Strategic Brand Initiative

UGA Alumni Association

Katie DeGenova, DAR Communications
Agenda

• Purpose of this strategic brand initiative
  • What branding is in place now?
  • What’s a brand and how do we get one?

• Strategic Foundation
  • What do we know about our audience?
  • Messaging strategy recommendation

• Brand Recommendations
  • Brand narrative; the story of the Alumni Association
  • Bringing it to life: visuals and graphical elements
What is a brand?

A brand is a person’s gut feeling about a product, service or organization.

It exists in the hearts and minds of individuals.
This is not a brand.

This is a trademark.

The purpose behind trademarks is to allow companies to distinguish themselves from others in the industry.
A brand is much more than a logo (or a tagline).
Customers buy products (or join organizations) to **build their identities**.

Customers **want meaning**.

Customers want a **sense of belonging**.

Mark Neumeier

*The Brand Flip*
So what about the Alumni Association?

How could we apply principles of branding to engage more alumni?

- Aligned with overall UGA brand
- Succinct, easy to remember
- Clear call-to-action
- All alumni programs fit
Lacks emotional connection
Doesn’t offer a REASON for action
Might imply membership
Alumni Association: Strategic Brand Initiative

PURPOSE

The purpose sets the direction of the initiative’s communication and focuses the messaging. Ultimately, it gives the initiative meaning and context.

- To **strengthen awareness** of UGA as resource for alumni.
- To **inspire a sense of pride** among our alumni community.
- To **gain support** for advancing the university’s mission and creating opportunities for future generations of Bulldogs.
Understanding our Audience

Who are we talking to? What do we know about UGA alumni?
Audience

PRIMARY: Alumni (recent grads, young alumni, established alumni)
Students

SECONDARY: Fans
Prospective students
Parents
There are more than 327,000 living UGA alumni.
UGA Alumni are in every state.
UGA Alumni live all over the world.
Alumni come from many different backgrounds.
Alumni population is rapidly become more diverse.
UGA Alumni Personas

Suzanne Kim, 24  
Martha Mitchell, 67  
Trevor Lawson, 33  
Robert “Brooks” Bagwell, 45  
Gabrielle Daniels, 39  
Jim Nelson, 52  
Katie McKenzie, 35  
Janet Johnson, 48
UGA Alumni: Putting ourselves in their shoes

Their **NEEDS** and **GOALS** vary, and many have nothing to do with UGA.

- Seeking elusive work-life “balance”
- Paying off student loans
- Seeking elusive work-life “balance”
- Needs help after recent hurricane
- Need a date night!
- Hopes to travel more
- Want to create the perfect holiday card
- Building a community of like-minded women
- Figuring out next career move
- Preparing to pay for kids’ college
- Improving golf swing
- Working out to improve his “dad bod”
- Finding the ONE
- Wants recognition for accomplishments
- Wants to see grandkids succeed
- Need a vacation!
Brand Messaging Strategy

What are we truly offering our alumni? What’s the “why” behind programming?
BRAND MESSAGING

The messaging for this initiative derives from, and reinforces, the University of Georgia master brand.

The Alumni Association

inspires a culture of commitment to UGA

by fostering lifelong relationships with our alumni

for the growth, success and connection of the Bulldog family.
The Alumni Association

**Our Value Proposition**

- **Attributes**
  - spirited experiences
- **Benefits**
  - because we are committed to...
  - pride and comradery
  - professional & leadership development
  - purpose and opportunity

- **powerful networks**
- **a culture of support**

**fosters lifelong relationships with UGA alumni**

**the growth, success and connection of the Bulldog family.**
PERSONALITY

The personality attributes set the tone for how the brand communicates, and reflect how we want our audiences to think and feel about the university as a whole.

While these four personality traits are consistent with the master brand, the Spirited attribute is distinctive to Alumni and is not interchangeable with other messaging campaigns.

Derived from the master brand

TIME-HONORED
We are guided by a respect for history and tradition.

COMMITTED
We are deeply invested, and our conviction—to our students, our state and our world is unwavering.

TENACIOUS
We are ambitious, and we never stop searching for better answers and bigger solutions.

Specific to alumni brand initiative

*SPIRITED
We are a passionate and active community. We wear our Bulldog pride on our sleeve.
Brand: Creative Recommendations
Brand narrative, tag line, logo and visual elements
BRAND NARRATIVE

This is the core of the Alumni identity. The ideas within this narrative guide our voice, inform the words we use, and inspire messages that resonate with all of our audiences.

The narrative can help us elevate our strengths and identify what our audiences can expect from us.

At its core, the initiative narrative articulates the basis of an ownable, unique identity for Alumni.

When did you know you were a Bulldog?
Was it walking onto Tate Plaza after your first class?
Was it the first time you saw the inside of Sanford Stadium?
Or was it a thousand miles from home, when you heard two simple words, “Go Dawgs?”

The UGA Alumni Association honors that moment every day, by bringing Bulldogs together year-round, worldwide and lifelong.

Whether you were a first-gen grad or were born wearing red and black, being a Bulldog is more than a memory or even a degree.

It’s starting a new job and finding a G in a co-worker’s office. It’s meeting old friends on College Avenue and feeling the years vanish.

It’s making new friends on a fall Saturday anywhere in America.
BRAND NARRATIVE

This is the core of the Alumni identity. The ideas within this narrative guide our voice, inform the words we use, and inspire messages that resonate with all of our audiences.

