



Franklin College of  
Arts and Sciences  
UNIVERSITY OF GEORGIA



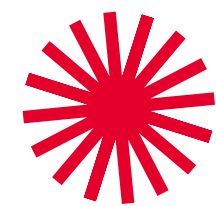
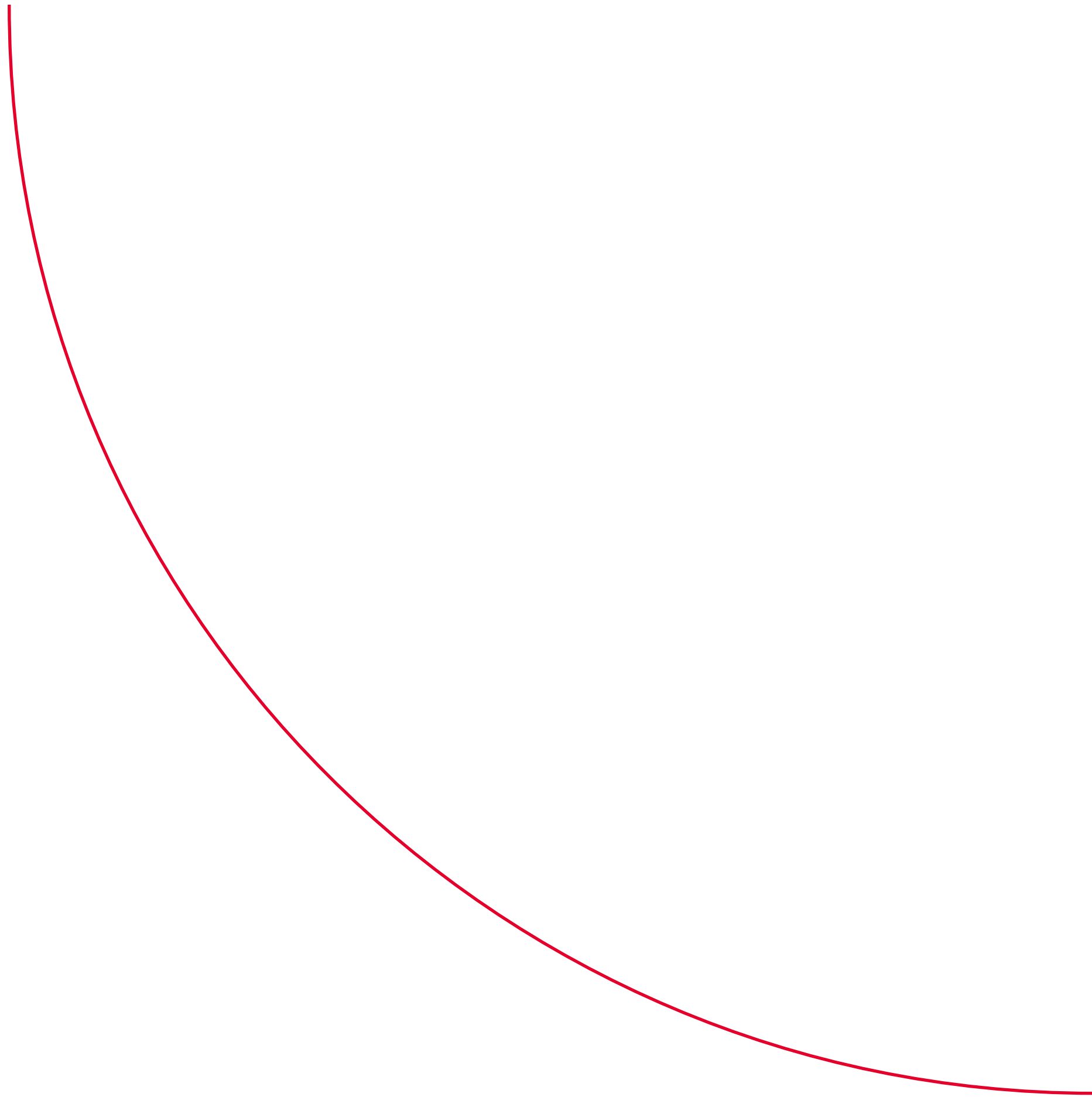
University of Georgia  
Franklin College of Arts & Sciences

# AMBASSADOR SUB-BRAND TRAINING



January | 2025

# UGA FRANKLIN'S FUTURE



**BEGINS HERE**

# BEFORE WE BEGIN...

We want to set a few expectations.

**You do not need to be an expert.** Especially after one or two training sessions. Brands are living things that grow with us, and whether you're actively creating for Franklin College, directing a team, or a leader in the UGA community, your involvement with this sub-brand is invaluable. We are all brand advocates and ambassadors.

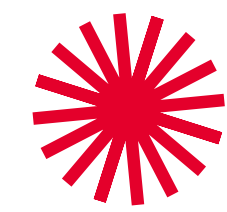
**This will not happen overnight.** The UGA Franklin sub-brand is the sum of months of work and countless voices. This is just the beginning of the sub-brand's life: over the next months, the brand will grow and adapt, and it will take a collaborative effort to bring it to life.

**This is a sub-brand we all share.** Your internal marketing team is working tirelessly to make these resources available to the Franklin and UGA community, but we all have a part to play in bringing it to life. While marcomm leads the implementation of this sub-brand, we all champion it together.



“ Your brand isn't simply seen.

**IT'S EXPERIENCED.”**



Your brand is not only what you say, it's what you do.

**THE ONLY WAY TO  
COMMUNICATE YOUR  
BRAND IS THROUGH  
EXPERIENCES.**

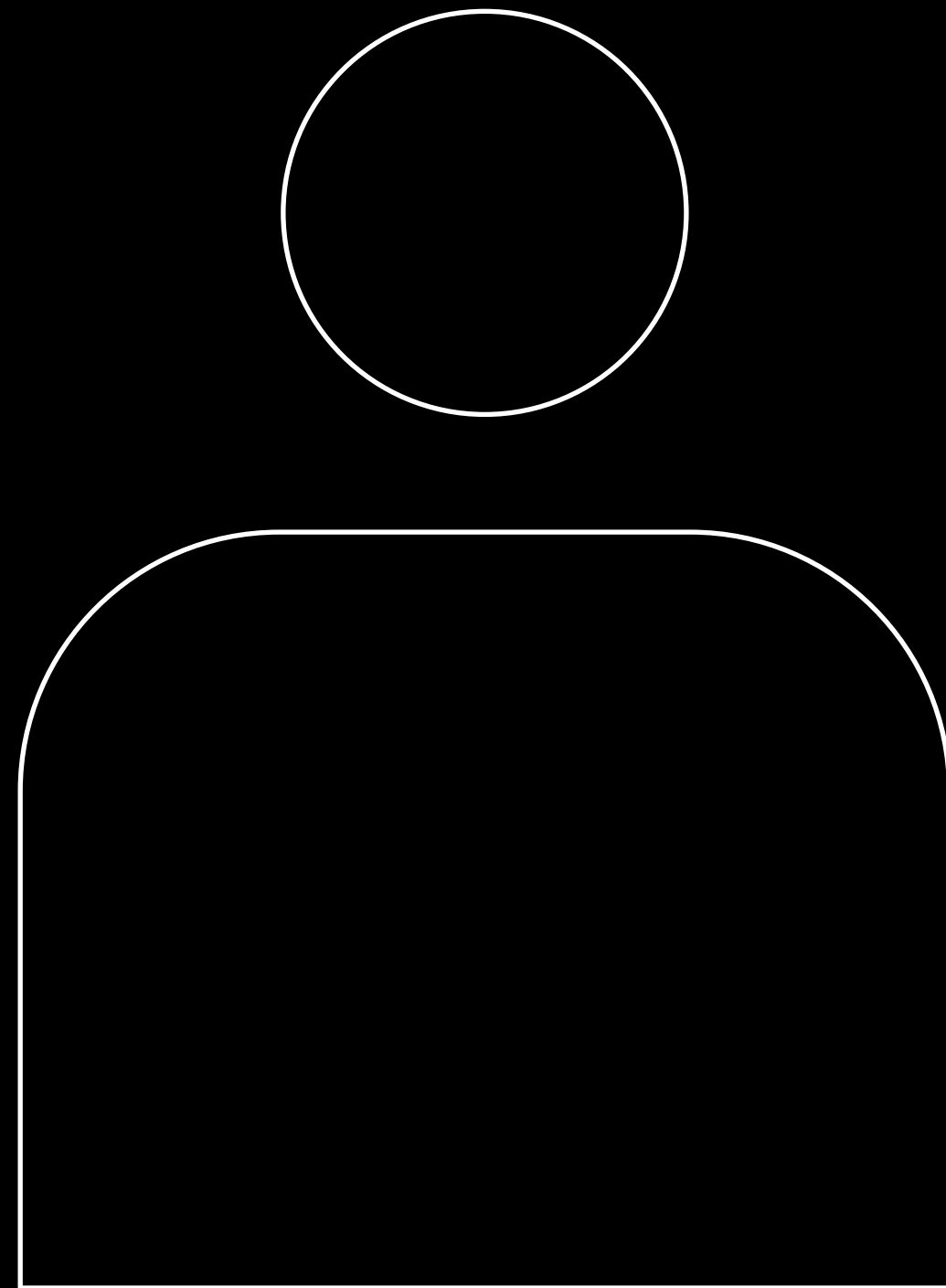


**Experience**

The Proof

**Brand**

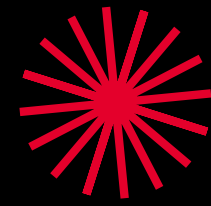
The Promise



## **Everyone is a brand ambassador!**

Every interaction you have is an opportunity to articulate the UGA Franklin sub-brand and help strengthen its place in the minds of others.

Having a unified voice that supports Franklin's strategic goals will help us to continue to strengthen the sub-brand.



Today's Agenda

# PROJECT RECAP

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# WHERE WE ARE NOW

---

# THE STRATEGY

---

# THE CREATIVE

---

# AMBASSADOR TRAINING



Today's Agenda

# PROJECT RECAP

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WHERE WE ARE NOW

---

THE STRATEGY

---

THE CREATIVE

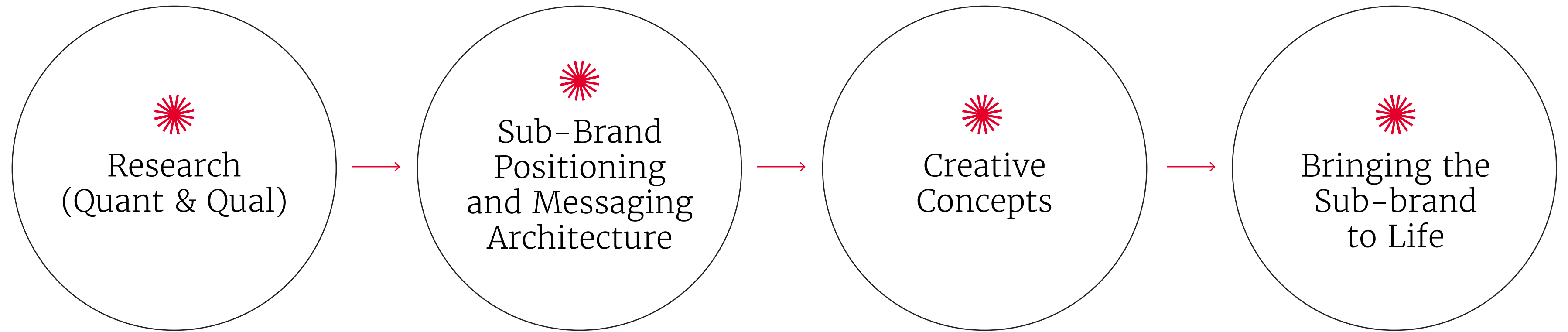
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AMBASSADOR TRAINING



# PROJECT RECAP

## WHERE WE'VE BEEN — TOGETHER



Targeted conversations and surveys with internal and external audiences to provide quantitative and qualitative grounding for strategy.

