

# BRAND STYLE GUIDE

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## VOICE



UNIVERSITY OF  
**GEORGIA**  
Terry College of Business

# **THE GEORGIA BRAND AND THE TERRY COLLEGE OF BUSINESS BRAND**

***Because the Terry College of Business brand is a sub-brand of the University of Georgia, the two share a number of characteristics (such as color and typography). But due to the college's specific purpose and target audience, our brand should carry a distinctive voice and a discernible visual style of its own. All communications for the brand should strengthen the Terry story, while inspiring our audiences to take action in support of our brand priorities.***

*Note that all instances of "brand" in the following pages refer to the Terry College of Business brand, and instances of "master brand" refer to the University of Georgia brand.*

# RESOURCES

The Terry College of Business' Office of Marketing and Communications Department leads the planning, creation and implementation of the university's marketing, publications, and media and public relations initiatives. It is also responsible for the college's brand management goals, standards and processes. If you have questions you can't find answers to within this guide, or if you need brand assets, please contact the Office of Marketing and Communications.

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## **MARKETING COMMUNICATIONS**

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# BRAND STRATEGY

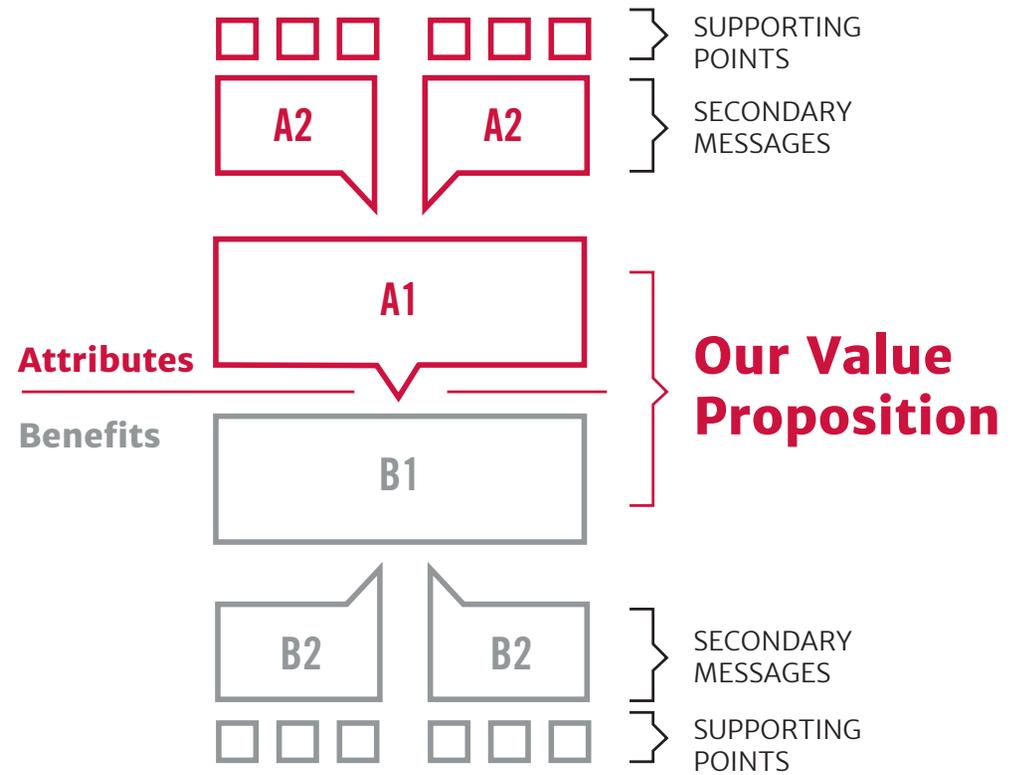
## **BRAND STRATEGY**

*This section captures the key messages of our story, which we convey in all aspects of our brand. The strategy helps define who we are and why we exist, the audiences we serve and our unique role in higher education. The strategy is more than what we do: it is the impact that we can have on our students, our state and our world.*

