

BRAND TRAINING CHEAT SHEET

BRAND NARRATIVE

This is the core of the Terry College of Business story. The ideas within this narrative guide our voice, support our core messaging, and inspire the words and phrases that we use, for communications that resonate with all our audiences.

It takes a certain kind of person to succeed in business.

A person who possesses a strong work ethic and marketable job skills.

One with the versatility to thrive in any environment.

Someone whom others look to for expertise and perspective.

But to truly reshape the effectiveness of organizations, to make a positive impact on the culture of business, and to build the kind of teams that thrive and succeed, it takes a different kind of person altogether.

These are the people of the University of Georgia Terry College of Business.

The kind of people who lead from within, to inspire those around us. People who act as mentors, pushing others to go further and reach higher.

People who serve, changing and improving the businesses and organizations that power communities across Georgia and the world.

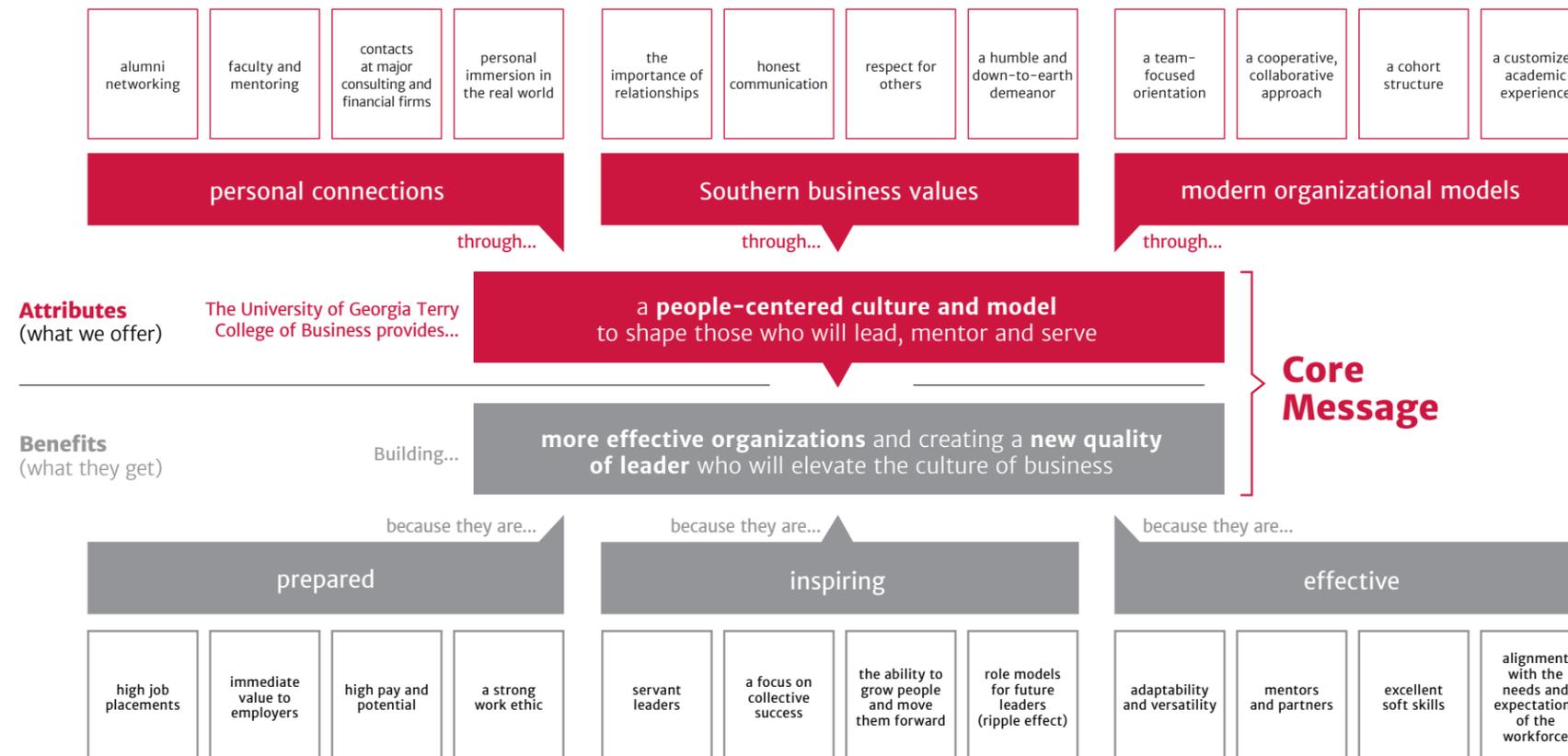
The business world is changing, and the future is uncertain. But we know that the future is written by those who see what's possible when people come first, teams come together, and solutions come at every turn.