Strategic conceptual framing anchored in the institutional UGA brand that offers Franklin its own distinct outlook and communication goals.

Verbal and visual language systems aligned with the UGA institutional brand yet distinct for Franklin's identity and communication style.

A strategic roadmap to help Franklin bring their new sub-brand to life through communication and marketing.



**PROJECT RECAP**

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**WHERE WE ARE NOW**

---

**THE STRATEGY**

---

**THE CREATIVE**

---

**AMBASSADOR TRAINING**

# WHERE WE ARE NOW

## AMBASSADOR TRAINING

Today isn't the end of this work — it's the beginning. We are all ambassadors of this new sub-brand, and we all have the opportunity to bring it to life.

### MEET OUR WORLD-CLASS FACULTY

**Jessica Kissinger**  
Distinguished Research Professor, Department of Genetics  
Director, Institute of Bioinformatics

Jessica Kissinger is doing for infectious disease research what travel sites did for vacation planning. All over the world, researchers are racing to stop the spread of deadly and debilitating pathogens such as malaria. As those researchers and public health officials analyze and record data about a disease, Kissinger and her colleagues work to make that data accessible and searchable by the global research community for free. "We take data generated by others and make them better," says Kissinger. More specifically, Kissinger and a team of cell biologists, geneticists, and computer scientists pull disease data from a variety of sources, translate them into standard formats, and make them searchable.



**Claudio Saunt**  
Richard B. Russell Professor in American History  
Distinguished Research Professor, Department of History  
Co-Director, Center for Virtual History

Richard B. Russell Professor in American History Claudio Saunt was awarded by the National Endowment for the Humanities to support completion of "Mapping the People of Early America," a database and web platform mapping the settlement and movement of African, Native American, and European populations in North America between 1500 and 1790. He is among an elite cohort of historians who have gained scholarly and public attention for their inclusive, continental approaches to American history, and his perspectives permeate virtually all new historical scholarship. Saunt has published three award-winning books, and his belief that history is not merely for academics has also guided his expansion into the digital world, including creating an online presence for American history.

250+

Degrees, Programs, and Certificates spanning the arts and sciences

3

of the most popular UGA majors: Biology, Psychology and Computer Science

26

study abroad programs each year on five continents

You want to know it all.  
We want to know you.



Welcome to Franklin



The connections you make here last a lifetime.

The world is

John Doe '19 Plant Biology

Whether you seek it out through artistic pursuits or scientific exploration, Franklin is the place to turn your ambition into action.



full of wonder.

Before

After



**PROJECT RECAP**

---

**WHERE WE ARE NOW**

---

**THE STRATEGY**

---

**THE CREATIVE**

---

**AMBASSADOR TRAINING**

The Strategy

# SUB-BRAND PLATFORM

 What is a  
sub-brand platform?

Platform Overview

# WHAT IS A SUB-BRAND PLATFORM?

## Our Platform

is the foundation of our sub-brand—the basic components that make us who we are and shape what we do. It’s the final sum of discovery, research, and strategy.

---

## Our Value Proposition

presents our strongest and most ownable position in the market. This is not a tagline but rather a simple, distilled phrase forming our strategy’s foundational point.

---

## Our Core Concepts

further define our competitive advantage through our three biggest strengths: what we believe in, what connects people to us, and what we do differently or better than other institutions.

---

## Our Personality

helps us to establish and maintain a consistent tone throughout our communications.

---

## Our Strategic Drivers

are the motivation that drive the sub-brand’s narrative and platform.

The Strategy

# SUB-BRAND PLATFORM

What is a  
sub-brand platform?

 Platform Overview

Value Proposition

As UGA’s cornerstone, we create a lasting impact in the world by connecting our diverse areas of expertise to meet the challenges of the future headfirst with eagerness and originality.

Core Concepts

1

### UNDENIABLE

Our academic aptitude is well-established and highly recognized. We are dedicated to all the students, faculty, staff and alumni who make up our community. Their contributions create an academic environment that pushes knowledge and leads our peers forward.

2

### COLLECTIVE

We represent and champion the intersection of the arts and sciences. We acutely understand the power of joining seemingly different disciplines together for the shared purpose of solving problems through our scholarship and convergent research.

3

### INSPIRATIONAL

Our work produces results. Our community of talented faculty and staff positively shape the futures of our graduates, and together we bring real impact to Georgia and beyond.

Personality

### ACCOMPLISHED

We strive to be the best, pushing past perceived limits to reach new heights.

### CURIOUS

Our critical thinking and passion spurs us to keep asking questions and digging deeper.

### CREATIVE

We find connections where others wouldn’t to make meaning of our world and in turn, share our knowledge broadly.

### INTENTIONAL

We hold ourselves and our work to high ethical standards, considering the larger implications of our decisions.

Strategic Drivers



Re-position Franklin’s attributes like size, age and multiple buildings to show how those attributes are assets to Franklin’s ability to create impact on a larger scale.



Solidify Franklin’s place as an academic powerhouse at UGA, emphasizing the expertise of study by its undergraduates, graduates and faculty/staff.



Indicate Franklin’s community relevance by showcasing the ways in which its achievements have meaning beyond academia and contribute to positive change in people’s lives.



Amplify Franklin’s ability to produce outcomes, proving that Franklin provides internship and career opportunities.



Build a sense of community at Franklin, showing that all of Franklin shares an excitement in exploration and being a part of positive change.

The Strategy

# MESSAGING ARCHITECTURE

Overview

Messaging Goals

Content Tool



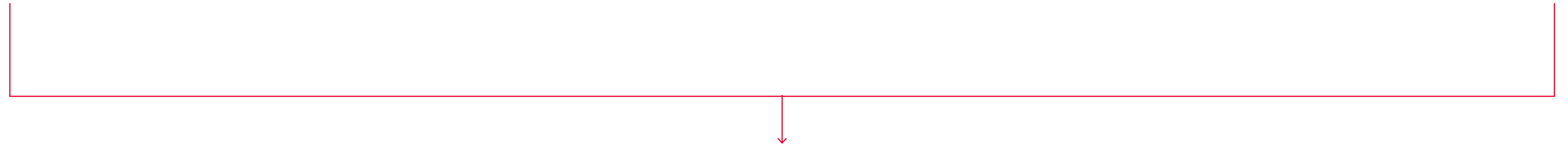
## CORE CONCEPT HEADER



Core Concept Description



The core concepts capture Franklin's differentiators.



### Messaging Goals



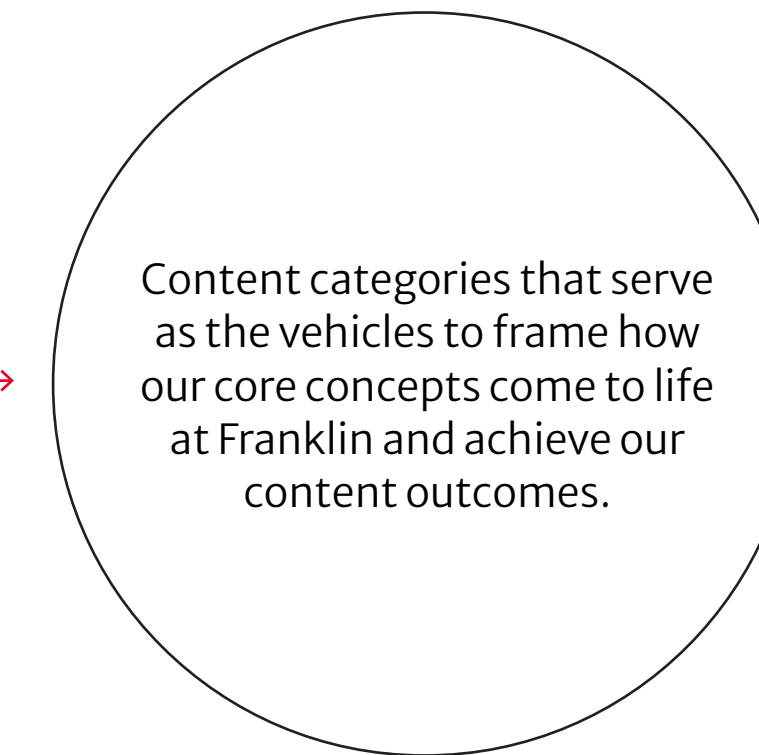
The messaging's objective.

### Content Outcomes



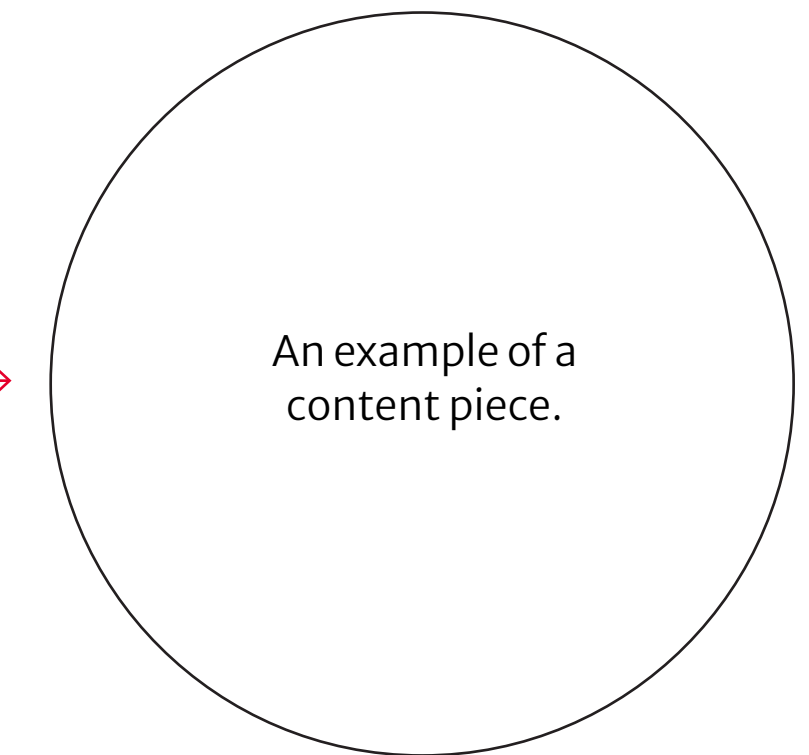
How we want our audiences to think, feel and act as a result of engaging with the content.

### Supporting Topics



Content categories that serve as the vehicles to frame how our core concepts come to life at Franklin and achieve our content outcomes.

### Sample Content



An example of a content piece.

The Strategy

# MESSAGING ARCHITECTURE

Overview

 **Messaging Goals**

Content Tool

1

## UNDENIABLE

Our academic aptitude is well-established and highly recognized. We are dedicated to all the students, faculty and staff that make up our community. Their contributions create an academic environment that pushes knowledge and leads our peers forward.

**Messaging goal #1**

Showcase Franklin’s academic excellence.

**Messaging goal #2**

Focus on the ways Franklin explores innovation.

**Messaging goal #3**

Highlight Franklin’s hands-on experiences.

**Messaging goal #4**

Spotlight the ways Franklin enhances its curriculum.