# 1 OUR MESSAGING

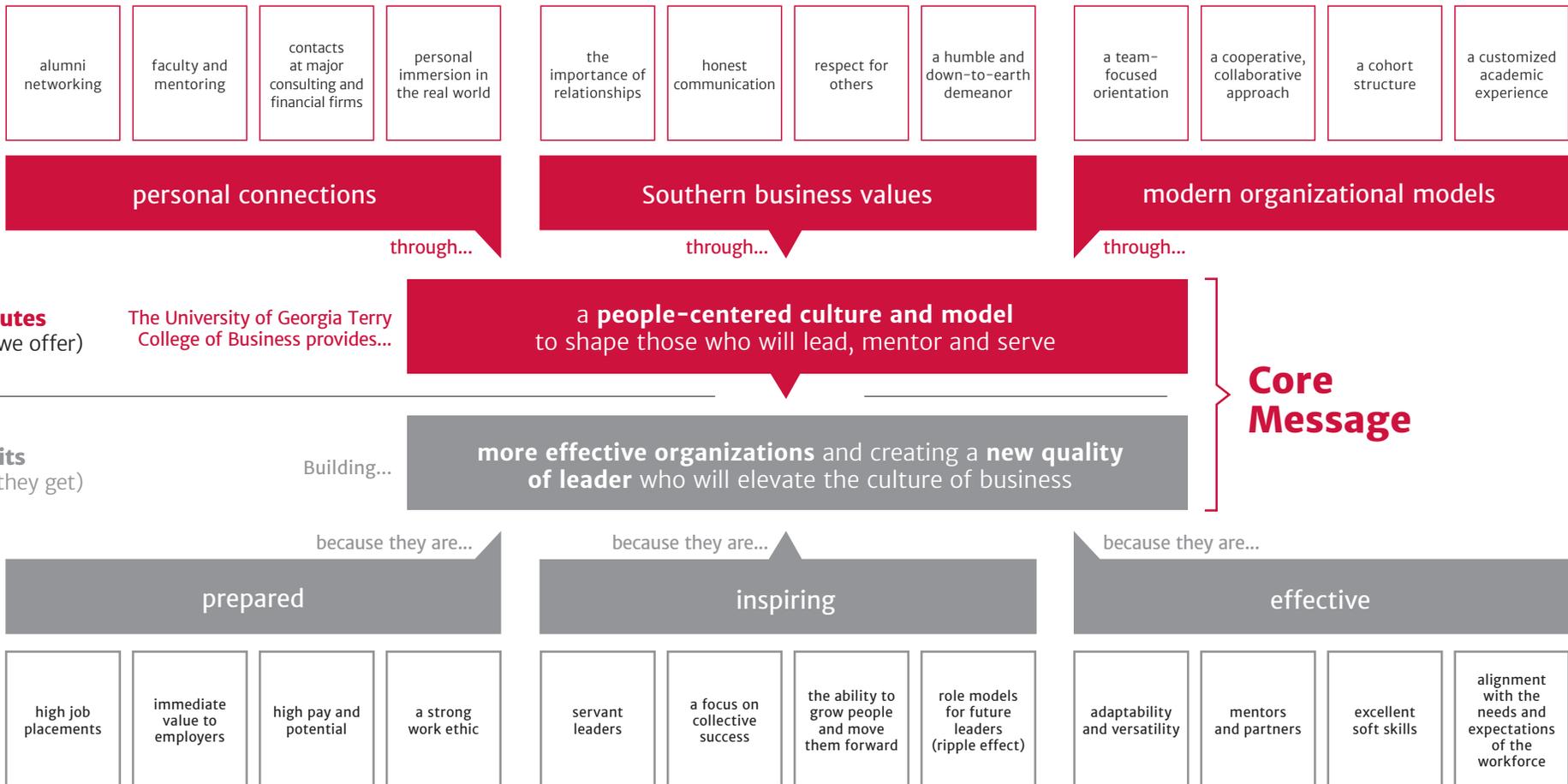
Our key messages are organized in a hierarchy to help us prioritize what we say.

## what we offer (the give)



## why it matters (the get)

# 1 MESSAGING MAP



# 1 NOMENCLATURE

It's important to maintain consistency in the nomenclature and language used in referring to the Terry College of Business, given the audience and context of the usage.

## INTERNAL AUDIENCE

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- Existing students
- Alumni
- Faculty
- Parents of existing students

## NOMENCLATURE AND USAGE CONTEXT

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### *University of Georgia Terry College of Business*

Headline copy or first reference in body copy.

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### *Terry College of Business*

Headline copy, first reference in body copy, or repeated reference when the association to University of Georgia is clear.

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### *Terry*

Repeated reference only, once the above standards are met.

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### *Terry College*

Never used.

# 1 NOMENCLATURE

*continued*

## EXTERNAL AUDIENCES

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Any audience not directly connected to the Terry College of Business.

