

Strategic Brand Initiative

UGA Alumni Association

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Alumni Association
UNIVERSITY OF GEORGIA

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.

Mark Neumeier
The Brand Flip



This is not a brand.



This is a trademark.

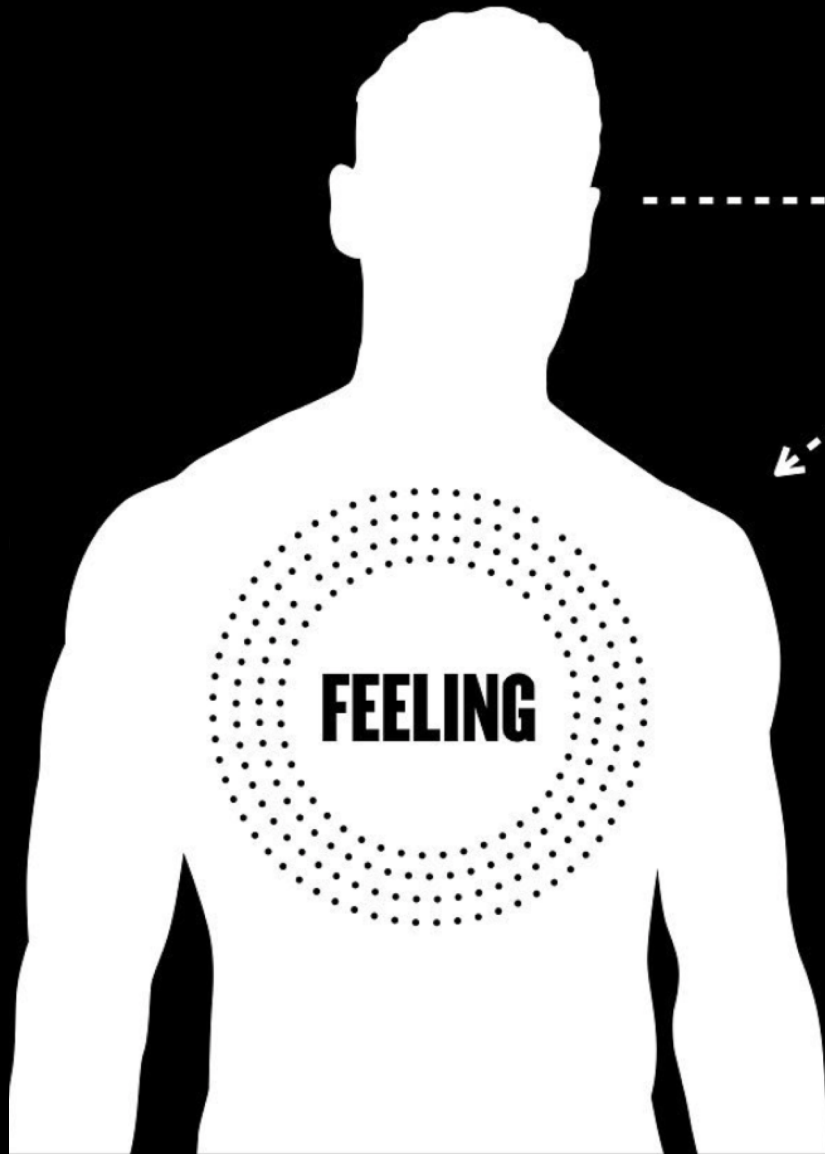
The purpose behind trademarks is to
allow companies to distinguish
themselves from others in the industry.



**A brand is much more than a
logo (or a tagline).**

Mark Neumeier
The Brand Flip





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?



UNIVERSITY OF
GEORGIA
Alumni Association

Connect. Hire. Give.





UNIVERSITY OF
GEORGIA
Alumni Association

Connect. Hire. Give.

- ✓ Aligned with overall UGA brand
- ✓ Succinct, easy to remember
- ✓ Clear call-to-action
- ✓ All alumni programs fit





UNIVERSITY OF
GEORGIA
Alumni Association

Connect. Hire. Give.

