Understanding the College of Public Health Brand

Key Messages and Visual Style
Agenda

- 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 helps -

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 helps -

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.

...familiarize yourself at [brand.uga.edu](http://brand.uga.edu)
Brand Colors

**Primary Palette**

**ARCH BLACK**
- CMYK: 0/0/0/100
- RGB: 0/0/0
- HEX: 000000
- PANTONE: Black

**BULLDOG RED**
- CMYK: 3/100/70/12
- RGB: 186/12/47
- HEX: BA0C2F
- PANTONE: 200

**CHAPEL BELL WHITE**
- CMYK: 0/0/0/0
- RGB: 255/255/255
- HEX: FFFFFF
- PANTONE: White

**Vibrant Palette**

**HEDGES**
- CMYK: 35/12/100/0
- RGB: 180/189/0
- HEX: BA8D00
- PANTONE: 390

**OLYMPIC**
- CMYK: 100/12/21/44
- RGB: 0/78/96
- HEX: 004E60
- PANTONE: 315
## Brand Colors

<table>
<thead>
<tr>
<th>Brand</th>
<th>Color Code</th>
<th>Hex Code</th>
<th>Palette</th>
</tr>
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<tbody>
<tr>
<td>HEDGES</td>
<td>35/12/100/0</td>
<td>CMYK</td>
<td>Vibrant Palette</td>
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<tr>
<td></td>
<td>180/189/0</td>
<td>RGB</td>
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<td></td>
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<td>0/78/96</td>
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<td></td>
<td>315</td>
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<td>SANFORD</td>
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<td>CMYK</td>
<td>Rich Palette</td>
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<td>55DF47</td>
<td>HEX</td>
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<td>HERTY FIELD</td>
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<td>89/74/37</td>
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## Brand Colors

<table>
<thead>
<tr>
<th>STEGEMAN</th>
<th>CREAMERY</th>
<th>ODYSSEY</th>
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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>
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</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

OSWALD

Oswald is our primary sans-serif family and works best for headlines, subheads, and infographics.

STYLES

OSWALD LIGHT
OSWALD MEDIUM

Alternatives - Impact

Primary Serif

Merriweather

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

STYLES

Merriweather Regular
Merriweather Italic
Merriweather Bold
Merriweather Bold Italic
Merriweather Black
Merriweather Black Italic
Typography

Brand Fonts

Secondary Serif

Georgia

Georgia, our secondary serif, is an excellent font for body copy, documents, and dense text blocks.

STYLES

Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic

Secondary Sans - Serif

Merriweather Sans

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

STYLES

Merriweather Sans Regular
Merriweather Sans Italic
Merriweather Sans Bold
Merriweather Sans Bold Italic
Merriweather Sans Extra Bold
Merriweather Sans Extra Bold Italic

Alternatives - Tahoma
Arial
Usage Guidelines

Visit the UGA Brand Style Guide...

Learn about -

- Letter and line spacing
- Sample font pairings and configurations
- Best practices for graphic elements & photography
- Logo usage guidelines (and prohibitions) related to clear space, sizing, co-branding, etc.
Visual Assets

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

Where can I find these?

CPH Brand Style Guide
https://publichealth.uga.edu/news-events/visual-identity-logos-and-template

CPH Policies eLC Portal
"CPH Brand Download Center" - primary home of these assets. If you don't have access, let us know.
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.

Tone & Voice - 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 connect. 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**.

**Nurturing**
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 –

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