The narrative can help us elevate our strengths and identify what our audiences can expect from us.

At its core, the initiative narrative articulates the basis of an ownable, unique identity for Alumni.

We’re a deep-rooted community, centuries old and over 300,000 strong.
As the birthplace of public higher education in America, we instill a tenacity that gives our graduates an advantage in the working world.
We connect the dreamers and the doers.
We celebrate the risk-takers and the culture-shapers.
Our family reunions embody the Georgia spirit.
And we’re empowering the next breed of Bulldogs who will continue that tradition.

So, think back to the moment you became a Bulldog. Wear it on your sleeve and join the hundreds of thousands doing the same. We’re in Savannah, Seattle, Decatur, Detroit, Bainbridge and Boston, but we all call the same place home.
We’re united by the Arch and the Hedges, by Broad Street and Milledge Avenue and the sound of Glory, Glory.
We are UGA Alumni, and we never bark alone.
Tagline

NEVER BARK ALONE.
Bringing Bulldogs together year-round, worldwide, and lifelong.
Visual Identity
Visual Identity
When it is used thoughtfully, typography becomes a powerful tool to add visual meaning to what is communicated.

**PRIMARY SANS-SERIF**
Uses: headlines | subheads | lead-ins | pull quotes | callouts

**TRADE GOTHIC**

**SECONDARY SANS-SERIF**
Uses: subheads | lead-ins | body copy | callouts | captions

**Merriweather Sans**

**SECONDARY SERIF**
Uses: subheads | lead-ins | body copy | callouts | captions

**Merriweather**

Weights
- **CONDENSED NO. 18**
- **BOLD CONDENSED NO. 20**
- **BOLD CONDENSED NO. 20 OBLIQUE**

Weights
- Light
- Light Italic
- Regular Italic
- Bold
- Bold Italic
- Extra Bold
- Extra Bold Italic

Weights
- Light
- Light Italic
- Regular
- Italic
- Bold
- Bold Italic
- Black
TYPOGRAPHY

This font family includes three styles, Have Heart One, Have Heart Two, and Have Heart Swash, that combine to provide a personal, hand-lettered design.
COLOR OVERVIEW

Our color palette helps people identify us at a glance, and the way we use color sets the mood for each of our pieces, bringing an energy and vibrancy to our communications.

The primary campaign palette is broken into our main university colors.

The secondary palette includes groups: vibrant, rich, dark, and neutral colors.
COLOR OVERVIEW

This chart is a guide for the mood each color conveys within a communications piece. Colors can range from formal to casual and from subtle to bold.
PHOTO STYLE

Photography is a key tool for showcasing our diverse and dynamic community. Our images capture the University of Georgia spirit and connect with people in ways that words can’t.

Our photography can be broken down into four subject categories: **portraiture, environmental, slice of life, and details.**
The Alumni brand uses graphic elements that are consistent in style with the University of Georgia master brand.

While consistent with the master brand, the **1785 Angle** is distinctive to Alumni and is not interchangeable with other messaging campaigns.

When used consistently, these elements create continuity within our family of materials.

**ANGLES**

Angles are a versatile graphic element. They can be used to add texture, shape and dimension to design and photography.
EXAMPLES

The following examples were created to show how existing pieces can be reimagined using the new Alumni brand within our family of materials.

DIGITAL ADS

![Digital Ad Example 1](image1)

![Digital Ad Example 2](image2)
EXAMPLES

The following examples were created to show how existing pieces can be reimagined using the new Alumni brand within our family of materials.

DIGITAL ADS

Huddle Up & Hunker Down
Sign up for Dawg Day of Service

Never Bark Alone.
year-round | worldwide | lifelong
EXAMPLES

The following examples were created to show how existing pieces can be reimagined using the new Alumni brand. within our family of materials.
EXAMPLES

The following examples were created to show how existing pieces can be reimagined using the new Alumni brand within our family of materials.

INVITATIONS
Examples

ADVERTISING
BULLDOG 100
Examples

ALUMNI WEEKEND INVITATIONS

2020 Alumni Weekend
MARCH 26-28, 2020

It's time to ditch the 9-to-5 and come home to the University of Georgia to relive your glory (glory) days! Curious how campus has changed since you were a student? We'll have you feeling like a student again as you hear from President Morehead, enjoy a meal in the dining hall, take classes with leading faculty members, participate in experiential learning opportunities, and experience a variety of extracurricular activities on campus and in downtown Athens.

$150/individual or $250/pair
Grab a friend or family member and register today!

alumni.uga.edu/weekend
Examples

ALUMNI WEEKEND POP-UP BANNERS
Examples

“Some of the offerings were once-in-a-lifetime opportunities that weren’t available when we were students.”

“I liked the lunch offerings in the dining hall and the opportunity to network with other graduates.”
EXAMPLES

VIDEO
Questions?
CALLING ALL DAWGS

GEORGIA GIVING WEEK
Giving Week 2020 Details

TIMEFRAME: APRIL 18 - 25

THE GOAL: Get as many alumni donors as possible

WHAT TO EXPECT:
- Email communication
- Social media
- Alumni celebrity videos and engagement
- Giving Days from: FACS, Ecology, Warnell, Law and College of Public Health
- Limited edition pennant + 20% off at bookstore
Giving Week: how can you help?

1. Make a gift early.

2. Spread the word.

3. Host an event.
Thank you.