Understanding the New College of Public Health Brand

Key Messages and Visual Style
- Brief introduction to brands
- Elements of the CPH brand
- Using new visual assets
- Using brand language
What is a brand?

A brand is...

- a logo or symbol
- a tagline
- a color scheme
- an identity

that helps define and distinguish a company or organization in a marketplace.

- A brand identity helps you communicate to the public your organization’s purpose and core values.
CPH Brand

Externally, our brand will help –

**Strategic Goal 1.4:** Promote academic access and success for all students, with particular effort dedicated towards optimizing success levels for under-represented, rural, first-generation, older and non-traditional and other underserved students.
*Unit Goal:* Increase enrollment and diversity of the student body, and facilitate employment opportunities for graduating students.

**Strategic Goal 2.4:** Enhance publications and communications about the College’s strengths in research, innovation, and entrepreneurship and the impact of those activities on local, state, national, and international communities.

**Strategic Goal 3.5:** Strengthen communications regarding how UGA sustainably supports and benefits communities through research, teaching, and public service.

**Strategic Goal 4.5:** Raise the national visibility and reputation of the college.

Internally, our brand will help –

Support CPH goals of building a **unified CPH culture** and promoting **collaboration** among our units.
Elements of the CPH brand

**Visual**
- Logo
- Tagline
- Brand colors & fonts → UGA brand style

**Written**
- Key messages
- Voice & tone

All elements need to be used together and consistently to represent the CPH brand to our audiences.
### Brand Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>PANTONE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ARCH BLACK</strong></td>
<td>0/0/0/100</td>
<td>0/0/0</td>
<td>000000</td>
<td>Black</td>
</tr>
<tr>
<td></td>
<td>CMYK</td>
<td>RGB</td>
<td>HEX</td>
<td>PANTONE</td>
</tr>
<tr>
<td><strong>BULLDOG RED</strong></td>
<td>3/100/70/12</td>
<td>186/12/47</td>
<td>BA0C2F</td>
<td>200</td>
</tr>
<tr>
<td></td>
<td>CMYK</td>
<td>RGB</td>
<td>HEX</td>
<td>PANTONE</td>
</tr>
<tr>
<td><strong>CHAPEL BELL WHITE</strong></td>
<td>0/0/0/0</td>
<td>255/255/255</td>
<td>FFFFFFF</td>
<td>White</td>
</tr>
<tr>
<td></td>
<td>CMYK</td>
<td>RGB</td>
<td>HEX</td>
<td>PANTONE</td>
</tr>
</tbody>
</table>

#### Primary Palette

#### Vibrant Palette
Brand Colors

**HEDGES**
- 25/9/100/39 (CMYK)
- 183/191/16 (RGB)
- B7BF10 (HEX)
- 582 (PANTONE)

**OLYMPIC**
- 100/12/21/44 (CMYK)
- 0/78/96 (RGB)
- 004E60 (HEX)
- 315 (PANTONE)

**SANFORD**
- 20/25/30/59 (CMYK)
- 85/79/71 (RGB)
- 554F47 (HEX)
- 404 (PANTONE)

**HERTY FIELD**
- 32/39/87/74 (CMYK)
- 89/74/37 (RGB)
- 594A25 (HEX)
- 450 (PANTONE)

**ATHENS**
- 44/74/21/58 (CMYK)
- 102/67/90 (RGB)
- 66435A (HEX)
- 5195 (PANTONE)

Rich Palette

Dark Palette
# Brand Colors

<table>
<thead>
<tr>
<th>STEGEMAN</th>
<th>CREAMERY</th>
<th>ODYSSEY</th>
</tr>
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<tbody>
<tr>
<td>19/12/13/34 CMYK</td>
<td>3/4/14/8 CMYK</td>
<td>22/6/0/0 CMYK</td>
</tr>
<tr>
<td>158/162/162 RGB</td>
<td>214/210/196 RGB</td>
<td>200/216/235 RGB</td>
</tr>
<tr>
<td>9EA2A2 HEX</td>
<td>D6D2C4 HEX</td>
<td>C8D8EB HEX</td>
</tr>
<tr>
<td>422 PANTONE</td>
<td>7527 PANTONE</td>
<td>657 PANTONE</td>
</tr>
</tbody>
</table>

Neutral Palette

**More info on UGA brand colors and how to use them:**
https://brand.uga.edu/visual-style/#color
Typography

Brand Fonts

Primary Sans-Serif

TRADE GOTHIC

Trade Gothic is our primary sans-serif family and a workhorse for our communications.

USES
- headlines
- subheads
- lead-ins
- pull-quotes
- callouts

STYLES
- TRADE GOTHIC CONDENSED NO.18
- TRADE GOTHIC CONDENSED NO.18 OBLIQUE
- TRADE GOTHIC BOLD CONDENSED NO.20
- TRADE GOTHIC BOLD CONDENSED NO.20 OBLIQUE

Primary Serif

Merriweather

For more sophisticated situations, Merriweather, our serif font family, is available. It works best for headlines and body copy.

USES
- headlines
- subheads
- lead-ins
- pull quotes
- body copy callouts

STYLES
- Merriweather Regular
- Merriweather Italic
- Merriweather Bold
- Merriweather Bold Italic
- Merriweather Extra Bold
- Merriweather Extra Bold Italic
Typography

Brand Fonts

Secondary Sans-Serif

Merriweather Sans

Merriweather Sans, our secondary sans-serif, performs well at small sizes and in longer-form text.

