

Terry Rebranding Project

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Positioning Statement

For aspiring business students, the Terry College of Business is the platform for higher education which produces exceptionally skilled professionals by promoting growth with interactive learning, esteemed educators, and a lasting community that gives access to an incomparable alumni network for the future.



Brand Essence:

"Community centered on
knowledge and progress"





Core Associations

Leadership

Community

Innovation

Growth

Tradition

Information



TERRY



Logo Significance



The new Terry logo was designed to give the school its own identity in the University, while also not breaking from the greater university and its brand.

We hope this new model could lead to a new system that would help all colleges in the University develop their own identity, while still representing the school and working as a part of a whole.

The Oswald font is the boldest in the catalog, and helps command Terry's strong standing and commitment .

The traditional Georgia crest of the arch-shield is used to show relation to the University.

The new design also represents the 6 buildings that make up the main Terry campus compared to their physical size and proximity to each other (normalized 10%) They also represent the 6 core associations Terry represents.

The books represent the dedication and effort required of Terry students. By displaying them as stacked together, they show that students can reach new heights when working together. The design also has the added benefit of being able to stand on its own in messaging and promotions. Once audiences have been exposed enough, it could also stand without the Terry word mark as well.

Colors

Visual Identity of the Brand



#BA0C2F

Bulldog Red



#000000

Black



#FFFFFF

Chapel-Bell White



#E4002B

Glory Glory



#D6D2CF

Creamery

The red and black colors represent the spirit of the University of Georgia and the team Bulldog, a tradition decided since 1891. These colors are featured across campus, both in academics and athletics, and are an important aspect of UGA's cohesive brand identity. To honor and respect our heritage, it is a wise decision to keep the red and black elements.

Elements: Font

Selected fonts should be versatile for a wide range of purposes from logos, headlines, infographics, merchandise, newsletters, body text, etc. The fonts should complement the context they are used in, and should be cohesive with the visual brand identity of UGA. We chose fonts that convey professionalism and seamlessly work together to make any style of communication easy to read and distinguished.

OSWALD:

Iconic and nearly inseparable from the Terry and greater Georgia brand, Oswald commands the bold values Terry holds, and conveys the school's strong sense of tradition.

Lora:

Taking the place of the old Georgia font, Lora's new century serif design brings a sense of formality integral to the Terry brand. Lora introduces a more modern feel to a font who consistently conveys legacy.

Tenor Sans:


Tenor Sans takes the place of the Merriweather Sans font in the Terry brand identity. Although still effective at representing the University, the font family's increased use as a default font for some websites has caused Merriweather Sans to lose some of its luster. Starting afresh can help Terry to retain its individuality without abandoning its underlying style.


Design Elements



 Terry College of Business
UNIVERSITY OF GEORGIA

INFO SESSION
9:30am-10:30 am Ivester Hall


College of Business

 **Information Session**
5:30pm - 7:00pm Ivester Hall
2:30pm - 3:00pm Ivester Hall

College of Business


UNIVERSITY OF
GEORGIA



Design on Merchandise



The Audience: Stakeholder Groups

The Georgia Family

Current students and families, faculty, staff and administration.

- Academic, educational aspect that Terry offers to the current family
- Display the core associations that Terry strives to create & the buildings that make up Terry to convey a sense of community within the business school

The Extended Family

Alumni and donors, residents and communities in the state of Georgia, Bulldog fans, employers in the state of Georgia, civic leaders.

- Maintain some aspects of UGA's visual identity to hold true to the image that the extended community already has
- Allows for a seamless transition for the new Terry identity

The Public

Peer institutions, press and media, national and international employers, national international employers, research funders, institutional donors, others.

- Publicize Terry as a business school
- Display the core associations also helps to distinguish Terry's key focuses as an institution to the public

The Future Georgia Family

Prospective students and their families.

- Cohesive, recognizable visual identity that will serve Terry for years to come
- Help future Dawgs to understand the mission of Terry
- A logo that the new students and families will be proud to wear

Questions?