- X Lacks emotional connection
- X Doesn't offer a REASON for action
- X 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

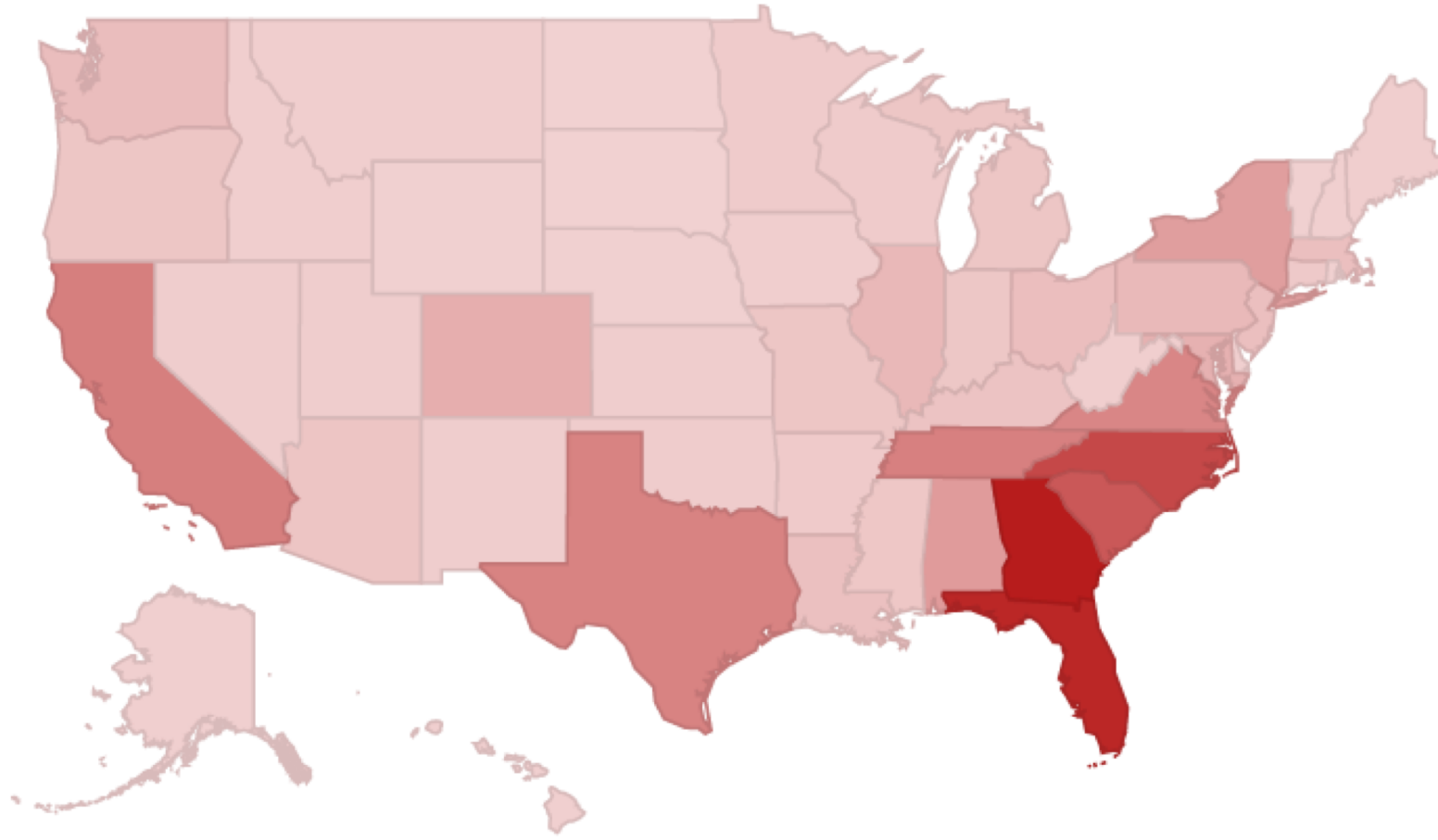
SECONDARY: Fans
Prospective students
Parents



There are more than **327,000** living UGA alumni.