<table>
<thead>
<tr>
<th>USES</th>
<th>STYLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>headlines</td>
<td>Merriweather Sans Light</td>
</tr>
<tr>
<td>subheads</td>
<td>Merriweather Sans Light Italic</td>
</tr>
<tr>
<td>lead-ins</td>
<td>Merriweather Sans Regular</td>
</tr>
<tr>
<td>pull quotes</td>
<td>Merriweather Sans Italic</td>
</tr>
<tr>
<td>body copy</td>
<td>Merriweather Sans Bold</td>
</tr>
<tr>
<td>callouts</td>
<td>Merriweather Sans Bold Italic</td>
</tr>
<tr>
<td>captions</td>
<td>Merriweather Sans Extra Bold</td>
</tr>
<tr>
<td></td>
<td>Merriweather Sans Extra Bold Italic</td>
</tr>
</tbody>
</table>

Alternative Fonts

<table>
<thead>
<tr>
<th>Serif</th>
<th>Primary Sans Serif</th>
<th>Alternate Sans Serif</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia</td>
<td>Tahoma, Arial</td>
<td>Impact</td>
</tr>
</tbody>
</table>
Visual Assets

- CPH logo
- CPH logo with tagline
- Branded templates –
  - Course Flyers
  - Event Flyers
  - ePosters
  - Powerpoint presentations
  - Zoom backgrounds
  - Email signature
  - Recruitment materials

Where can I find these? [https://publichealth.uga.edu/news-events/visual-identity-logos-and-templates/](https://publichealth.uga.edu/news-events/visual-identity-logos-and-templates/)
Using brand language

Key Messages - What to say

Key messages serve as anchor points in communicating about CPH to whatever audience you may be interacting with – for many of you this most likely prospective or current students and alumni. Think of these messages as your talking points when you want someone to know who we are and what we’re all about.

Voice & Tone - How to say it

Voice
 Comes from our unique personality or individual style. A consistent, compelling, and recognizable voice gives our message staying power. Voice helps brands feel personal.

Tone
 The general attitude or character we use to communicate in the moment. The emotion you convey can change depending on the medium, audience, context, and goal.
Key Messages

Teaching & Learning

The UGA College of Public Health is preparing the next generation of changemakers – professionals & researchers who will stand on the front lines of public health, ready to serve.

Key themes – Preparation, Service-minded, Ready to make a difference

- Prepared to initiate meaningful research.
- Prepared to collaborate (with communities, across sectors, with policymakers) to achieve health equity.
- Prepared to apply practical knowledge and insight on day one.
- Prepared to adapt to the variability of the field.

Bottom line –

CPH is preparing students excited to enter the workforce and ready to make a difference in their organizations and communities.
Key Messages

Research & Service

The UGA College of Public Health is committed to advancing the health of all through innovative and inclusive approaches to research and community engagement.

Key themes – Preparation, Service-minded, Ready to make a difference

- Committed to conducting meaningful research.
- Seek creative solutions and novel approaches to advance public health for all.
- Committed to collaboration with the communities and populations we serve.
- Committed to understanding (other’s perspectives, the full complexity of the issues we’re tackling)

Bottom line –
CPH is thinking outside the box and actively engaging others to find solutions to our public health challenges.
Brand Personality

Optimistic
We are hopeful. We are undaunted by the challenges we face. We envision a better world that we are helping to make possible.

Nurturing
We are inclusive, supportive, and invested in others. We are encouraging, kind, and respectful.

Committed
We are deeply invested in our work and each other. Our conviction to our mission and to our communities, internal and external, is unwavering.

→ Our brand personality works like a person’s personality. It gives you a sense of our values and our vibe.
Voice Characteristics

**Driven**
We seek to **understand**. To ask more questions. To **make real change** that will improve the lives of those we serve.

**Sincere**
We strive to form **genuine** connections with our students, each other, & the communities we serve.

**Confident**
We are informed by science and evidence. We are **undaunted** by the challenges we face and ready to take them on.

**Passionate**
We care deeply about our mission to prepare the next generation of public health leaders, to advance the health of all. This work **excites us**.

**Aspiring**
We are forward-thinking, always innovating, and **hopeful** for tomorrow.
## Using Voice Characteristics

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>We are...</th>
<th>We are not..</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driven</td>
<td>Motivated, focused</td>
<td>Pushy, tunnel-visioned</td>
</tr>
<tr>
<td>Sincere</td>
<td>Genuine, compassionate</td>
<td>Sappy, coddling</td>
</tr>
<tr>
<td>Confident</td>
<td>Informed, prepared to be the expert in the room</td>
<td>Cocky, pretentious, or pedantic. We don’t talk down to our audiences.</td>
</tr>
<tr>
<td>Passionate</td>
<td>Enthusiastic, energetic</td>
<td>Overbearing or overexcited (!!!!!)</td>
</tr>
<tr>
<td>Aspiring</td>
<td>Uplifting, inspiring</td>
<td>Naive, head in the clouds, or unrealistic</td>
</tr>
</tbody>
</table>
CPH Communications Office has more in depth guides for –

Using Key Messages
Using Brand Voice & Tone
Setting Up Branded Email Signatures
Social Media Training

Where?
https://publichealth.uga.edu/news-events/visual-identity-logos-and-templates/

Contact Us –
Lauren Baggett, lbaggett@uga.edu
Becky Ayer, alea@uga.edu
Questions?

Thank you!