

CPH Brand Voice & Tone

Introduction to the CPH Brand –

The UGA College of Public Health recently adopted a [new mission, vision, and values statements](#), which reflect who we are and how we conduct our work in teaching, research, and service. We have also launched a **new brand image** that conveys who we are to key audiences – communities we serve, potential students and faculty, alumni, non-academic and academic partners, public health peers, and others.

Our brand has both visual and written elements. Written elements include a new tagline and key messages that highlight the aspects of our College we want our audiences to know. This is why it's important to maintain a **consistent voice** and a **contextually relevant tone** when we communicate to new and existing audiences.

Below, we describe the voice and tone of the CPH brand and offer examples for how to adapt our key messages, voice, and tone in your communications in a way that feels **appropriate and genuine** to your needs.

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**. These characteristics give shape to our voice. The emotion you convey can change depending on the medium, audience, context, and goal.

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CPH Brand Personality –

Defining our brand personality creates tangible attributes as well as a starting point for how we write, speak, respond and communicate on behalf of the College. The following personality traits, as well as elements of our core values, will drive the voice for all UGA CPH communications.

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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.

CPH Brand Voice Characteristics –

Inspired by elements of the brand personality, voice characteristics define how the brand sounds.

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, and 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.

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Avoiding Pitfalls –

When using the brand voice, it's important to be aware of what the voice is and is not.

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

Using Voice & Tone –

Official College of Public Health communications can look like many things. Here are the most common:

- Social media posts
- Brochures and other recruitment materials
- Event promotion materials
- Acceptance and welcome letters
- Newsletters
- Donor solicitations
- News stories
- Videos
- Presentations

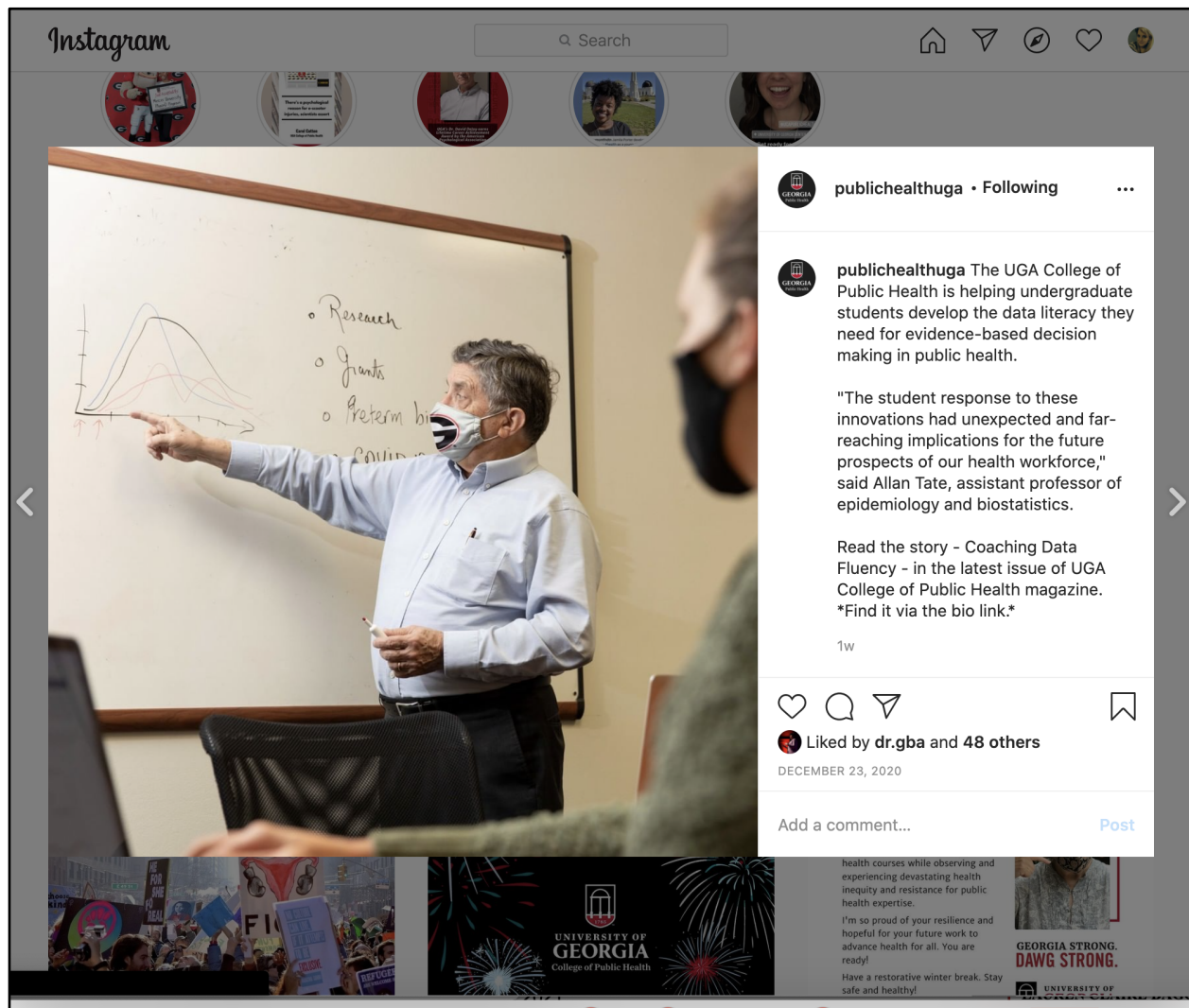
If your department or office is responsible for regular communication above, it's helpful to see examples of voice and tone in action.