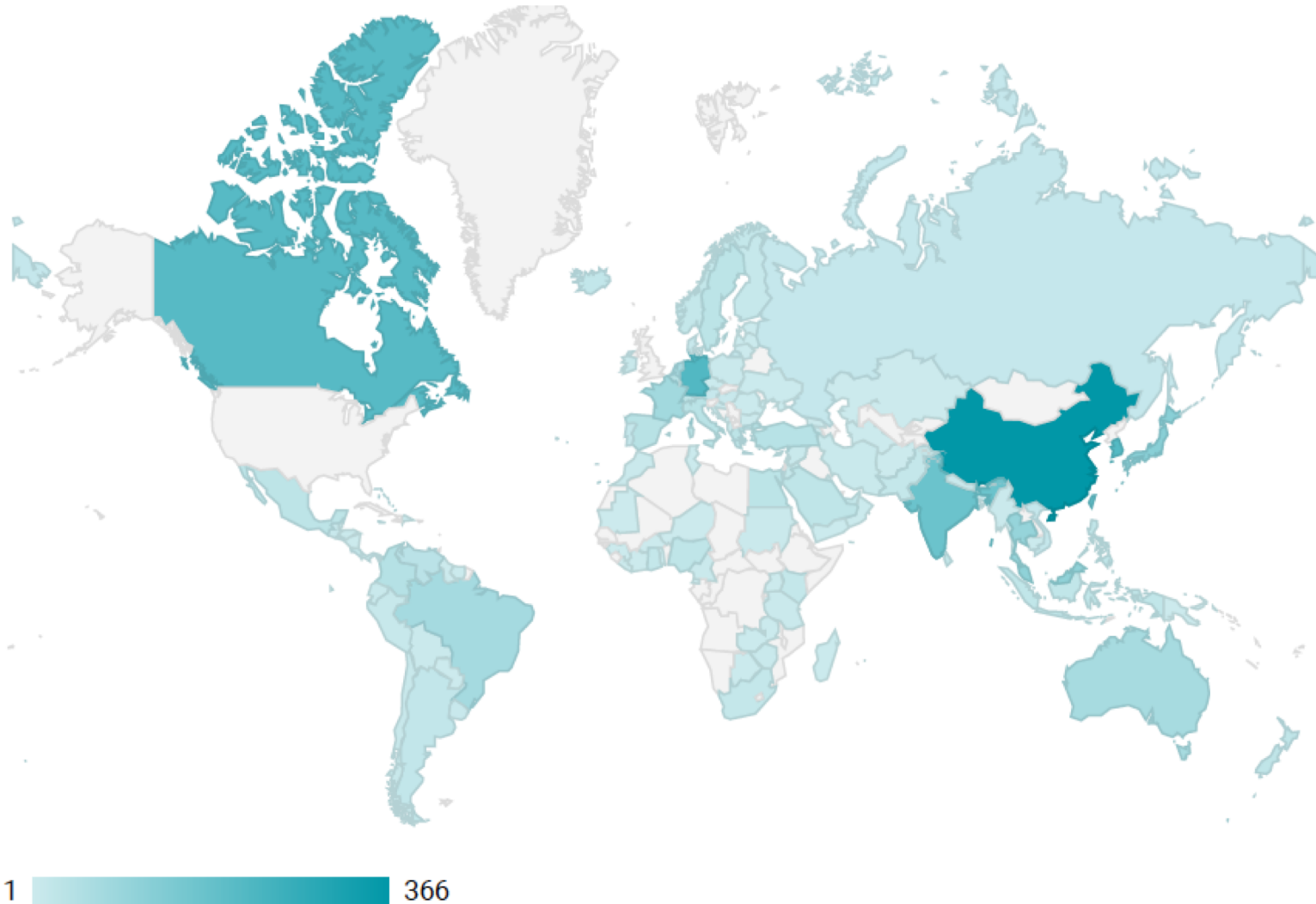


UGA Alumni are in every state.