2

## COLLECTIVE

We represent and champion the intersection of the arts and sciences. We acutely understand the power of joining seemingly different disciplines together for the shared purpose of solving problems through our scholarship and convergent research.

**Messaging goal #1**

Highlight the ways collaboration exists at Franklin.

**Messaging goal #2**

Show the ways Franklin builds a sense of community.

**Messaging goal #3**

Illustrate the ways the arts and sciences converge.

3

## INSPIRATIONAL

Our work produces results. Our community of talented faculty and staff positively shape the futures of our graduates, and together we bring real impact to Georgia and beyond.

**Messaging goal #1**

Highlight the ways Franklin work positively impacts communities.

**Messaging goal #2**

Share the ways Franklin contributes to student success.



The Strategy

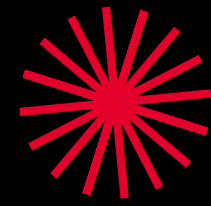
# MESSAGING ARCHITECTURE

Overview

Messaging Goals

 Content Tool





Today's Agenda

**PROJECT RECAP**

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**WHERE WE ARE NOW**

---

**THE STRATEGY**

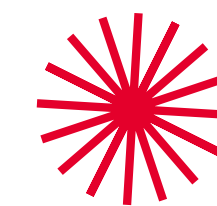
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**THE CREATIVE**

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**AMBASSADOR TRAINING**

# FRANKLIN COLLEGE HAS ITS OWN STORY.



To create a distinct and impactful voice for Franklin, we begin with a narrative — a piece meant to inspire internal teams and audiences and provide a stylistic model for anyone writing in UGA Franklin’s voice.

This is not marketing language, but is meant to provide stylistic support to the strategic core of our sub-brand platform.

The Creative

VERBAL  
APPROACH



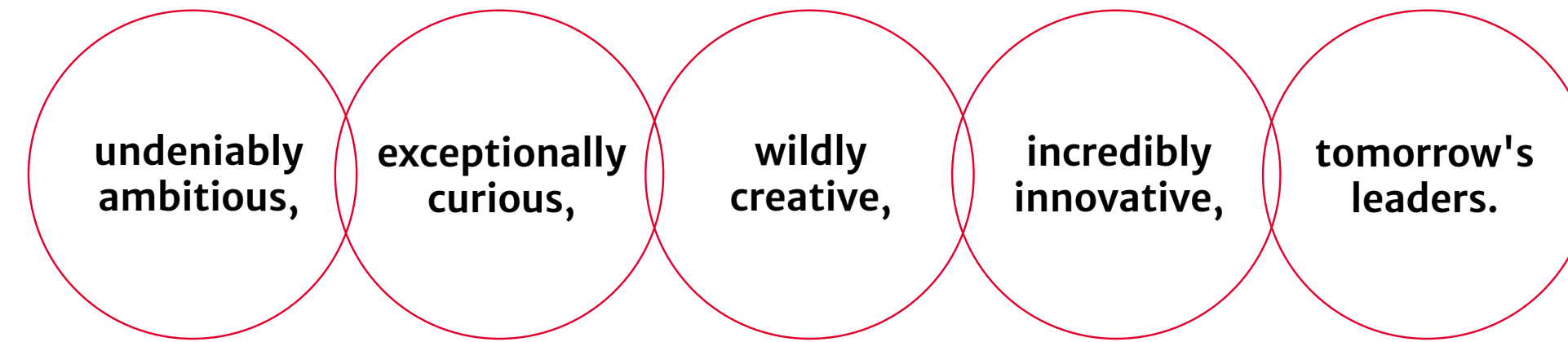
Narrative

Core Motifs

On/Off Brand Exercises

# AT FRANKLIN

we're on a quest — in search of the



The ones who dare to  
pave paths to new possibilities.

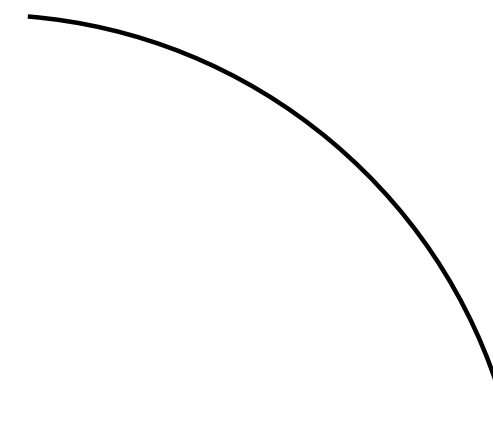
For over two centuries, Franklin has brought  
together students from the top of their class  
and experts at the forefront of their fields.

Today, we continue to share knowledge in  
23 languages, lead the way in hundreds of programs,  
and champion three of UGA's top five majors all  
headed in the same direction: forward.

Student and faculty, arts and sciences, together  
we put the power of knowing into the hands that seek it.  
We embrace the unexpected and expect the best.  
We challenge norms and set a better course.  
With the courage to lead and the will to shape the world,  
where we go next is up to you.

So bring your ambition and embrace the adventure —  
it'll last all your life. Whether you take a small step or  
a giant leap, with Franklin as your foundation, you'll  
always land in the right place.

Because when you know yourself, you know your power.



**AND FRANKLY,**  
 that makes you unstoppable.

The Creative

**VERBAL  
APPROACH**

Narrative

 **Core Motifs**

On/Off Brand Exercises

# UNDENIABLY AMBITIOUS

## Why

Combining the undeniable concept from our sub-brand platform with the ambition that drives the people of Franklin, this theme puts a uniquely UGA Franklin spin on our core offering that applies to all our audiences.

## Sample Lines

- bring your ambition
- turn ambition into action
- from today's ambitions to tomorrow's accomplishments
- dauntlessly driven

The Creative

# VERBAL APPROACH

Narrative

 **Core Motifs**

On/Off Brand Exercises

# A HISTORY IN THE MAKING

## Why

Reflecting Franklin's two centuries (and counting) of innovation and impact, this theme acts as a strong identity statement for Franklin and tacitly empowers the individual as well.

## Sample Lines

- > make your history
- > challenge norms
- > connections for a lifetime
- > together forward

The Creative

# VERBAL APPROACH

Narrative

 Core Motifs

On/Off Brand Exercises

# THE POWER OF KNOWING

## Why

This execution of the classic ‘know yourself’ theme puts a modern spin on a motif as old as civilization. It speaks to the impact of the arts and sciences at UGA Franklin in a personal, empowering way.

## Sample Lines

- > know yourself. know your power
- > you want to know it all,  
and we want to know you
- > embrace the unexpected
- > put the power of knowing  
in the hands who seek it

The Creative

# VERBAL APPROACH

Narrative

 **Core Motifs**

On/Off Brand Exercises

# COURAGE TO LEAD THE WAY

## Why

Combining the intangible power of a courageous mindset with the leadership needed to bring it to life, this theme reflects the drive that runs through all the people of Franklin — wherever they are in their journey.

## Sample Lines

- lead the way
- dare to pave paths
- embrace the adventure



The Creative

# VERBAL APPROACH

Narrative

 Core Motifs

On/Off Brand Exercises

# IN SEARCH OF THE \_\_\_\_\_

## Why

Curiosity is an essential part of UGA Franklin's personality, and this theme allows it to surface in a variety of ways that reflect the breadth of Franklin's people and offerings.

## Sample Lines

- in search of the undeniably ambitious
- calling champions of the curious
- a will to shape the world

The Creative

**VERBAL  
APPROACH**

Narrative

Core Motifs

 On/Off Brand Exercises

Now, let's put it all together and see what we've learned.

Which headline is most on-brand with UGA Franklin?

**A** **LET'S MAKE  
PROGRESS.**

**B** **MOVE FORWARD  
WITH US.**

## The Creative

# VERBAL APPROACH

Narrative

Core Motifs

 On/Off Brand Exercises

Now, let's put it all together and see what we've learned.

Which headline is most on-brand with UGA Franklin?

A **LET'S MAKE  
PROGRESS.**

While the sentiment is good, we catch our reader's eye faster by using simple, strong verbs (rather than third person imperative).

B **MOVE FORWARD  
WITH US.**

We start off with a strong imperative, catching attention without losing that sense of community.

Why?

The Creative

**VERBAL  
APPROACH**

Narrative

Core Motifs

 On/Off Brand Exercises

Now, let's put it all together and see what we've learned.

Which headline is most on-brand with UGA Franklin?

A

**KNOW YOUR  
POWER.**

B

**YOU CAN FIND  
YOUR PATH HERE.**

## The Creative

# VERBAL APPROACH

Narrative

Core Motifs

 On/Off Brand Exercises

Now, let's put it all together and see what we've learned.

Which headline is most on-brand with UGA Franklin?

**A** **KNOW YOUR  
POWER.**

Our 'knowledge is power' motif comes to life as a call to action.

Why?

**B** **YOU CAN FIND  
YOUR PATH HERE.**

While the sentiment is right, our sub-brand emphasizes urgency and action. The use of 'you can' takes away from the power of what we're asking the reader to do.

The Creative

# VERBAL APPROACH

Narrative

Core Motifs

 On/Off Brand Exercises

Now, let's put it all together and see what we've learned.

Which headline is most on-brand with UGA Franklin?

**A QUESTION EVERYTHING.**

**B UNDENIABLY INQUISITIVE.**

The Creative

# VERBAL APPROACH

Narrative

Core Motifs

 On/Off Brand Exercises

Now, let's put it all together and see what we've learned.

## Which headline is most on-brand with UGA Franklin?

A

### QUESTION EVERYTHING.

We're rooted in action and reflecting a sense of curiosity and wonder.

B

### UNDENIABLY INQUISITIVE.

While this uses our brand vocabulary, it's not communicating an action in a meaningful way.

Why?

The Creative

**VERBAL  
APPROACH**

Narrative

Core Motifs

 On/Off Brand Exercises

Now, let's put it all together and see what we've learned.

Which headline is most on-brand with UGA Franklin?

**A** **YOU KNOW WHY.  
HERE YOU'LL  
LEARN HOW.**

**B** **KNOW WHY.  
DISCOVER HOW.**



## The Creative

# VERBAL APPROACH

Narrative

Core Motifs

 On/Off Brand Exercises

Now, let's put it all together and see what we've learned.

## Which headline is most on-brand with UGA Franklin?

**A** **YOU KNOW WHY.  
HERE YOU'LL  
LEARN HOW.**

In headlines we don't speak directly in the second person except in the imperative.

Why?

**B** **KNOW WHY.  
DISCOVER HOW.**

We're simply but effectively calling our reader to make good on their own curiosity and ambition and carry it forward into action.

## The Creative

# VISUAL APPROACH

### Community Mark

Color Palette

Typography

Graphic Elements

Photography

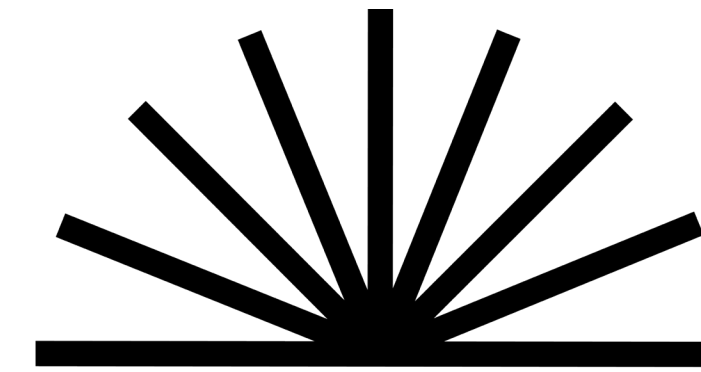
Sub-brand in Use

On/Off Brand Exercise

## Community Mark Overview

The community mark is a key visual element of the Franklin system and serves as a visual representation of the brand. Designed for versatility and recognition, the mark establishes a strong connection with the audience across various mediums and platforms.