Tone is especially dependent on the context of the communication. A social post will sound and look different from a recruitment brochure. A welcome letter will have a different tone than a letter to a donor. Yet, these should all represent CPH's voice and personality.

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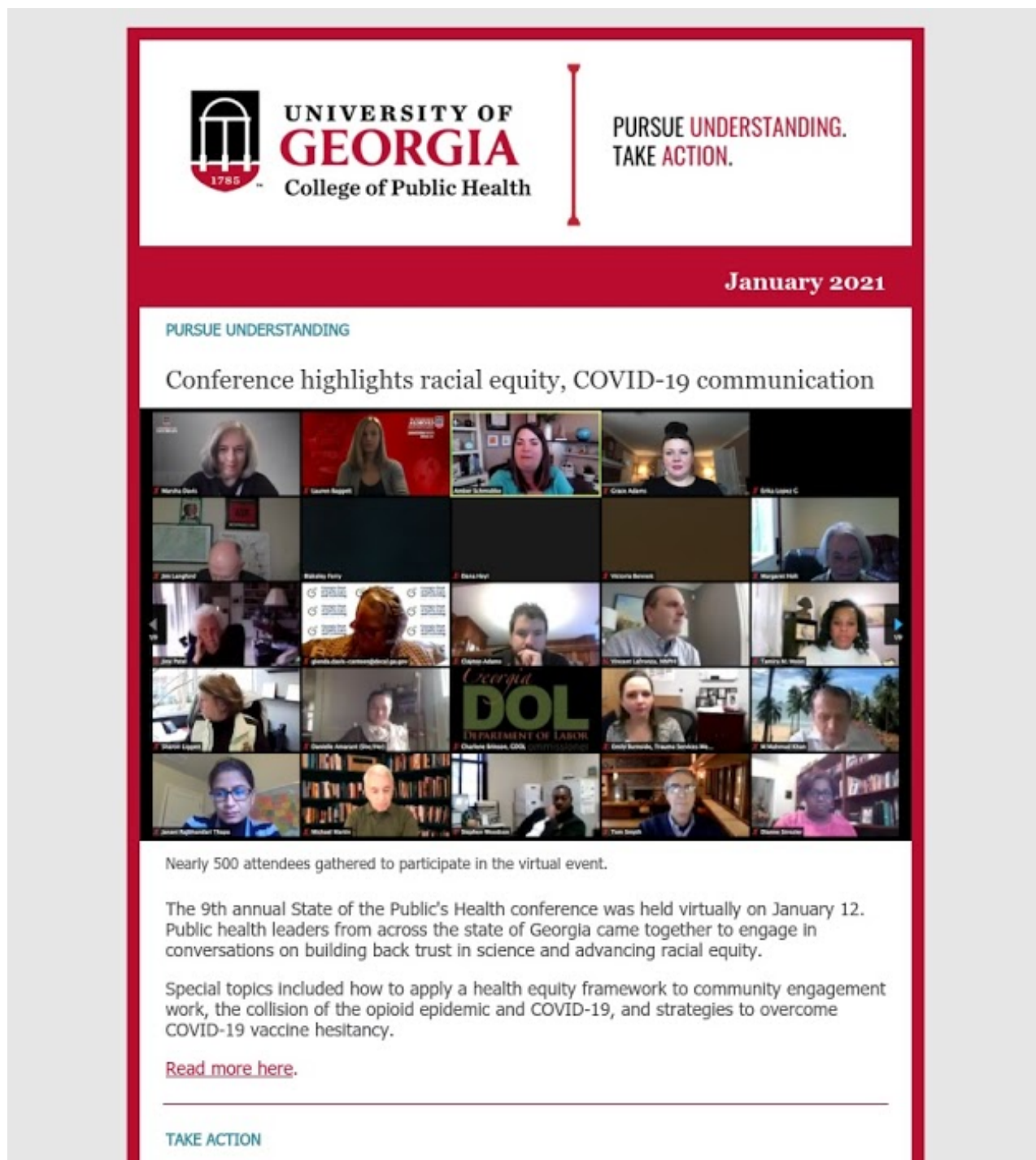
Examples:

Social media post example



The first sentence highlights how CPH is innovating in the classroom. The tone is direct and confident.