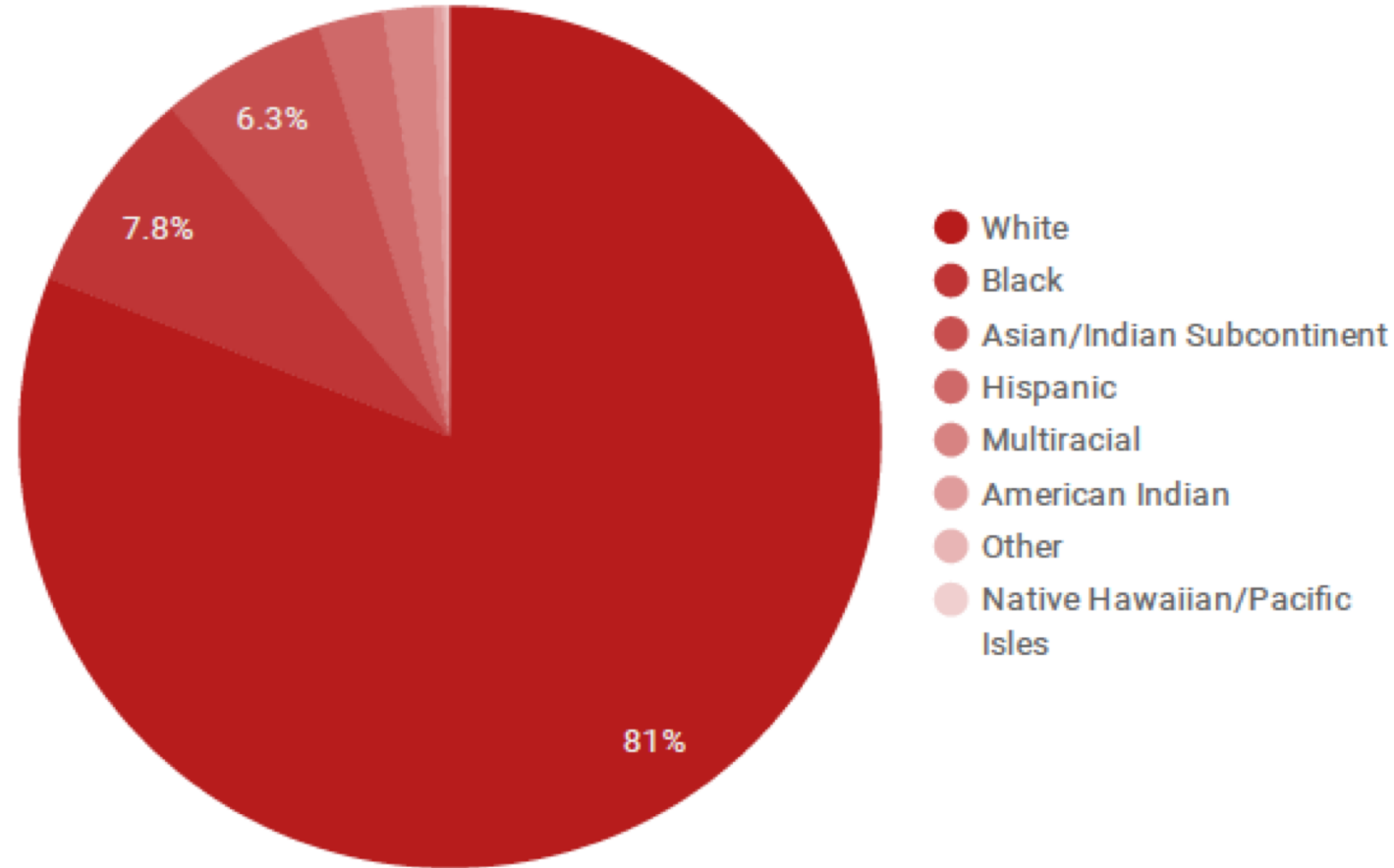


1 16,000

UGA Alumni live all over the world.

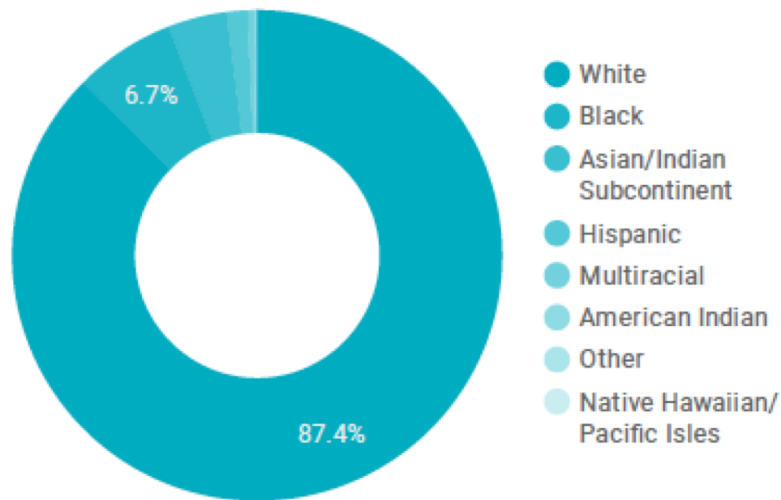


Alumni come from many different backgrounds.