The Community Mark may not be used in place of the Franklin official institutional logo. Per institutional brand guidelines the official logo must appear in the vicinity of any promotional artwork.



# FRANKLIN

The Creative

**VISUAL  
APPROACH**

 **Community Mark**

Color Palette

Typography

Graphic Elements

Photography

Sub-brand in Use

On/Off Brand Exercise

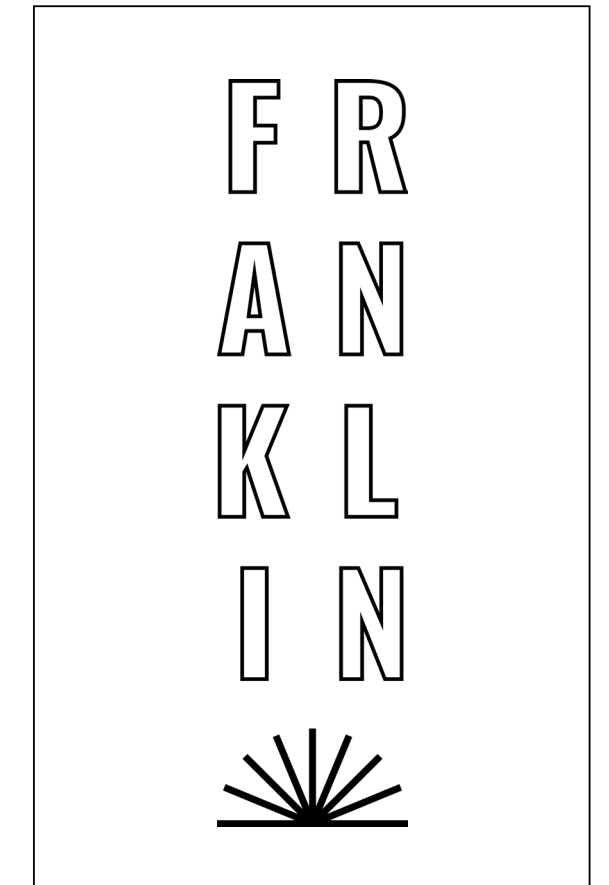
Primary



Informal



Stacked



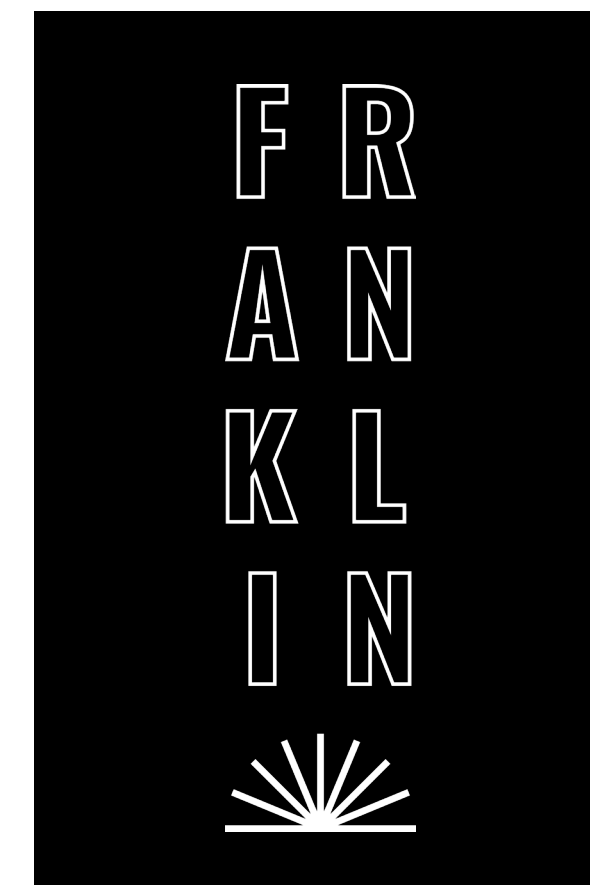
Primary



Informal



Stacked



The Creative

VISUAL  
APPROACH

Community Mark

Color Palette

Typography

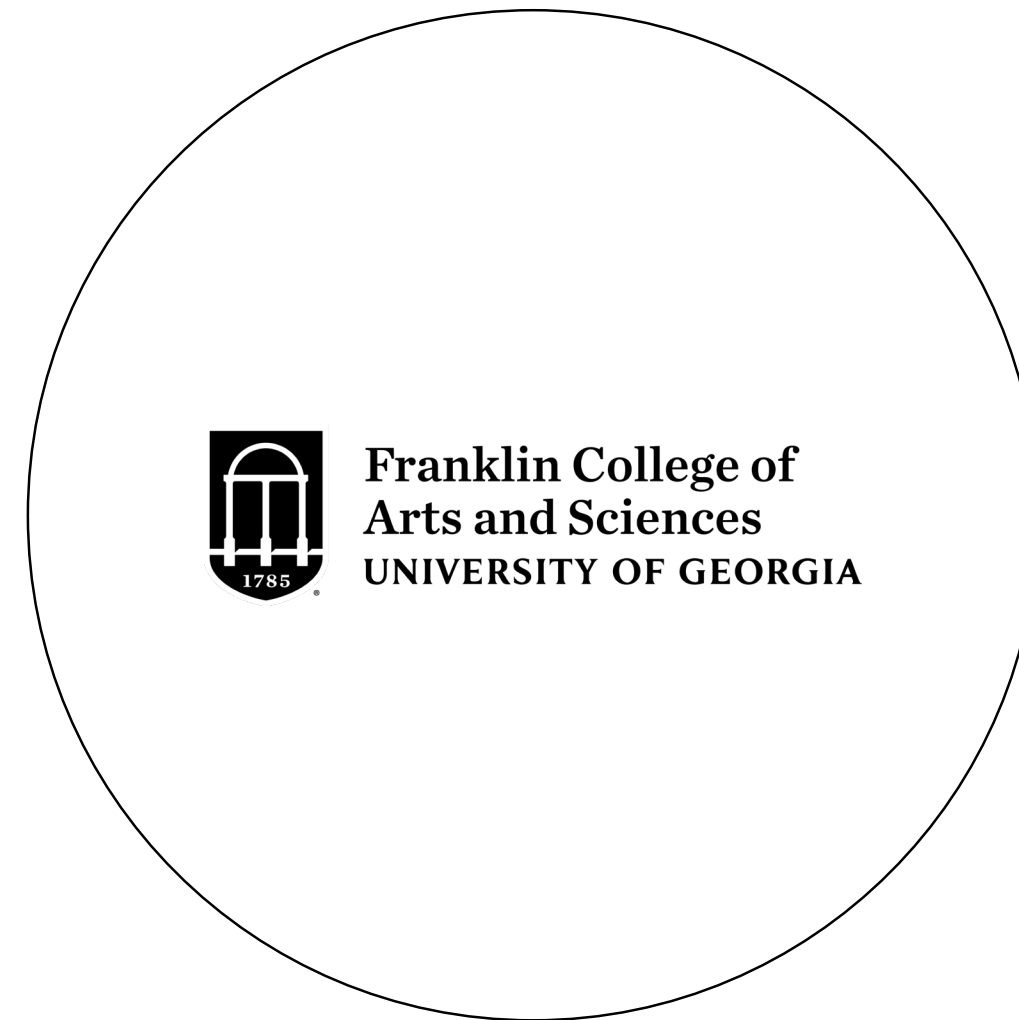
Graphic Elements

Photography

Sub-brand in Use

On/Off Brand Exercise

Official Logo



Usage Examples

**Academic and Professional Communications:**

Conferences, lectures, research presentations, press releases and materials shared with academics or professionals.

**Partnerships and Sponsorships:**

Materials shared with or endorsed by external organizations, and events.

**Brand and Recruitment Materials:**

Viewbooks, website headers, magazines, and official social media profiles.

Community Mark



Usage Examples

**Franklin College Specific Events:**

Club meetings, student fairs, and other campus events within Franklin College.

**Student Merchandising:**

Casual apparel and swag like t-shirts, pens, buttons, stickers, hats, and tote bags aimed to reinforce Franklin College pride.

**Dorm and Residence Hall Branding:**

For door signs, resident events, and hall competitions that build community.



**Important Note:**

In most instances the Community Mark should be used in tandem with the official UGA Franklin College of Arts and Sciences logo. If you have any questions about these guidelines, email Whitney Mathisen at [mathisen@uga.edu](mailto:mathisen@uga.edu) and Franklin marcom at [fcmarketingreview@uga.edu](mailto:fcmarketingreview@uga.edu).

## The Creative

# VISUAL APPROACH

Community Mark

 **Color Palette**

Typography

Graphic Elements

Photography

Sub-brand in Use

On/Off Brand Exercises

## Primary Colors

**Arch Black**  
#000000  
R: 0 G: 0 B: 0  
C: 0 M: 0 Y: 0 K: 100

**Bulldog Red**  
PMS 200  
#BA0C2F  
R: 186 G: 12 B: 47  
C: 3 M: 100 Y: 70 K: 12

## Accent Colors

**Chapel Bell White**  
#FFFFFF  
R: 255 G: 255 B: 255  
C: 0 M: 0 Y: 0 K: 0

**Glory Glory**  
PMS 185  
#E4002B  
R: 228 G: 0 B: 43  
C: 0 M: 93 Y: 79 K: 0

**Hedges**  
PMS 390  
#B4BD00  
R: 180 G: 189 B: 0  
C: 35 M: 12 Y: 100 K: 0

**Odyssey**  
PMS 657  
#C8D8EB  
R: 200 G: 216 B: 235  
C: 22 M: 6 Y: 0 K: 0

**Olympic**  
PMS 315  
#004E60  
R: 0 G: 78 B: 96  
C: 100 M: 12 Y: 21 K: 44

**Creamery**  
PMS 7527  
#D6D2C4  
R: 214 G: 210 B: 196  
C: 3 M: 4 Y: 14 K: 8

### Important Note:

Limit the use of secondary colors to no more than 20% of overall design—these should complement the design, not overtake it.

The Creative

**VISUAL  
APPROACH**

Community Mark

Color Palette



**Typography**

Graphic Elements

Photography

Sub0-brand in Use

On/Off Brand Exercises

Headlines/Stats

**OSWALD HEAVY**

**AABBCCDDEEFFGG HHIJJKKLLMMNN  
OOPPQQRRSSTTUU VVWWXXYYZZ  
0123456789**

Alternate Headlines and Subheads

Merriweather Light

AaBbCcDdEeFfGg HhIijjKkLlMmNn  
OoPpQqRrSsTtUu VvWwXxYyZz  
0123456789

Intro copy and Eyebrows

**Merriweather Sans Bold**

**AaBbCcDdEeFfGg HhIijjKkLlMmNn  
OoPpQqRrSsTtUu VvWwXxYyZz  
0123456789**

Body Copy

Merriweather Sans Regular

AaBbCcDdEeFfGg HhIijjKkLlMmNn  
OoPpQqRrSsTtUu VvWwXxYyZz  
0123456789

## The Creative

# VISUAL APPROACH

Community Mark

Color Palette

 **Typography**

Graphic Elements

Photography

Sub-brand in Use

On/Off Brand Exercises

# LEAD THE WAY WITH US.

Dare to pave paths to new possibilities in arts and sciences.