Those who inspire. Those who unite. Those who commit.

FOR THOSE WHO COMMIT.

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.



OUR PERSONALITY

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

It is important that our brand communicate a clear purpose for the future of the college, while striking an emotional tone that's inspiring and authentic to the history and tradition of Georgia.

NURTURING

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

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.

ADAPTABLE

We are versatile within a variety of situations and environments.

ENGAGED

We actively work together, arm in arm with others.

PERCEPTIVE

We see the big picture, and connect the dots.

CONSTRUCTING HEADLINES

The headline 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 these constructions or include the word "commit," so feel free to mix things up, with these frameworks as your guide.

THOSE WHO _____, COMMIT.

Those who seek to see the world at 200 miles per hour, commit.
Those who seek to make business smarter and more effective, commit.
Those who seek to reveal the hidden cost of conflict, commit.

This headline construction provides you with a high-impact way of showing how the Terry community is making an impact in the business world and beyond. Use it to get the reader's attention and to show how all our accomplishments are the work of those who commit.

_____, SHAPED/BUILT/DEVELOPED/ETC. BY THOSE WHO COMMIT.

The new landscape of business, shaped by those who commit.
A better way to crunch data, developed by those who commit.
A smarter way to save money for small business, built by those who commit.

The students and faculty of the Terry College of Business are often on the front lines of big changes and shifts in the world of business. This headline construction allows you to showcase those changes and shifts while attaching them to Terry's most important quality: commitment.

_____, LEADERS WHO _____.

Thought leaders who create something from nothing.
Community leaders who build the bridges that unite communities.
Change leaders who forge a new way of doing business.

Although our commitment is a crucial component of who we are, we can illustrate that aspect in less direct ways. Use this construction to spotlight the particular members of the Terry community and the stories of how they commit.

CREATIVE BRIEF

Who are we talking to?

What do they care about?

What do we want them to know?

What emotion do we want to convey?

How do we back it up?

What action do we want them to take?

What can we assume they know (or don't know)?

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 Terry College of Business's typography is clear, clean and flexible for a wide range of situations.

TRADE GOTHIC*

TRADE GOTHIC BOLD CONDENSED 20
TRADE GOTHIC CONDENSED 18
*ONLY USE IN ALL CAPS

Merriweather

Merriweather Light Merriweather Light Italic
Merriweather Merriweather Italic
Merriweather Bold Merriweather Bold Italic
Merriweather Black Merriweather Black Italic

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.

LINES

BORDERS

BANNERS

SHIELD

COLUMNS

ICONS

COLORS

Lean heavily on our primary palette, but use the supporting palettes to build color schemes that are complementary and balanced.

PRIMARY PALETTE

BLACK

BULLDOG RED

CHAPEL BELL WHITE

SECONDARY PALETTE

LAKE HERRICK

GLORY GLORY

ATHENS

VIBRANTS

DARKS

CREAMERY

ODYSSEY

STEGEMAN

NEUTRALS

LOGOS

Terry College of Business

UNIVERSITY OF GEORGIA

Two Line Logo

LEADING WITH THE TERRY COLLEGE OF BUSINESS

This logo reinforces the sub-brand, with endorsement and connection to the master brand.

USAGE:

- Any audience already associated with Terry College of Business
- Current students
- Faculty
- Alumni
- Parents
- Donors
- Campus activities
- Never placed on the bottom right of a piece

UNIVERSITY OF GEORGIA

Terry College of Business

Three Line Logo

LEADING WITH GEORGIA

This logo reinforces the university master brand and introduces the association with the Terry College of Business.

USAGE:

- Any audience not already associated with Terry College of Business
- Student recruitment
- Press and media
- National and international employers
- Never placed on the bottom right of a piece