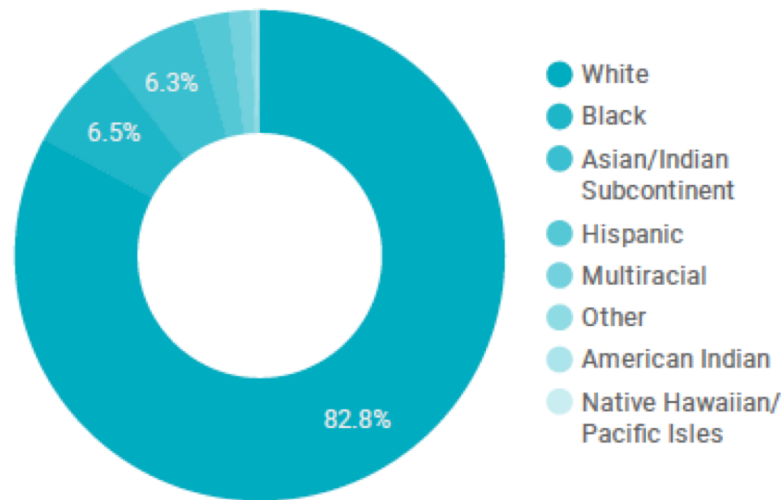


Alumni population is rapidly become more diverse.

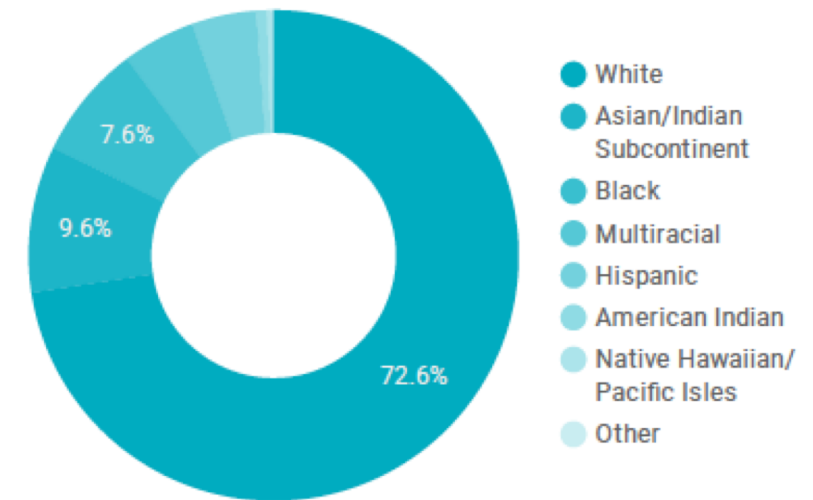
Alumni Aged 40-49



Alumni Aged 30-39



Alumni Aged 29 and Under



14.8% increase in the diversity of the total UGA alumni population over the last 20 years

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?