## NOMENCLATURE AND USAGE CONTEXT

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*University of Georgia Terry College of Business*

Headline copy or first reference in body copy.

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*Terry College of Business*

Second or repeated reference when clear association has been made to the university brand.

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*Terry \_\_\_\_\_ (grads, students)*

Repeated use in body copy to avoid redundancy in conjunction with another descriptor, only after the above criteria are met. This type of usage should be minimized.

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*Terry College*

Never shorten to other forms.

2

# VOICE

## **OUR VOICE**

*Voice is more than what we say—it is how we say it. It is the combination of the tone we use, the language we choose, and the way we put sentences together. And it is one of the primary ways our audiences can connect and identify with our brand, emotionally and personally.*

## 2 BRAND NARRATIVE

This is the core of the Terry College of Business story. The ideas within this narrative guide our voice, support our core messaging, and inspire the words and phrases that we use, for communications that resonate with all our audiences. The narrative can help us elevate our strengths, identify what our audiences can expect from us, and from the basis of an ownable, unique identity for the Terry College of Business.

### TO GUT-CHECK VOICE

Does the tone of what you're writing capture the spirit of what "For Those Who Commit" conveys? Does this sound like the personality of someone who embodies the idea?

### TO STAY ON MESSAGE

Move beyond facts whenever possible. By addressing the motivation behind our successes, we can create a stronger emotional tie with the audience.

### TO INFLUENCE VISUAL CHOICES

Our brand shouldn't just rely on the written words. Refer to the brand narrative specifically through graphic treatments.

It takes a certain kind of person to succeed in business.  
A person who possesses a strong work ethic and marketable job skills.  
One with the versatility to thrive in any environment.  
Someone whom others look to for expertise and perspective.

But to truly reshape the effectiveness of organizations, to make a positive impact on the culture of business, and to build the kind of teams that thrive and succeed, it takes a different kind of person altogether.

THESE ARE THE PEOPLE OF THE UNIVERSITY OF GEORGIA  
TERRY COLLEGE OF BUSINESS.

The kind of people who lead from within, to inspire those around us.  
People who act as mentors, pushing others to go further and reach higher.  
People who serve, changing and improving the businesses and organizations that power communities across Georgia and the world.

The business world is changing, and the future is uncertain.  
But we know that the future is written by those who see what's possible when people come first, teams come together, and solutions come at every turn.

***Those who inspire. Those who unite. Those who commit.***

**FOR THOSE WHO COMMIT.**

## 2 BRAND NARRATIVE

*continued*

Taken as a whole, the brand narrative is a great source of inspiration that can inform the content and style of marketing materials at the Terry College of Business. That said, keep in mind that it's made up of several smaller messages, each illustrating distinct characteristics that together form our central message.

We know it takes a strong set of skills to be successful in business. At the Terry College of Business, we are committed to fostering those skills in our students so that they can go on to define success on their own terms.

This section speaks to our mission and purpose. Our students come here because they know that they will get not only the education they'll need to be successful, but also the skills and experience that can make others successful as well.

This is how we define our people. We use this language to paint a picture of the Terry community and to inspire and empower one another to achieve more for our state and our world.

**It takes a certain kind of person to succeed in business.  
A person who possesses a strong work ethic and marketable job skills.  
One with the versatility to thrive in any environment.  
Someone whom others look to for expertise and perspective.**

**But to truly reshape the effectiveness of organizations, to make a positive impact on the culture of business, and to build the kind of teams that thrive and succeed, it takes a different kind of person altogether.**

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**FOR THOSE WHO COMMIT.**

## 2 OUR PERSONALITY

The personality attributes set the tone for how the Terry brand communicates, and reflect how we want our audiences to think and feel about the college as a whole. These six personality traits drive the voice and image for all communications.

It is important that our brand communicate a clear purpose for the future of the college, while striking an emotional tone that's inspiring and authentic to the history and tradition of Georgia.

With this in mind, the Terry brand leans more heavily on three of the traits, as noted at right.

### Derived from the master brand

## NURTURING

We are personable, supportive and invested in others while being easygoing, kind and respectful.

## OPTIMISTIC

We are hopeful, and we envision a better world that we're helping to make possible.

## COMMITTED

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

### Specific to the Terry College of Business

## ADAPTABLE

We are versatile within a variety of situations and environments.

## ENGAGED

We actively work together, arm in arm with others.

## PERCEPTIVE

We see the big picture, and connect the dots.

