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.

BRAND TRAINING CHEAT SHEET

The University of Georgia Terry College of Business provides... a people-centered culture and model to shape those who will lead, mentor and serve.

Core Message

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 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.

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.

__________, 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.

_________________________.

LEADERS WHO

Thought leaders who communicate from nothing.

Community leaders who build the bridges that unite communities.

Change leaders who forge a new way of doing business.

Thought leaders who communicate from nothing.

Community leaders who build the bridges that unite communities.

Change leaders who forge a new way of doing business.

Thought leaders who communicate from nothing.

Community leaders who build the bridges that unite communities.

Change leaders who forge a new way of doing business.
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
TRADE GOTHIC ITALIC
TRADE GOTHIC BOLD ITALIC

*ONLY USE IN ALL CAPS

**Merriweather**

Merriweather Light
Merriweather Light 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**

**SECONDARY PALETTE**

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

**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