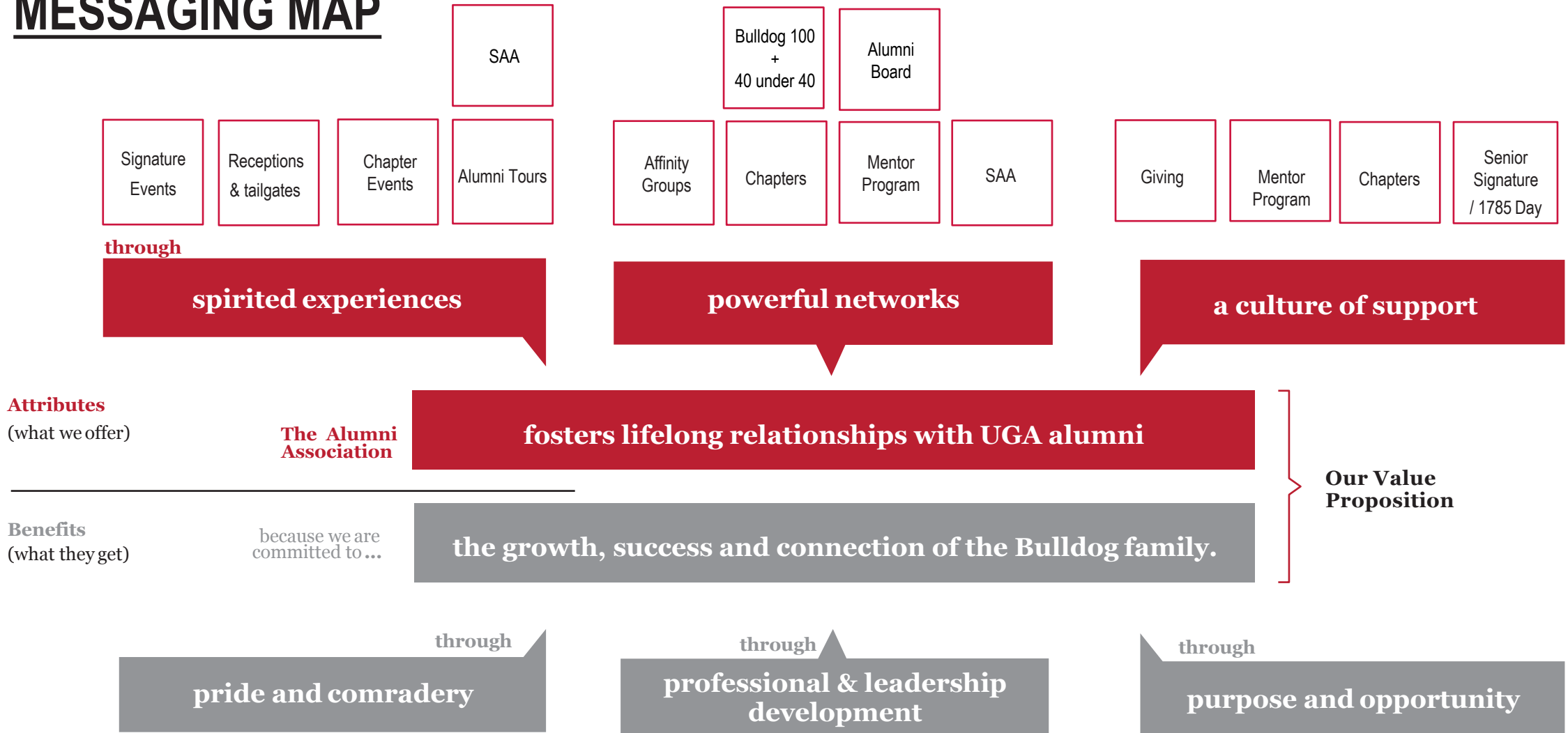
BRAND MESSAGING

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

The Alumni Association } **WHO**
inspires a culture of commitment to UGA } **WHAT**
by fostering lifelong relationships with our alumni } **HOW**
for the growth, success and connection of the Bulldog family. } **WHY**



MESSAGING MAP



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.



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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

CURRENT LOGO



Alumni Association
UNIVERSITY OF GEORGIA



Visual Identity



ALUMNI



TYPOGRAPHY

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

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.

SECONDARY SCRIPT HANDWRITTEN

Uses: lead-ins | pull quotes | callouts

Have Heart One

Styles

Script

HAVE HEART TWO

HAND WRITTEN

~ ~ ~ ~ ~

SWASH

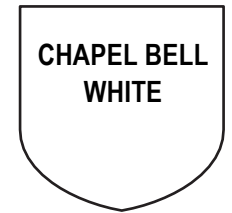
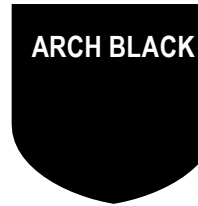
COLOR OVERVIEW

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.

PRIMARY PALETTE



SECONDARY PALETTE

VIBRANT



RICH



DARK



NEUTRAL



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.

