come.

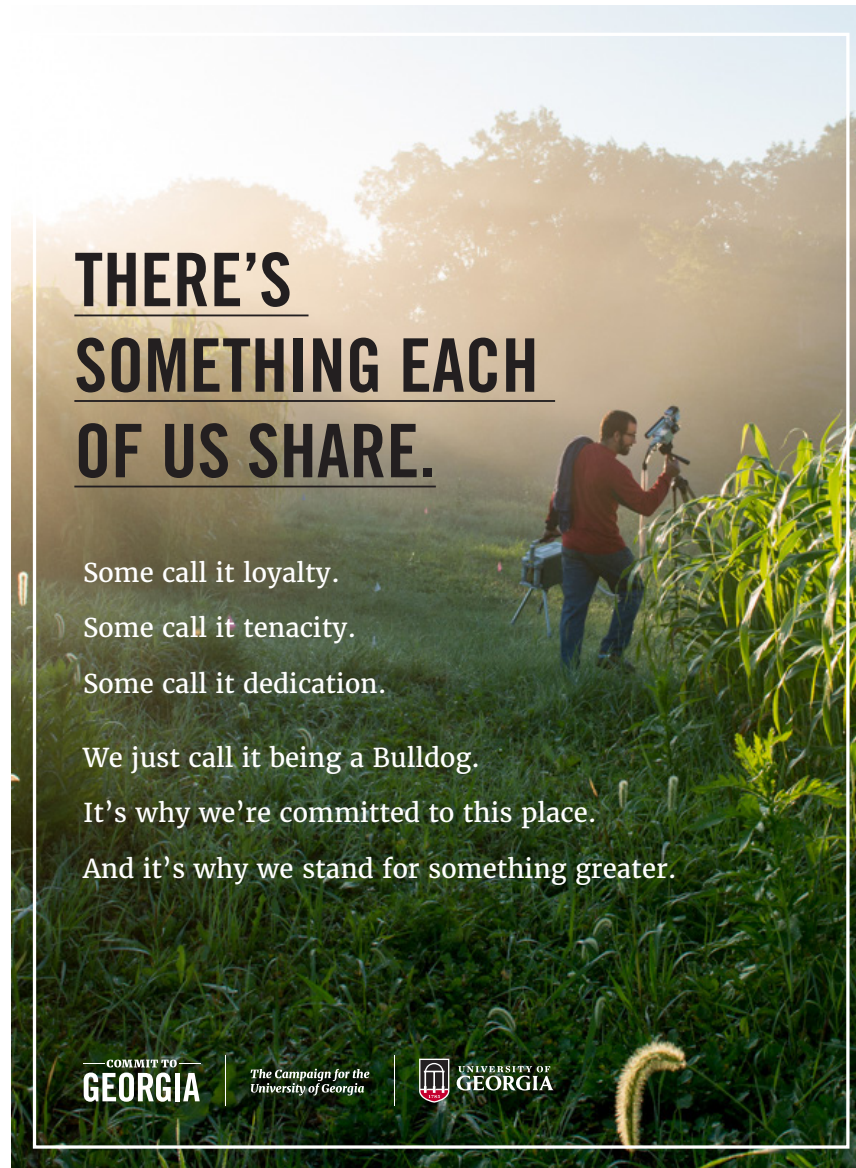


MANSUR BUFFINS

Mansur Buffins, a double major in social studies education and African-American studies, is learning by doing. Not only has he participated in the Center for Undergraduate Research Opportunities, but he has also applied his classroom knowledge to serving the community.

After participating in the Clarke County Mentor Program, Mansur started his own program, where he mentors up to 20 boys for an hour after school each week. They talk about the importance of academic success and discuss societal issues. He also takes these students who are from low-income and working class households on field trips that give them experiences they wouldn't normally have.

"To me, working with kids means supporting them, guiding them, advocating for them, listening to them, and providing them with a space to express themselves. I want to be a positive influence in their lives and a resource for them on their journeys to success."