### In search of the exceptionally curious.

Franklin College of Arts and Sciences has looked toward the future for over two centuries. By fostering critical thinking across fields—from languages to biology—we empower students to build their futures and become active, informed citizens.

# 250+

Degrees, Programs, and Certificates spanning the arts and sciences

# 3

of the most popular UGA majors: Biology, Psychology and Computer Science

# 26

study abroad programs each year on five continents

You want to know it all.  
We want to know you.

The Creative

**VISUAL APPROACH**

Community Mark

Color Palette


Typography

 **Graphic Elements**

Photography

Sub-brand in Use

On/Off Brand Exercises

Seize the opportunity  or make one instead.

**LEAD THE WAY WITH US.**

Dare to pave paths to new possibilities in arts and sciences.

**26**

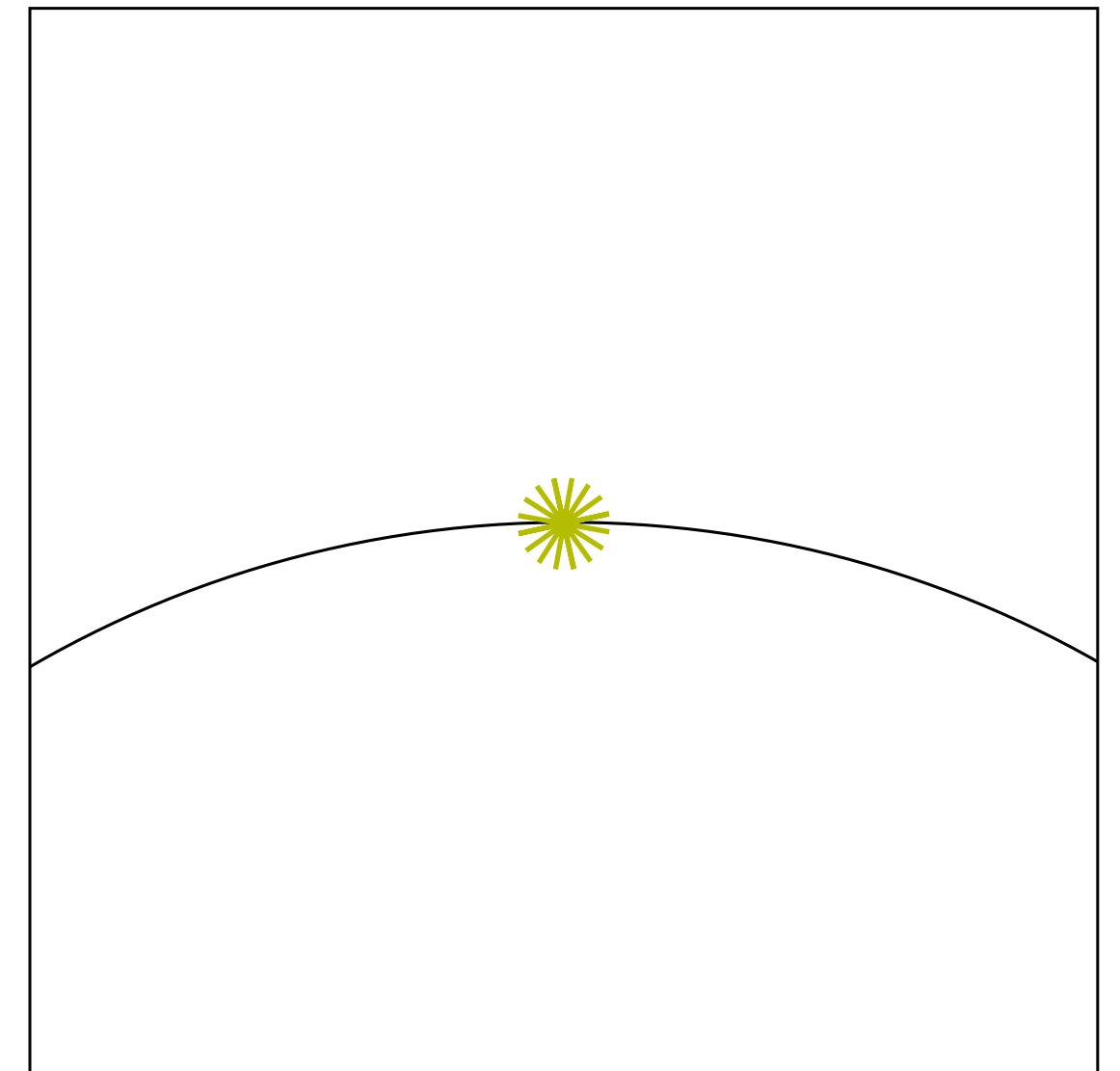
Study abroad programs across 5 continents

**250+**

Programs, Degrees and Certificates

**3 MOST POPULAR UGA MAJORS**

Biology, Psychology & Computer Science





The Creative

# VISUAL APPROACH

Community Mark

Color Palette

Typography

Graphic Elements

 **Photography**

Sub-brand in Use

On/Off Brand Exercises

## Humans

## Details

**Formal:**



Single-Human



Multi-Human

**Intimate:**



**Candid:**



Single-Human




Group

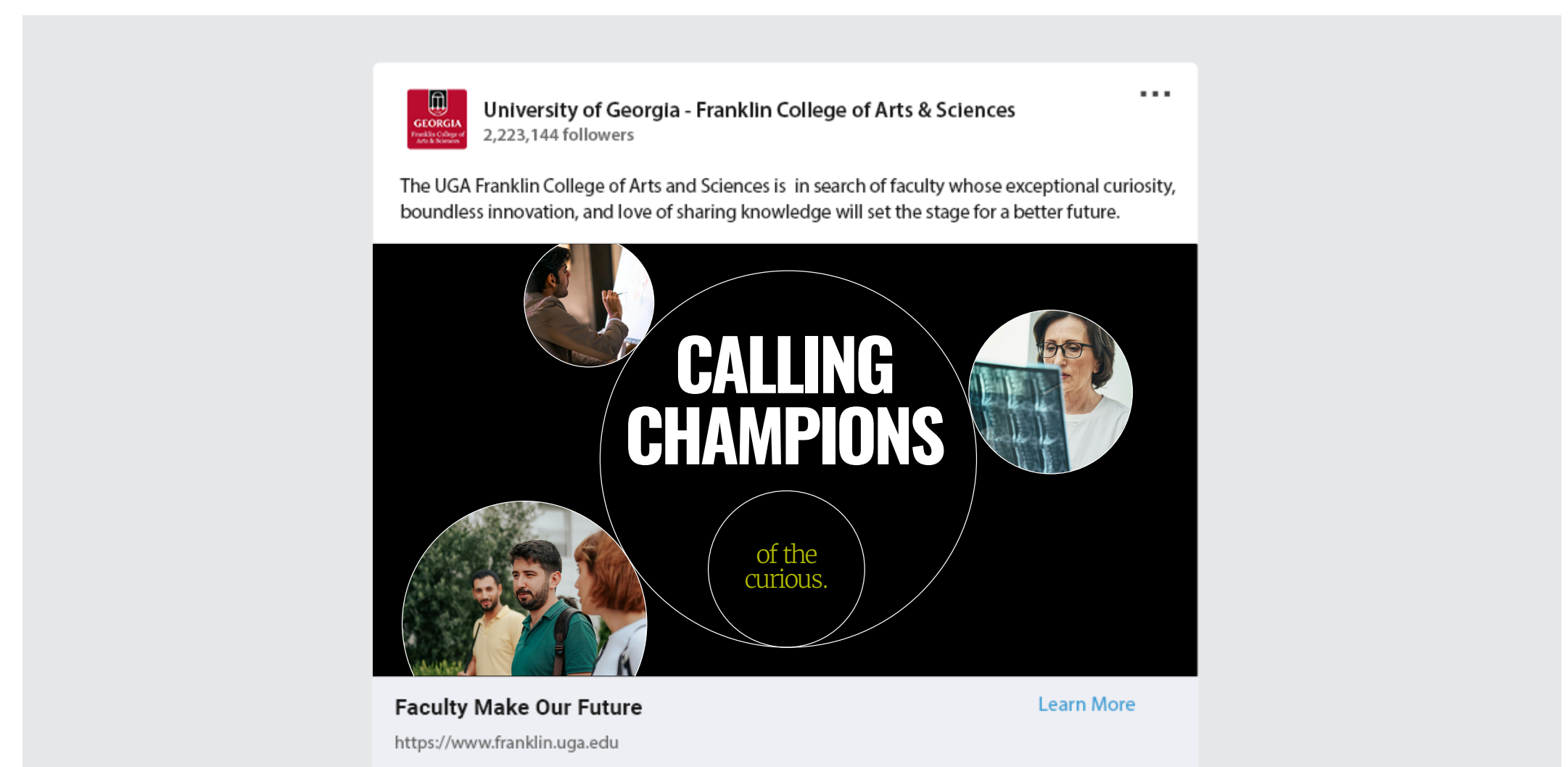
**Expansive:**



The Creative

**VISUAL APPROACH**

- Community Mark
- Color Palette
- Typography
- Graphic Elements
- Photography
-  **Sub-brand in Use**
- On/Off Brand Exercises



The Creative

**VISUAL APPROACH**

Community Mark

Color Palette

Typography

Graphic Elements

Photography

 **Sub-brand in Use**

On/Off Brand Exercises



The Creative

# VISUAL APPROACH

Community Mark

Color Palette

Typography

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On/Off Brand Exercises



The Creative

# VISUAL APPROACH

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 On/Off Brand Exercises

Now, let's put it all together and see what we've learned.

We're creating a digital ad for prospective students; which one is visually on-brand with UGA Franklin?

A



C



B



D



## The Creative

# VISUAL APPROACH

Community Mark

Color Palette

Typography

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Photography

Sub-brand in Use

 **On/Off Brand Exercises**

## Why?

While all of the other options are utilizing the correct brand colors and elements — option D is using them in the correct way.

Option A is using the Franklin community mark on it's own, when it should only be used with the UGA logo.

Option B is using red on a black background which doesn't provide much visual contrast.

Option C has too heavy of a stroke width on the middle circle frame, ultimately making it off-brand.