This Month at CPH newsletter

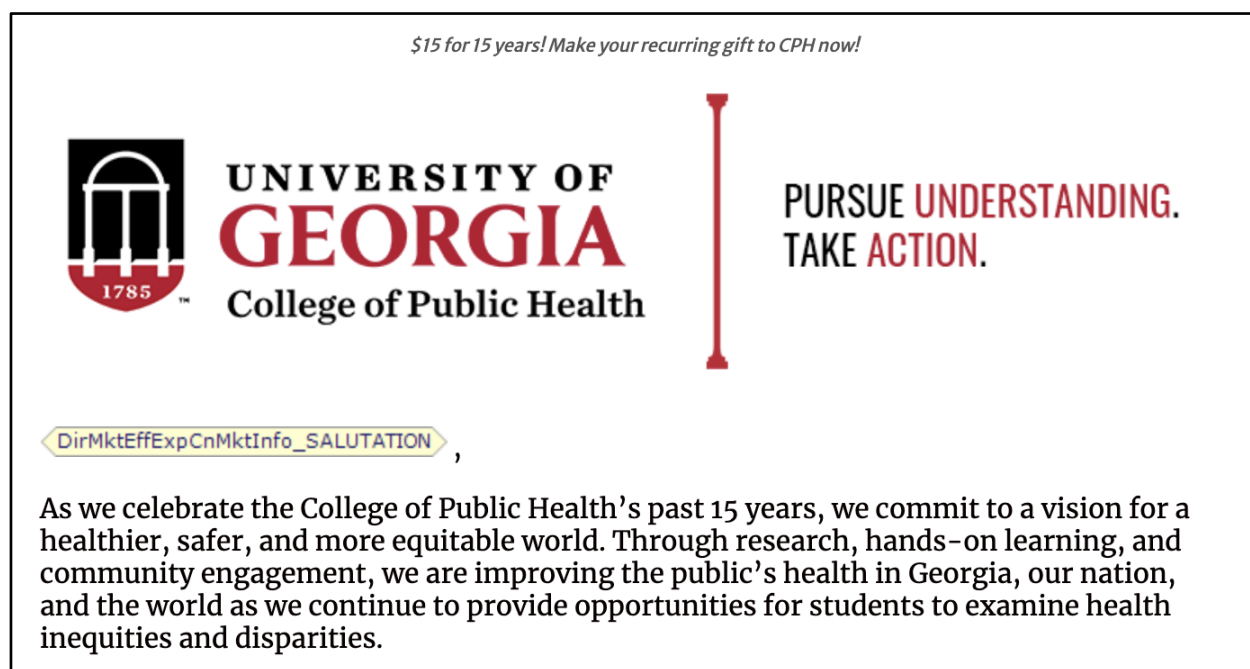


This monthly newsletter is shared with audiences external to UGA. It is intended to make readers aware of the activities and achievements of CPH programs, faculty, and students and to positively influence their impressions of our College. The *driven* and *passionate* brand voice

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characteristics are most often used here. The tone is more informal but still professional and succinct.

Development Office solicitation email example



This email uses UGA brand font (Merriweather) and the header image uses the official logo and tagline. In the copy, parts of the mission and vision statements were used to communicate to our audience of potential donors what CPH values.

Letter to accepted students – April 2020

Dear [Name],

I hope you and your loved ones are safe and healthy. This is an uncertain time for us all, and we know that the COVID-19 pandemic is having a great impact on your life.

This is also a time when you are making an important decision about your academic and professional future.

I am thrilled that you are considering joining the UGA College of Public Health community of public health changemakers. We need the critical work of public health now more than ever.

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At all times, but especially now, UGA CPH is called to provide leadership and information that is grounded in scientific evidence to support our community and local decision-makers. This is at the heart of our research and service mission, and extends to the training of our students.

We strive to provide our students with hands-on learning opportunities so that they feel confident stepping into later roles as public health researchers and practitioners ready to engage in complex health issues.

This letter was sent from Dean Davis to accepted students encouraging them to commit to UGA CPH. These paragraphs reflect the *sincere* and *aspiring* brand voice elements. The tone is more formal because this is a letter, but the fact that it is in first person and begins with well wishes invokes a personal, sincere touch while remaining professional.

General Tips –

- Steer clear of sounding overconfident or grandiose. Avoiding superlatives or overstating the impact of research projects is one way to do this.
- Use exclamation points sparingly, and mostly in more informal media, like social media posts.
- Always keep in mind who you're talking to and why. What are you trying to motivate this person or this group to do? What do you want them to know or how do you want them to feel when they walk away?
 - You may want a high school student to feel curious and excited about the possibilities of studying public health, so you lean into *passionate* and *aspiring* voice characteristics.
 - In a presentation to a group of local lawmakers, it makes more sense to invoke *confidence* and *sincerity*.
 - A social media post celebrating a faculty honor or highlighting the work of alumni may want to emphasize their *drive* or *passion*.