## CONSTRUCTING HEADLINES

Powerful headlines can do considerable work in carrying out our messaging and personality. Bold and interesting headlines compel our audiences to read further and listen to what we have to say. Use them to command attention and make a strong statement.

The headline frameworks on this page can help you stay on brand and maintain consistency in our language. These are meant to be thought starters for communicators: Not every headline should follow these constructions or include the word “commit,” so feel free to mix things up, with these frameworks as your guide.

### THOSE WHO \_\_\_\_\_, COMMIT.

This headline construction provides you with a high-impact way of showing how the Terry community is making an impact in the business world and beyond. Use it to get the reader’s attention and to show how all our accomplishments are the work of those who commit.

#### Examples

- ***Those who seek to see the world at 200 miles per hour, commit.***
- ***Those who seek to make business smarter and more effective, commit.***
- ***Those who seek to reveal the hidden cost of conflict, commit.***

### \_\_\_\_\_, SHAPED/BUILT/DEVELOPED/ETC. BY THOSE WHO COMMIT.

The students and faculty of the Terry College of Business are often on the front lines of big changes and shifts in the world of business. This headline construction allows you to showcase those changes and shifts while attaching them to Terry’s most important quality: commitment.

#### Examples

- ***The new landscape of business, shaped by those who commit.***
- ***A better way to crunch data, developed by those who commit.***
- ***A smarter way to save money for small business, built by those who commit.***

### \_\_\_\_\_ LEADERS WHO \_\_\_\_\_.

Although our commitment is a crucial component of who we are, we can illustrate that aspect in less direct ways. Use this construction to spotlight the particular members of the Terry community and the stories of how they commit.

#### Examples

- ***Thought leaders who create something from nothing.***
- ***Community leaders who build the bridges that unite communities.***
- ***Change leaders who forge a new way of doing business.***

## 2 CRAFTING CONTENT

Keep these tips in mind as you create communications, to maintain a consistent brand voice.

### **MAKE IT PERSONAL.**

Use first-person plural and second-person pronouns (“we”/“us” and “you,” where appropriate). It engages your reader in a direct, human way.

### **MAKE IT CLEAR.**

Make only the point you’re trying to make. Every communication won’t contain every detail, so focus on what’s important and relevant.

### **MAKE IT RELEVANT.**

Consult the brand priorities when you’re creating communications and look for places to include relevant messages.

### **MAKE IT TRUE.**

Back up your statements with proof points. Share real, honest stories of the work we’re doing.

### **MAKE IT READABLE.**

Vary the cadence of communications. Mix short sentences with longer ones to avoid falling into a rut. Check for rhythm and flow by reading passages aloud.

### **MAKE IT WORTHWHILE.**

Give your reader a reason to care. Lead with the benefits for the audience and back them up with specifics about what the University of Georgia offers.

### **MAKE HEADLINES WORK HARDER.**

A headline should be more than just the name of the subject at hand. Since it may be the only thing our audience reads as they scan the copy, make sure it is compelling and informative.

### **MAKE IT RELATABLE.**

We write like we speak, aligned with our brand personality. This may occasionally mean breaking a grammar rule or two. Used judiciously, contractions and sentence fragments add personality to communications.

### **MAKE IT MOTIVATIONAL.**

Give your audience a clear call to action, so they know exactly what you want them to do.

## SOCIAL MEDIA CONTENT TIPS

Many of our audiences communicate through one of the four main social media channels. However, it is important to keep in mind how various demographics interact with these different channels, and how this behavior translates to engagement with our brand. Below are high-level practices to keep in mind so that the appropriate content, crafted in the right manner, is effectively received.

				
<b>CHANNEL</b>	<b>Twitter</b>	<b>Facebook</b>	<b>Instagram</b>	<b>LinkedIn</b>
<b>HOW TO USE IT</b>	Tweet live-event updates, engage one-on-one with the community, and seek out and engage in Terry-related conversations.	Share news, milestone updates, or photos and videos that show the brand's progress.	Post visually striking "in-the-moment" photos and videos that communicate a sense of brand personality.	Share job opportunities and industry thought leadership, and publish news about the college itself.
<b>USER DEMOGRAPHIC</b>	MILLENNIALS GEN Z	BOOMERS GEN X MILLENNIALS GEN Z	MILLENNIALS GEN Z	BOOMERS GEN X MILLENNIALS
<b>COPY APPROACH</b>	Casual Formal	Casual Formal	Casual Formal	Casual Formal
<b>IMAGE PRODUCTION VALUE</b>	Low High	Low High	Low High	Low High



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