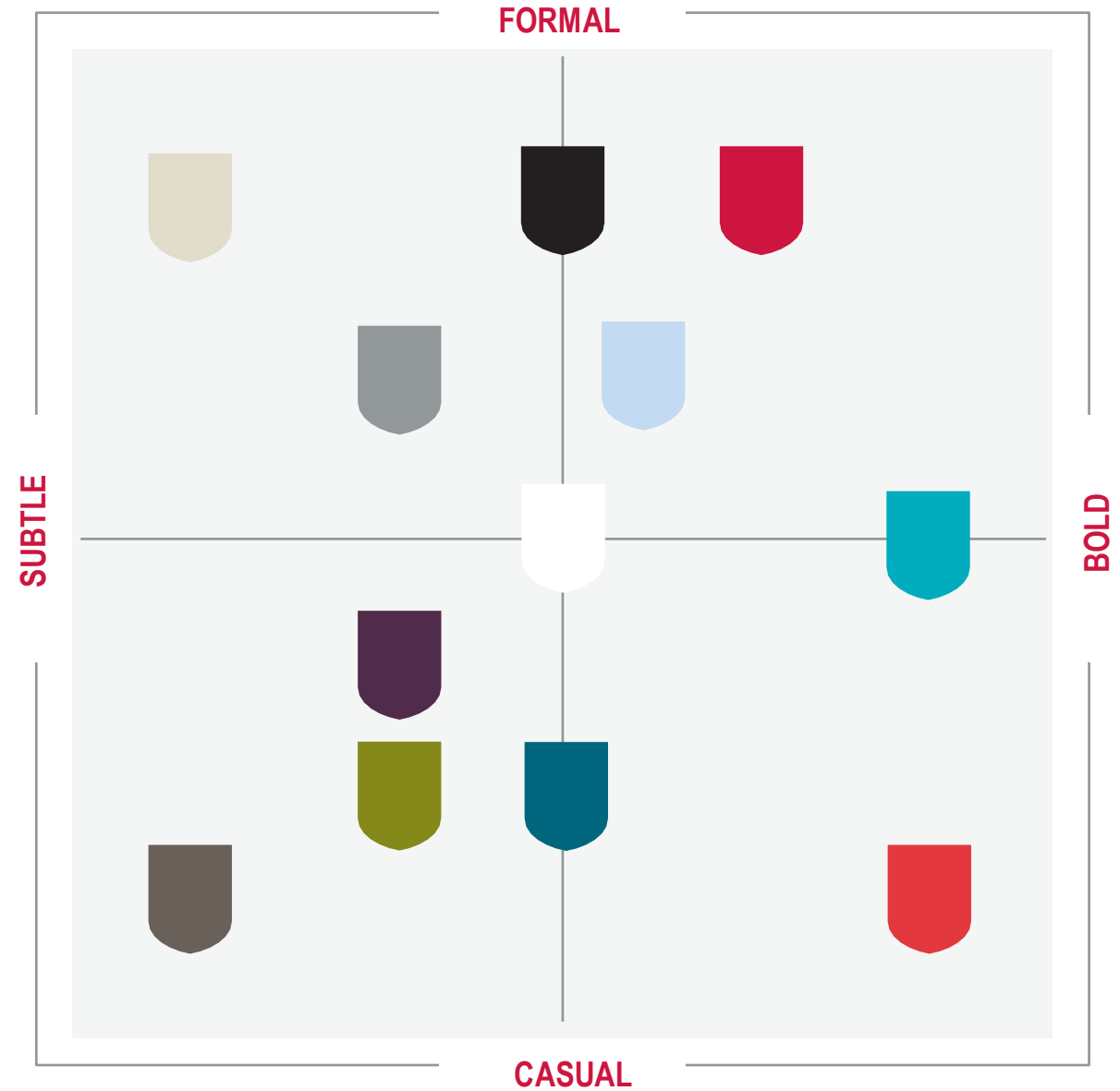
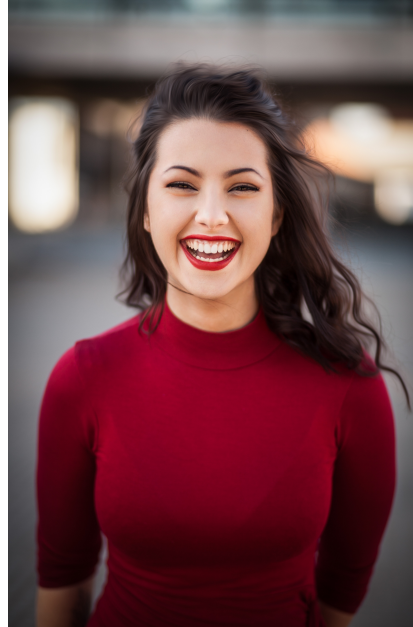


PHOTO STYLE

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**.