# We're creating a digital ad for prospective students; which one is visually on-brand with UGA Franklin?

A



C



B



D



The Creative

# VISUAL APPROACH

Community Mark

Color Palette

Typography

Graphic Elements

Photography

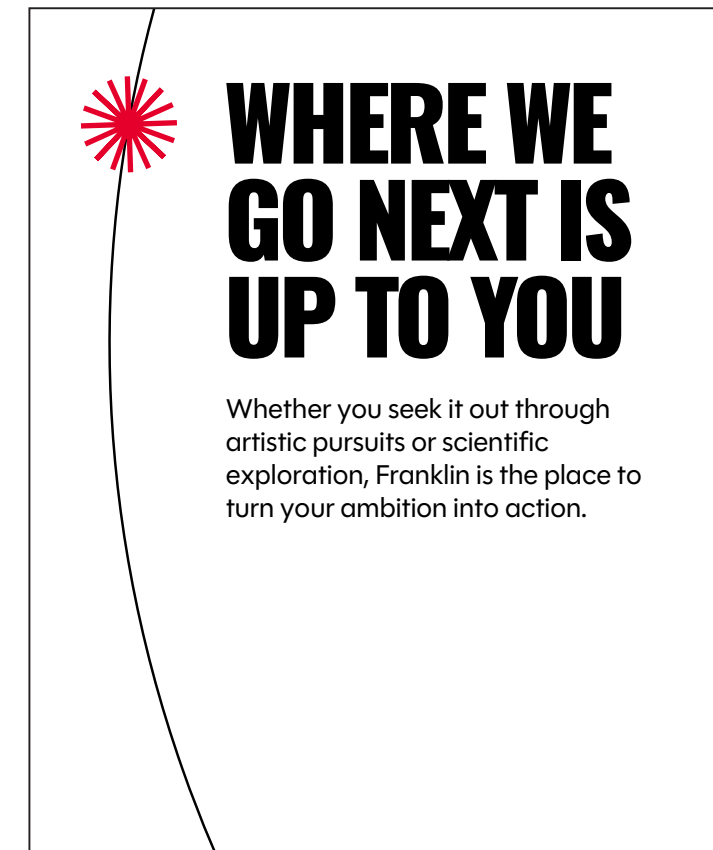
Sub-brand in Use

 On/Off Brand Exercises

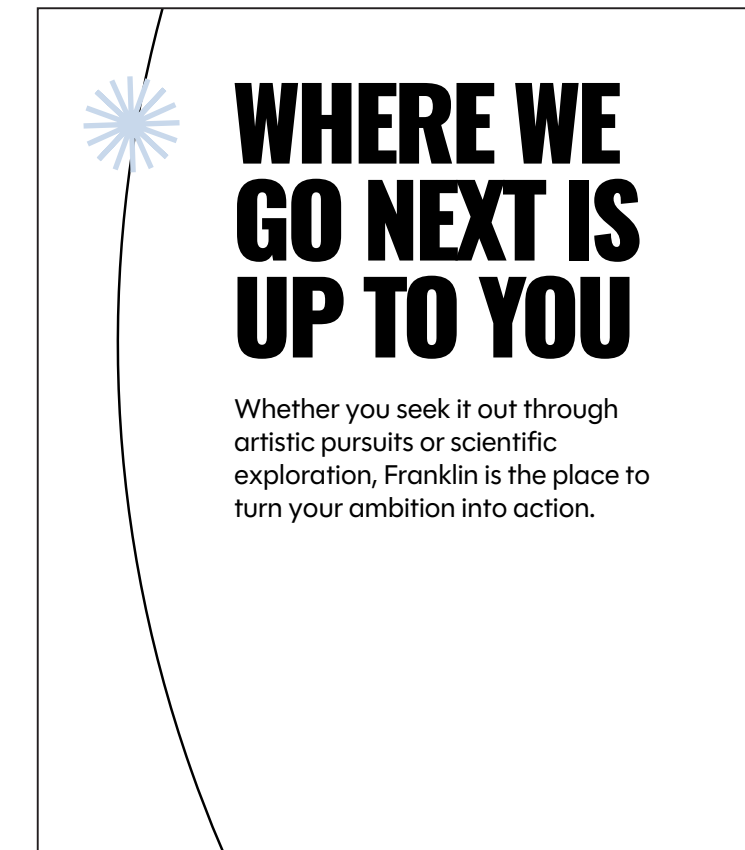
Now, let's put it all together and see what we've learned.

We're creating a page that will be in a recruitment booklet; which one is visually on-brand with UGA Franklin?

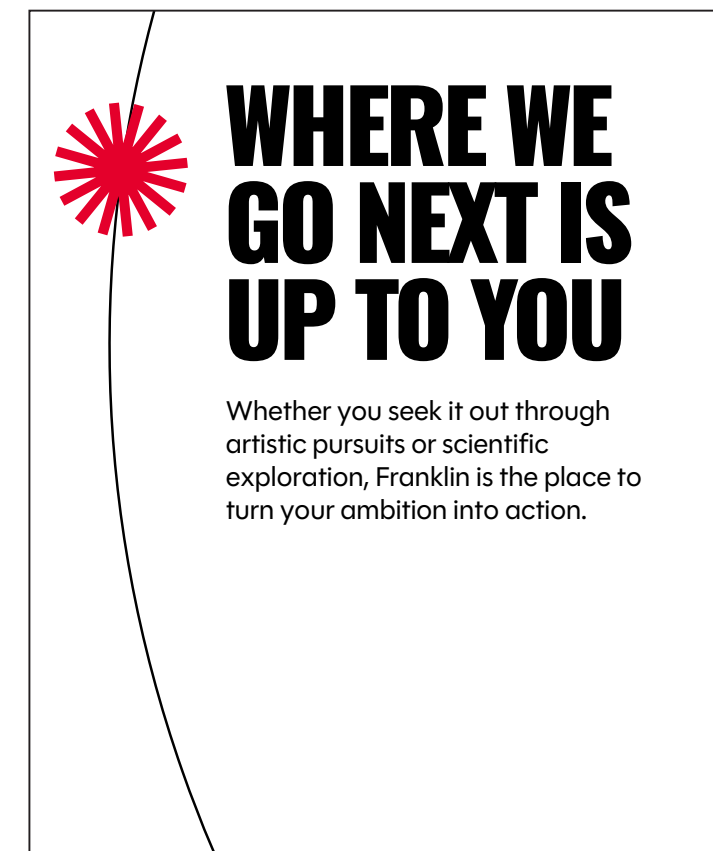
A



C



B



D



## The Creative

# VISUAL APPROACH

Community Mark

Color Palette

Typography

Graphic Elements

Photography

Sub-brand in Use

 **On/Off Brand Exercises**

## Why?

While all of the other options are utilizing the correct brand colors and elements — option A is using them in the correct way.

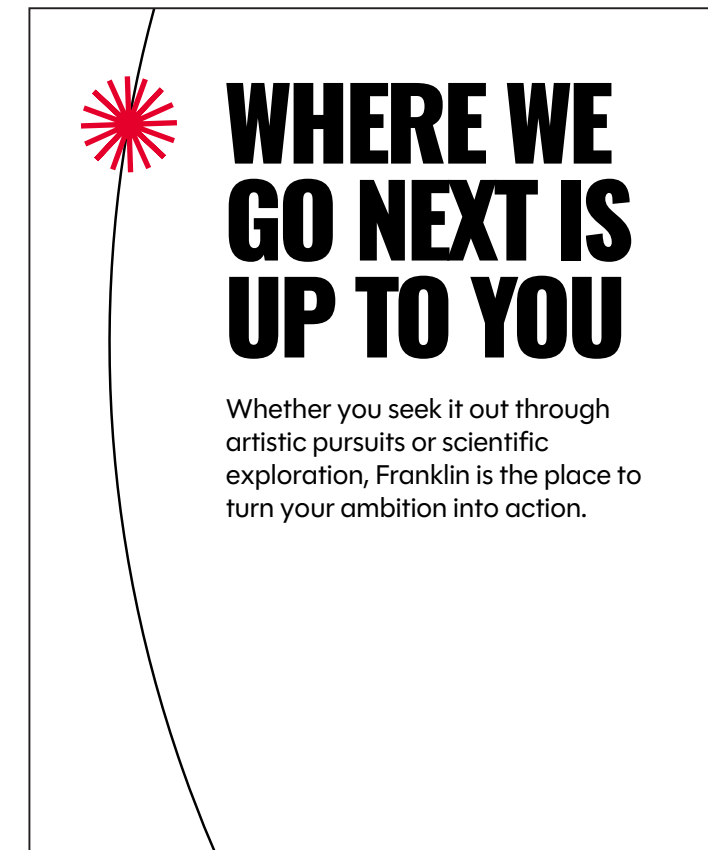
Option B is using an incorrect stroke weight on the Franklin Spark.

Option C is also using an incorrectly using the Franklin Spark. The color does not provide enough contrast against the white background.

Option D is utilizing a secondary color for the headline, instead of a primary color.

We're creating a page that will be in a recruitment booklet; which one is visually on-brand with UGA Franklin?