**THERE'S
SOMETHING EACH
OF US SHARE.**

Some call it loyalty.
Some call it tenacity.
Some call it dedication.

We just call it being a Bulldog.
It's why we're committed to this place.
And it's why we stand for something greater.

— COMMIT TO —
GEORGIA

The Campaign for the
University of Georgia

 UNIVERSITY OF
GEORGIA

COMMIT TO

GEORGIA

The Campaign for the

UNIVERSITY OF
GEORGIA


STORIES

FUNDING

ABOUT


CONTACT

DONATE



WE ARE
FIERCELY LOYAL.

READ STORY



WE ARE DOGGEDLY
DETERMINED.

READ STORY

Because at the heart of all we do is **heart.**

THIS IS WHY

OUR STUDENTS

WORK HARDER.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi finibus blandit risus. Donec mauris arcu, mattis et tristique ut, tempus id tellus. Pellentesque sed augue at est facilisis suscipit et sed lectus. Duis accumsan augue vitae quam tristique congue. Aliquam viverra congue tortor, quis semper magna eleifend a.

THIS IS WHY

OUR RESEARCHERS

SEE FARTHER.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi finibus blandit risus. Donec mauris arcu, mattis et tristique ut, tempus id tellus. Pellentesque sed augue at est facilisis suscipit et sed lectus. Duis accumsan augue vitae quam tristique congue. Aliquam viverra congue tortor, quis semper magna eleifend a.

THIS IS WHY

OUR COMMUNITIES

FEEL RICHER.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi finibus blandit risus. Donec mauris arcu, mattis et tristique ut, tempus id tellus. Pellentesque sed augue at est facilisis suscipit et sed lectus. Duis accumsan augue vitae quam tristique congue. Aliquam viverra congue tortor, quis semper magna eleifend a.

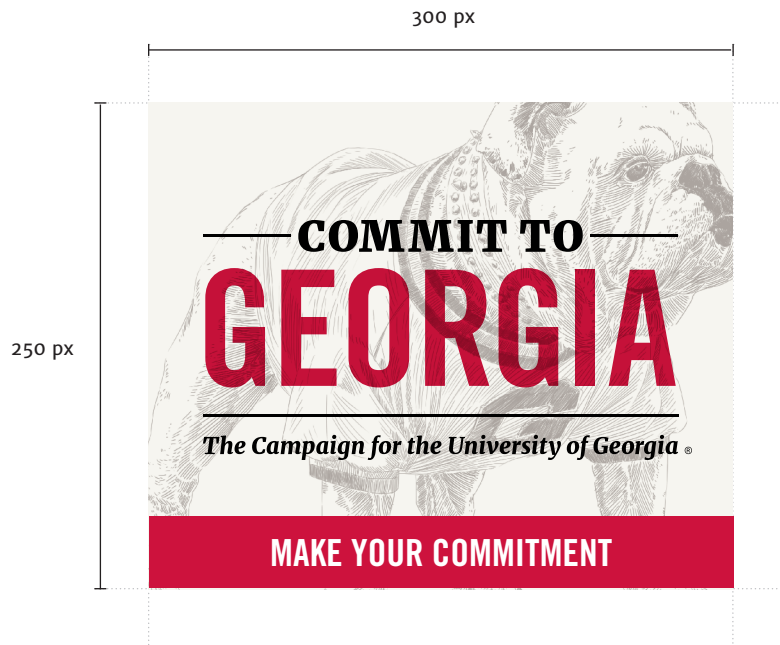
Commit to Georgia: Capital Campaign Style Guide

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EXAMPLE

Digital Ads

EXAMPLE 1



EXAMPLE 2



EXAMPLE 3



EXAMPLE

Animated Digital Ad



Message is revealed by expanding the space in between the pillars. Final frame pauses and then repeats.

— COMMIT TO —
GEORGIA

The Campaign for the University of Georgia®