

## BRAND NARRATIVE

### Mentee Audience

Connect with a network of Bulldogs who can help you get ahead in life and career through the UGA Mentor Program.

Networking with your Bulldog family can help you get ahead in life and career, but it can also be overwhelming.

The UGA Mentor Program narrows down the world of possibilities to meaningful connections. We are personalizing the networking experience; connecting you with mentors that are just right for your commitment.

Getting started is easy. Simply create a profile on our digital platform and instantly begin searching for a mentor using a variety of search criteria including: industry, major, location, and more.

Your personal contact information will not be shared with anyone unless you agree to enter a mentoring relationship with them. And we only ask you commit to a 16-week mentorship investing a few hours per month.

There's a better way to network. Visit [mentor.uga.edu](http://mentor.uga.edu) today and find a mentor who can help you see your future.

Inspiring our students to do more, achieve more and become more. That's our commitment.

### Mentor Audience

Invest in a Bulldog's future wherever you are and on your schedule through the UGA Mentor Program.

Helping the next generation win is an amazing feeling. Simply opening up your calendar can open life-changing doors. But with our busy schedules, it can be hard to know where to start.

The UGA Mentor Program provides a convenient way for you to invest in a student's future. We are personalizing the mentoring experience to connect you with students no matter where you are and on your schedule.

Getting started is easy. Simply create a profile on our digital platform, then students can begin connecting with you based on your unique interests and experiences.

Your personal contact information will not be shared with anyone unless you agree to enter a mentoring relationship with them. And we only ask you commit to a 16-week mentorship investing a few hours per month.

You can shape the next generation of leaders wherever you are in life. Visit [mentor.uga.edu](http://mentor.uga.edu) today and help a student see their future.

Connecting the Bulldog Nation. That's our commitment.

## AUDIENCES

- 1 Alumni
- 2 "Friends" of university
- 3 Students

## PERSONALITY

### TENACIOUS

**MENTEE** - We are ambitious, and we never stop searching for better answers and bigger solutions.

### NURTURING

**MENTOR** - We are personable, supported, and invested in others, as well as easy-going, kind, and respectful of others.

### COMMITTED

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

### OPTIMISTIC

**ALL AUDIENCES** - We are hopeful, and we envision a better world that we are helping make possible.

## TONE

CONFIDENT  
INSPIRING  
AMBITIOUS

## STYLE

FORMAL  
BOLD

## GOALS

- 1 Connect students to alumni
- 2 Expand students' personal & professional network
- 3 Engage alumni

## HEADLINES AND COPY

"\_\_\_\_\_. THAT'S OUR COMMITMENT."

Inspiring our students to do more, achieve more, and become more. That's our commitment.

Connecting the bulldog family. That's our commitment.

Guiding future leaders. That's our commitment.

Equipping students. That's our commitment.

Investing in the next generation. That's our commitment.

Uncovering potential. That's our commitment.

"INSPIRE THOSE WHO WILL \_\_\_\_\_."

Inspire those who will become future leaders.

Inspire those who will shape policy.

Inspire those who will innovate your industry.

Inspire those who will revolutionize systems and processes.

Inspire those who will make history.

Inspire those who will influence our future.

Inspire those who will change the world.

## HASHTAGS

#COMMITTO

#UGAMENTOR

"THE MOMENT WHEN \_\_\_\_\_."

### MENTEE

The moment when the future becomes clear.

The moment when you realize someone is in your corner.

The moment when you've got more than your resume.

The moment when your options multiply.

### MENTOR

The moment when you help them see the future.

The moment when you see the dots connect.

The moment when you see dreams spark.

The moment when you see yourself in them.

# STYLE GUIDE | UGA MENTOR PROGRAM

## LOGOS & MARKS

### OFFICIAL UNIVERSITY LOGO

The Mentor Program logo is the official identifier for this initiative when communicating with external audiences.

It should especially be used in instances when the promotional mark cannot be used in conjunction with an official UGA logo in order to establish brand equity.



### PROMOTIONAL MARK

The promotional mark will serve as the primary visual identifier when speaking with our students & alumni. **It should always be used in conjunction with an official UGA logo.**

#### VERTICAL ORIENTATION



#### HORIZONTAL ORIENTATION



## GRAPHICS

### ELEMENTS

#### MESSAGE BUBBLE

The message bubble is a way to visualize conversations between mentors and mentees.



#### COLOR BLOCKS

Color blocks serve to highlight text or frame an image.



## COLOR

\* NEVER SET TEXT IN BULLDOG RED ON ARCH BLACK BACKGROUNDS

#### Primary

**BULLDOG RED**  
PMS 200  
C3 M100 Y70 K12  
R186 G12 B47 HEX-  
#BA0C2F

**ARCH BLACK**  
C70 M50 Y30 K100  
R0 G0 B0  
HEX#000000

**CHAPEL BELL WHITE**  
C0 M0 Y0 K0  
R255 G255 B255  
HEX#FFFFFF

#### Vibrant

**LAKE HERRICK**  
PMS 7467  
C97 M0 Y30 K0  
R0 G163 B173  
HEX#00A3AD

## FONTS

#### Weights

CONDENSED NO. 18  
BOLD CONDENSED #20

#### Weights

Light  
Light Italic  
Regular  
Italic  
Bold  
Bold Italic  
Black  
Black Italic

### PRIMARY SAN SERIF

Uses: headlines | pull quotes | callouts

# TRADE GOTHIC

### SECONDARY SERIF

Uses: headlines | subheads | lead-ins | pull quotes | body copy | callouts | captions

# Merriweather

## PHOTO STYLE

### PRIMARY

#### PERSONAL

Mentors and mentees in casual one-on-one settings.



### SECONDARY

#### REMOTE

Highlight the technological connection of the Mentor program.



## EXAMPLES

### FACEBOOK ADS



### INSTAGRAM STORY ADS