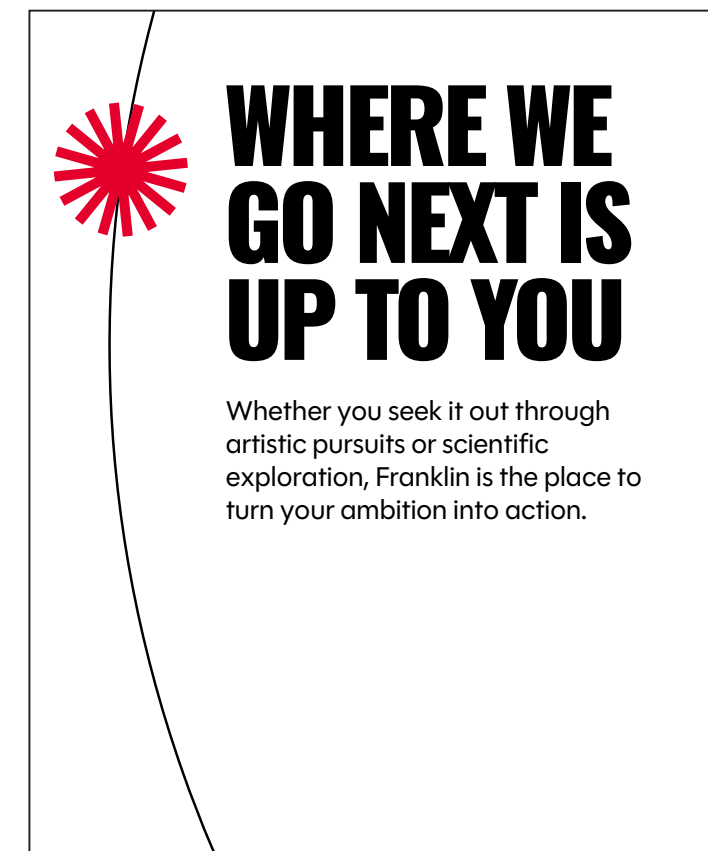
A



C



B



D





The Creative

# VISUAL APPROACH

Community Mark

Color Palette

Typography

Graphic Elements

Photography

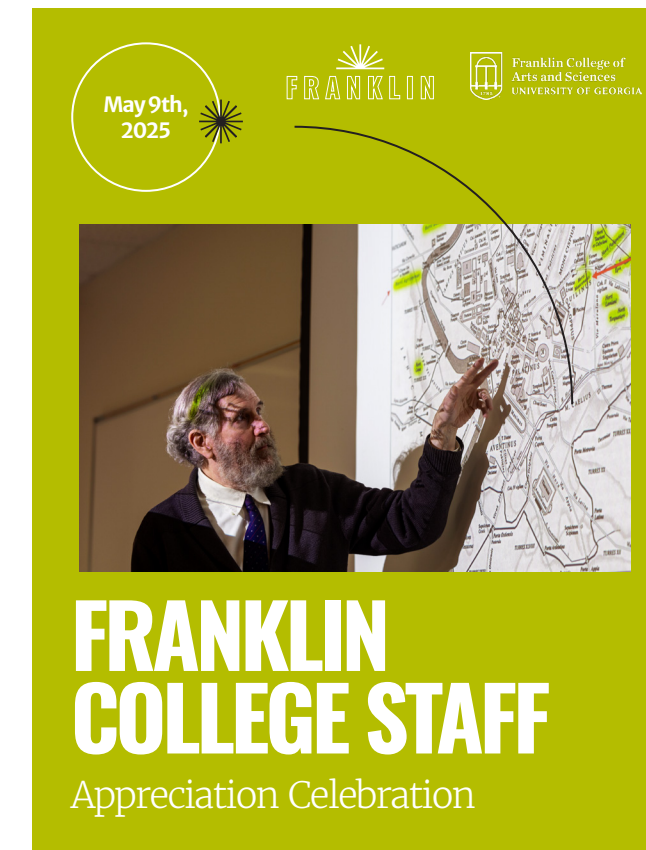
Sub-brand in Use

 On/Off Brand Exercises

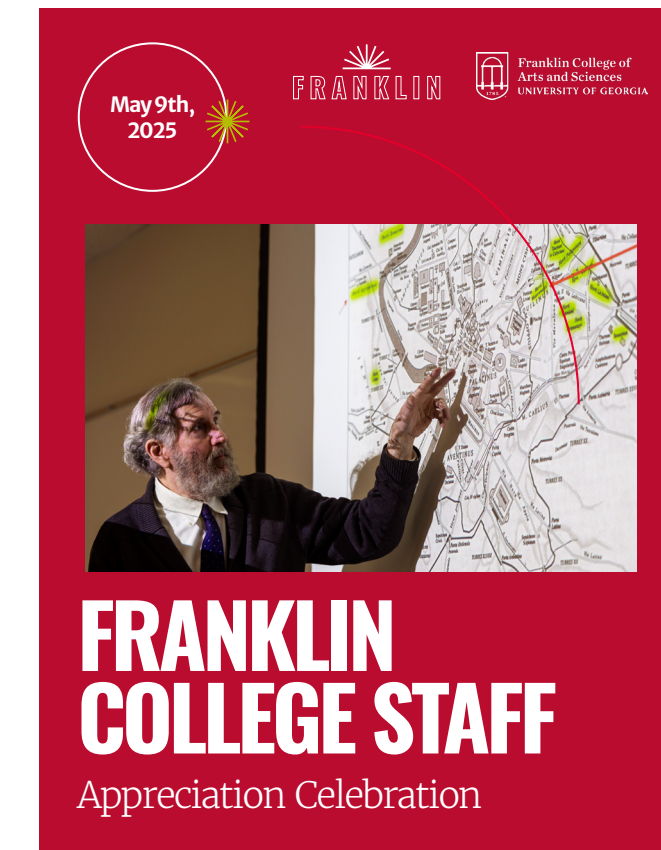
Now, let's put it all together and see what we've learned.

We're creating a flyer for a dorm room bulletin board, which one is visually on-brand with UGA Franklin?

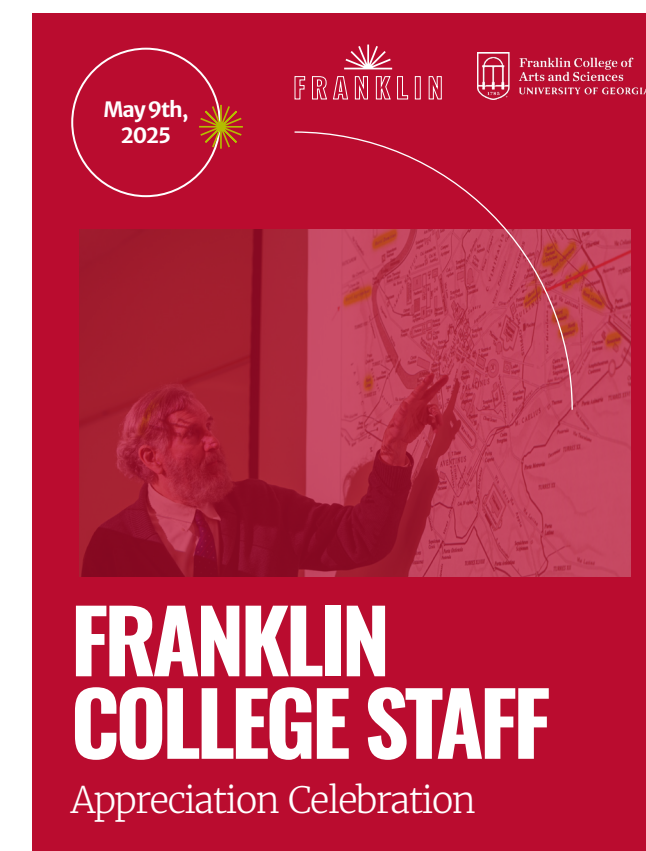
A



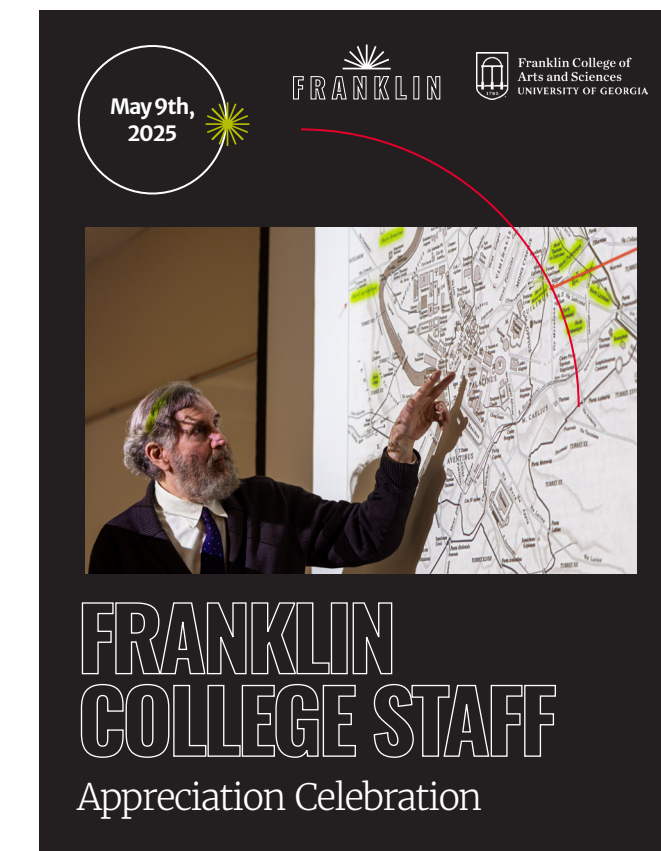
C



B



D



The Creative

**VISUAL APPROACH**

Community Mark

Color Palette

Typography

Graphic Elements

Photography

Sub-brand in Use

 **On/Off Brand Exercises**

Why?

While all of the other options are utilizing the correct brand colors and elements — option C is using them in the correct way.

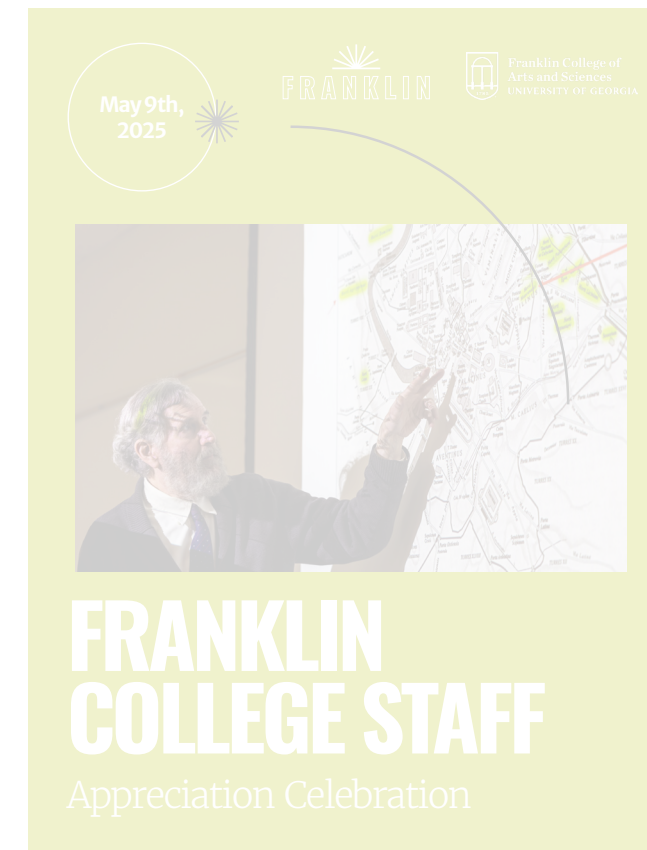
Option A is using a secondary color as a background instead of utilizing a primary color.

Option B applies unnecessary opacity effects to the image.

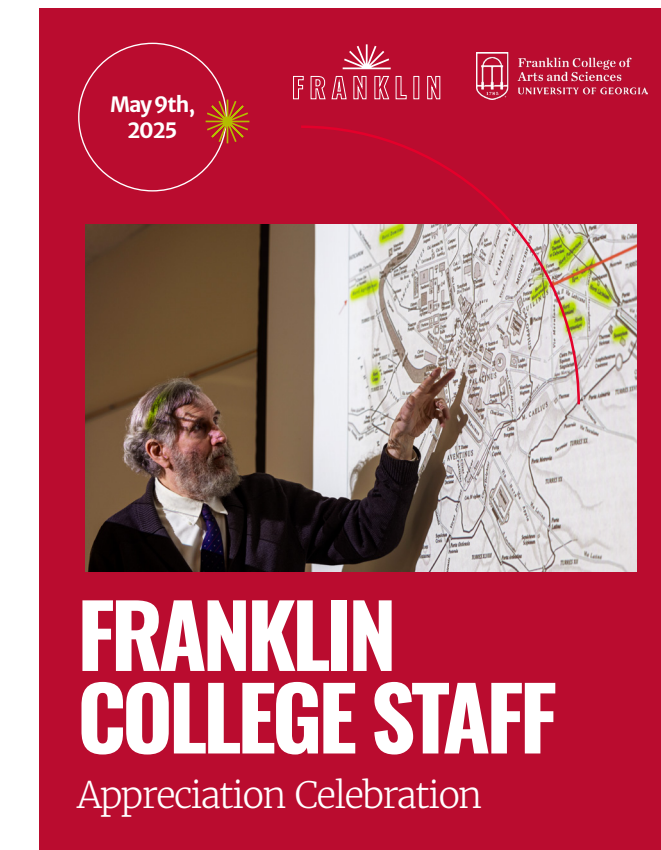
Option D features outlined text, which does not align with the brand guidelines

We're creating a flyer for a dorm room bulletin board, which one is visually on-brand with UGA Franklin?

A



C



B



D



The Creative

# SUBMITTING STORY IDEAS

 Sub-brand Training

# STORY BRAINSTORM



Franklin College of  
Arts and Sciences  
UNIVERSITY OF GEORGIA

Subject:

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The Creative

**SUBMITTING  
STORY IDEAS**

 Sub-brand Training

# STORY BRAINSTORM



Franklin College of  
Arts and Sciences  
UNIVERSITY OF GEORGIA

Subject:

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Primary Audience

Who are you talking to?


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The Creative

# SUBMITTING STORY IDEAS

 Sub-brand Training

# STORY BRAINSTORM



Franklin College of  
Arts and Sciences  
UNIVERSITY OF GEORGIA

Subject:

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Primary Audience

Who are you talking to?

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SMART Goal:

What is the specific, measurable goal of sharing this story?


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The Creative

SUBMITTING  
STORY IDEAS

 Sub-brand Training

# STORY BRAINSTORM



Subject:

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Primary Audience  
Who are you talking to?

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SMART Goal:  
What is the specific, measurable goal of sharing this story?

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### Core Concepts


What core concept(s) can this story fall under?

- Undeniable
- Collective
- Inspirational



The Creative

# SUBMITTING STORY IDEAS

 Sub-brand Training

# STORY BRAINSTORM



Subject:

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Primary Audience

Who are you talking to?

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SMART Goal:

What is the specific, measurable goal of sharing this story?

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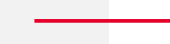
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Core Concepts

What core concept(s) can this story fall under?

