

Understanding the College of Public Health Brand

Key Messages and Visual Style



UNIVERSITY OF
GEORGIA
College of Public Health

PURSUE UNDERSTANDING. TAKE ACTION.

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**
...familiarize yourself at brand.uga.edu

Written

- Key messages
- Voice & tone

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





Brand Colors

ARCH BLACK

| | |
|-----------|---------|
| 0/0/0/100 | CMYK |
| 0/0/0 | RGB |
| 000000 | HEX |
| Black | PANTONE |

BULLDOG RED

| | |
|-------------|---------|
| 3/100/70/12 | CMYK |
| 186/12/47 | RGB |
| BA0C2F | HEX |
| 200 | PANTONE |

CHAPEL BELL WHITE

| | |
|-------------|---------|
| 0/0/0/0 | CMYK |
| 255/255/255 | RGB |
| FFFFFF | HEX |
| White | PANTONE |

Primary Palette

HEDGES

| | |
|-------------|---------|
| 35/12/100/0 | CMYK |
| 180/189/0 | RGB |
| B4BD00 | HEX |
| 390 | PANTONE |

OLYMPIC

| | |
|--------------|---------|
| 100/12/21/44 | CMYK |
| 0/78/96 | RGB |
| 004E60 | HEX |
| 315 | PANTONE |

Vibrant Palette





Brand Colors

HEDGES

| | |
|-------------|---------|
| 35/12/100/0 | CMYK |
| 180/189/0 | RGB |
| B4BD00 | HEX |
| 390 | PANTONE |

OLYMPIC

| | |
|--------------|---------|
| 100/12/21/44 | CMYK |
| 0/78/96 | RGB |
| 004E60 | HEX |
| 315 | PANTONE |

Vibrant Palette

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



Brand Colors

STEGEMAN

19/12/13/34 CMYK

158/162/162 RGB

9EA2A2 HEX

422 PANTONE

CREAMERY

3/4/14/8 CMYK

214/210/196 RGB

D6D2C4 HEX

7527 PANTONE

ODYSSEY

22/6/0/0 CMYK

200/216/235 RGB

C8D8EB HEX

657 PANTONE

Neutral Palette

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



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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



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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



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Usage Guidelines

Visit the
UGA Brand Style Guide...
brand.uga.edu

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.

The screenshot displays the UGA Brand Style Guide website. The header includes the University of Georgia logo and the text 'Division of Marketing & Communications | Resources for Campus Communicators'. A left sidebar contains a search bar and a 'BRAND STYLE GUIDE' menu with options: DOWNLOAD CENTER, WRITING STYLE, KEY STRATEGIC BRAND MESSAGES, VISUAL STYLE (selected), COLOR, TYPOGRAPHY, GRAPHIC ELEMENTS, PHOTOGRAPHY, LOGOS, SOCIAL MEDIA, WEB AND DIGITAL, and TRADEMARKS AND LICENSING. The main content area is titled 'USAGE' and contains the following text: 'Using type thoughtfully is crucial to making our designs look professional. Follow these tips to make sure our typography is consistent.' It then discusses 'Letter and Line Spacing' and 'LEADING'. The 'LEADING' section explains that line spacing is critical for professional-looking text and provides three examples: 1) 'Leading that is too loose leaves too much pause between lines.' (15 pt. type / 23 pt. leading), 2) 'Leading that is too tight leaves too little pause between lines.' (15 pt. type / 14 pt. leading), and 3) 'When leading is correct, the reader will not even notice.' (15 pt. type / 18 pt. leading). It also discusses 'TRACKING', explaining that correct letter spacing makes text easy to read and provides an example: 'Tracking that is too loose leaves too much space between letters.' (+60 tracking).



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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

| Characteristic | We are... | We are not... |
|-------------------|---|--|
| Driven | Motivated, focused | Pushy, tunnel visioned |
| Sincere | Genuine, compassionate | Sappy, coddling |
| Confident | Informed, prepared to be the expert in the room | Cocky, pretentious, or pedantic. We don't talk down to our audiences |
| Passionate | Enthusiastic, energetic | Overbearing or overexcited (!!!!!) |
| Aspiring | Uplifting, inspiring | Naive, head in the clouds, or unrealistic |



More Training

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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