GRAPHIC ELEMENT

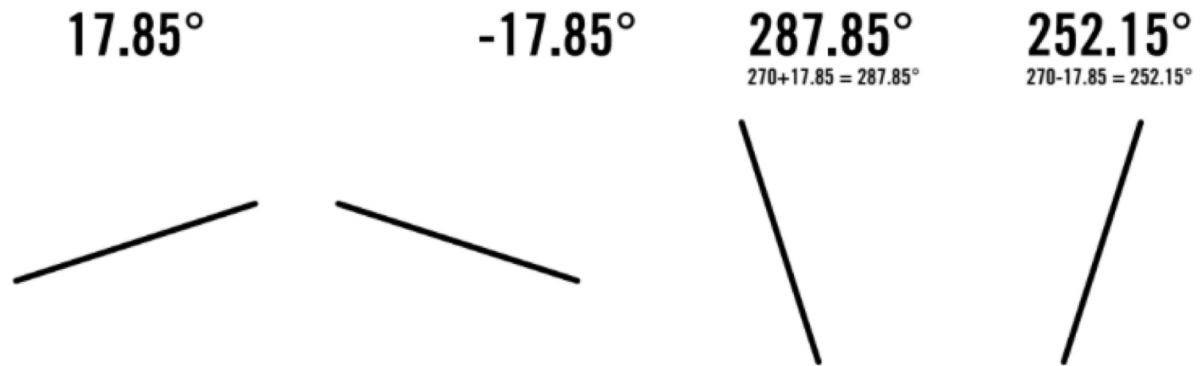
The Alumni brand uses graphic elements that are consistent in style with the University of Georgia master brand.

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 reimaged using the new Alumni brand. within our family of materials.

DIGITAL ADS



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DIGITAL ADS



EXAMPLES

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PRINT ADS



EXAMPLES

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INVITATIONS





Examples

ADVERTISING BULLDOG 100

**CONGRATULATIONS
TO THE 2020 BULLDOG 100
TOP TEN**

1. LEASEQUERY LLC Atlanta, GA George Azih (BBA '03) Chris Ramsey (BS '05)	6. TAPE KING Las Vegas, NV Chad McWhorter (MBA '09)
2. ROADIE Atlanta, GA Marc Gorlin (ABJ '95)	7. ADD'S PERSONAL CARE PHARMACY Bogart, GA Kevin Florence (PHARM D '09) Rachel Florence (BSED '05) Christa Bailey (BSPH '91, PHARM D '08)
3. MARGARET LONG DESIGNS Atlanta, GA Margaret Long (BSFCS '03)	8. TERMINUS Atlanta, GA Eric Spett (BBA '10)
4. CASTLEGATE PROPERTY GROUP LLC Atlanta, GA George Connell (BBA '96) Frederic Dawson (BBA '97)	9. TIER4 GROUP Alpharetta, GA Betsy Robinson (BBA '04)
5. RCS GARAGE DOORS Charlotte, NC Amber Signore (BBA '06)	10. BOS SECURITY Athens, GA Nathan Carmack (AB '67, MED '72) Nat Carmack (BBA '93)

**VIEW THE COMPLETE 2020 RANKINGS
+ NOMINATE A BUSINESS FOR THE 2021 BULLDOG 100**
alumni.uga.edu/b100

100 BULLDOG  **UNIVERSITY OF GEORGIA / ALUMNI**  **Warren Averett**
CPAs AND ADVISORS

Examples

ALUMNI WEEKEND INVITATIONS



Alumni WEEKEND

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!


UNIVERSITY OF
GEORGIA
ALUMNI

alumni.uga.edu/weekend



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UNIVERSITY OF
GEORGIA
ALUMNI

alumni.uga.edu/weekend

Examples

ALUMNI WEEKEND POP-UP BANNERS



Examples

ALUMNI WEEKEND SOCIAL GRAPHICS





EXAMPLES

VIDEO



Questions?





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.