- Undeniable
- Collective
- Inspirational



Messaging Goals

What defining goals does this ladder up to?  
(See Choosing a Messaging Goal worksheet)

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The Creative

# SUBMITTING STORY IDEAS

 Sub-brand Training

# STORY BRAINSTORM



Subject:

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Primary Audience

Who are you talking to?

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SMART Goal:

What is the specific, measurable goal of sharing this story?

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Core Concepts

What core concept(s) can this story fall under?

- Undeniable
- Collective
- Inspirational



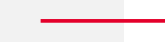
Messaging Goals

What defining goals does this ladder up to?  
(See Choosing a Messaging Goal worksheet)

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The Spark

What makes this story interesting or notable?

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The Creative

SUBMITTING  
STORY IDEAS

Sub-brand Training

# STORY BRAINSTORM



Subject:

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Primary Audience

Who are you talking to?

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SMART Goal:

What is the specific, measurable goal of sharing this story?

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Core Concepts

What core concept(s) can this story fall under?

- Undeniable
- Collective
- Inspirational

Messaging Goals

What defining goals does this ladder up to?  
(See Choosing a Messaging Goal worksheet)

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The Spark

What makes this story interesting or notable?

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Content Draft

Write an initial draft of the piece of content.

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How does this align to the core concept(s) you selected?

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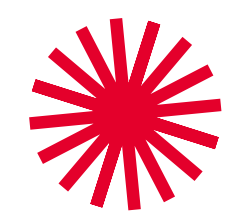
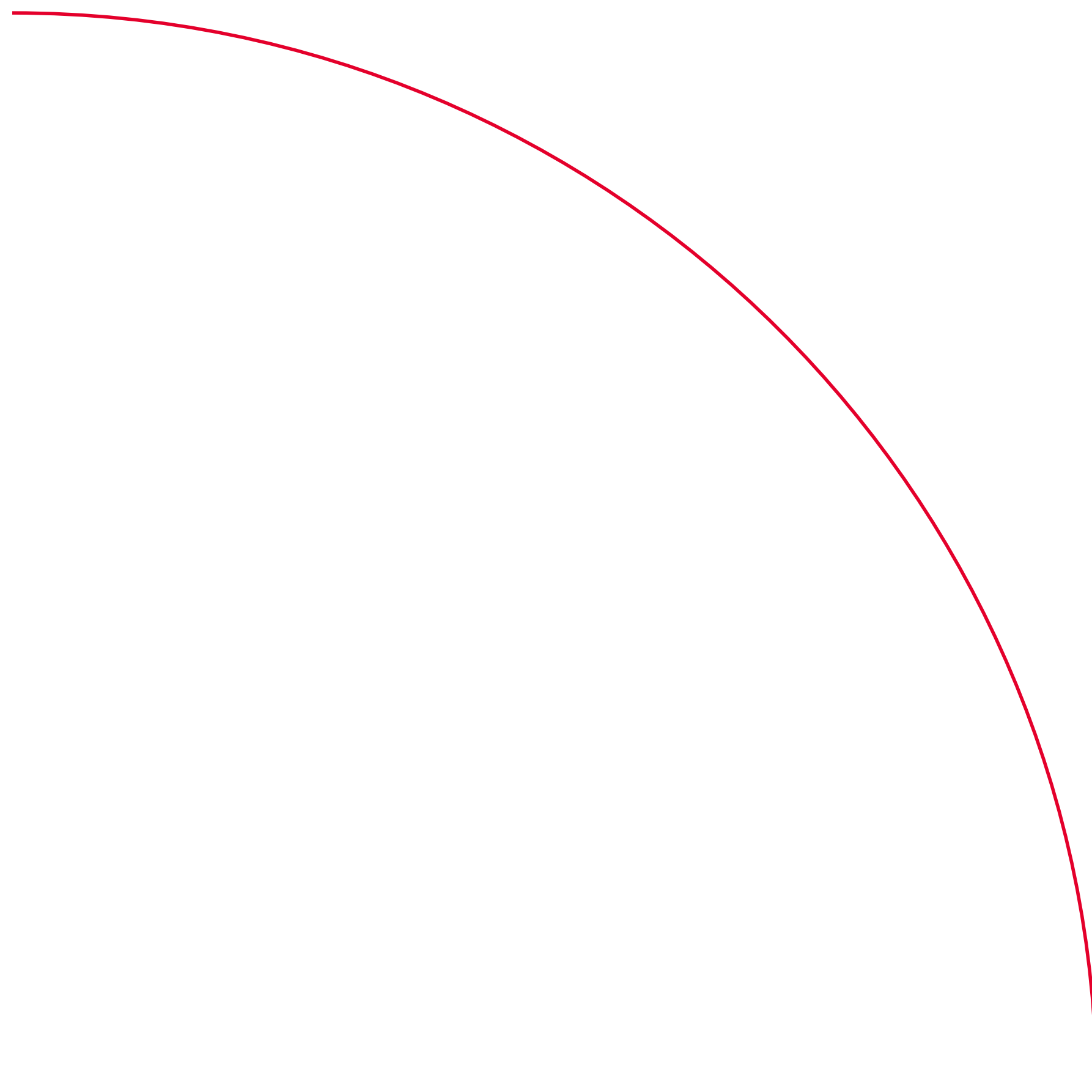
What data or proof points make the message stronger?

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**LET'S TAKE**



**A BREATHHER**



Today's Agenda

**PROJECT RECAP**

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**WHERE WE ARE NOW**

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**THE STRATEGY**

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**THE CREATIVE**

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**AMBASSADOR TRAINING**

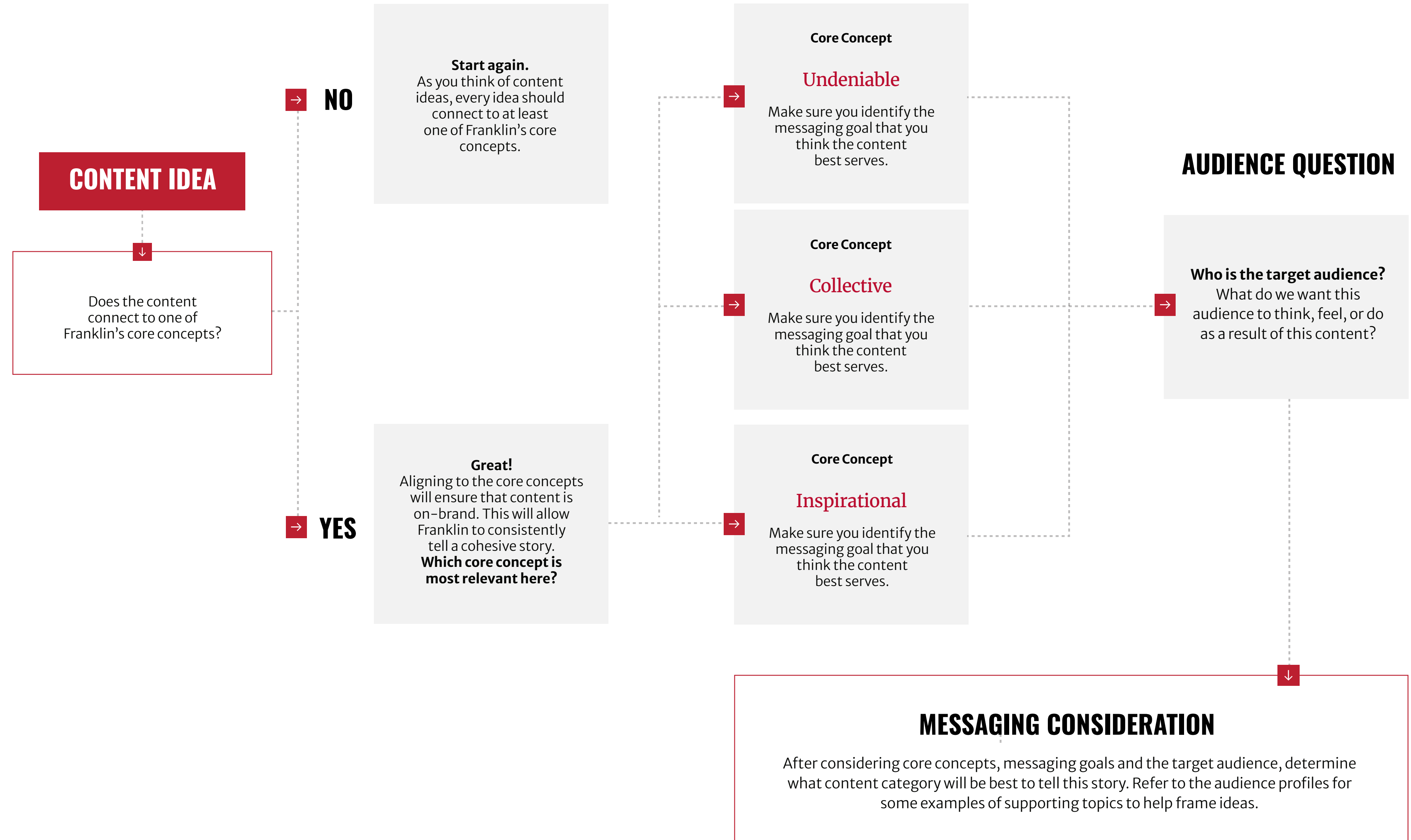
Ambassador Training

WORKING SESSION

Content Ideation

Worksheet Walkthrough

Story Brainstorm



Ambassador Training

WORKING SESSION

Content Ideation

Worksheet Walkthrough

Story Brainstorm

Sub-brand Training  
**STORY BRAINSTORM**



Subject:

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Primary Audience

Who are you talking to?

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SMART Goal:

What is the specific, measurable goal of sharing this story?

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Core Concepts

What core concept(s) can this story fall under?

- Undeniable
- Collective
- Inspirational

Messaging Goals

What defining goals does this ladder up to?  
(See Choosing a Messaging Goal worksheet)

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The Spark

What makes this story interesting or notable?

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Content Draft

Write an initial draft of the piece of content.

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How does this align to the core concept(s) you selected?

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What data or proof points make the message stronger?

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Ambassador Training

WORKING SESSION

Content Ideation

Worksheet Walkthrough

Story Brainstorm

Sub-brand Training  
**STORY BRAINSTORM**



Subject:

*Caroline Malcom pursues medicine and piano simultaneously*

Primary Audience

Who are you talking to?  
*External audiences, esp. prospective students and their families*

SMART Goal:

What is the specific, measurable goal of sharing this story?  
*Raise awareness of Franklin's offerings especially through social posts.*

Core Concepts

What core concept(s) can this story fall under?

- Undeniable
- Collective
- Inspirational

Messaging Goals

What defining goals does this ladder up to? (See Choosing a Messaging Goal worksheet)

*Showcase Franklin's academic excellence;  
Highlight the ways collaboration exists at Franklin*

The Spark

What makes this story interesting or notable?

*Caroline's story pays off, in real life, the intersection of the arts and sciences.  
This story can inspire other potential students with similar interests.*

Content Draft

Write an initial draft of the piece of content.

*What's an artist to do when she wants to pursue medicine alongside piano? Choose the University of Georgia and continue with both. Caroline Malcom, a second-year Honors student and Cora Nunnally Miller Scholar in the Fine Arts, is majoring in piano performance in the Hugh Hodgson School of Music while also on a pre-medical track in the Franklin College of Arts and Sciences. She chose to major in piano performance to grow as an artist, by "studying music in its entirety and learning the discipline necessary to perform a challenging repertoire," she said.*

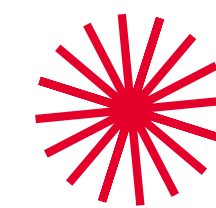
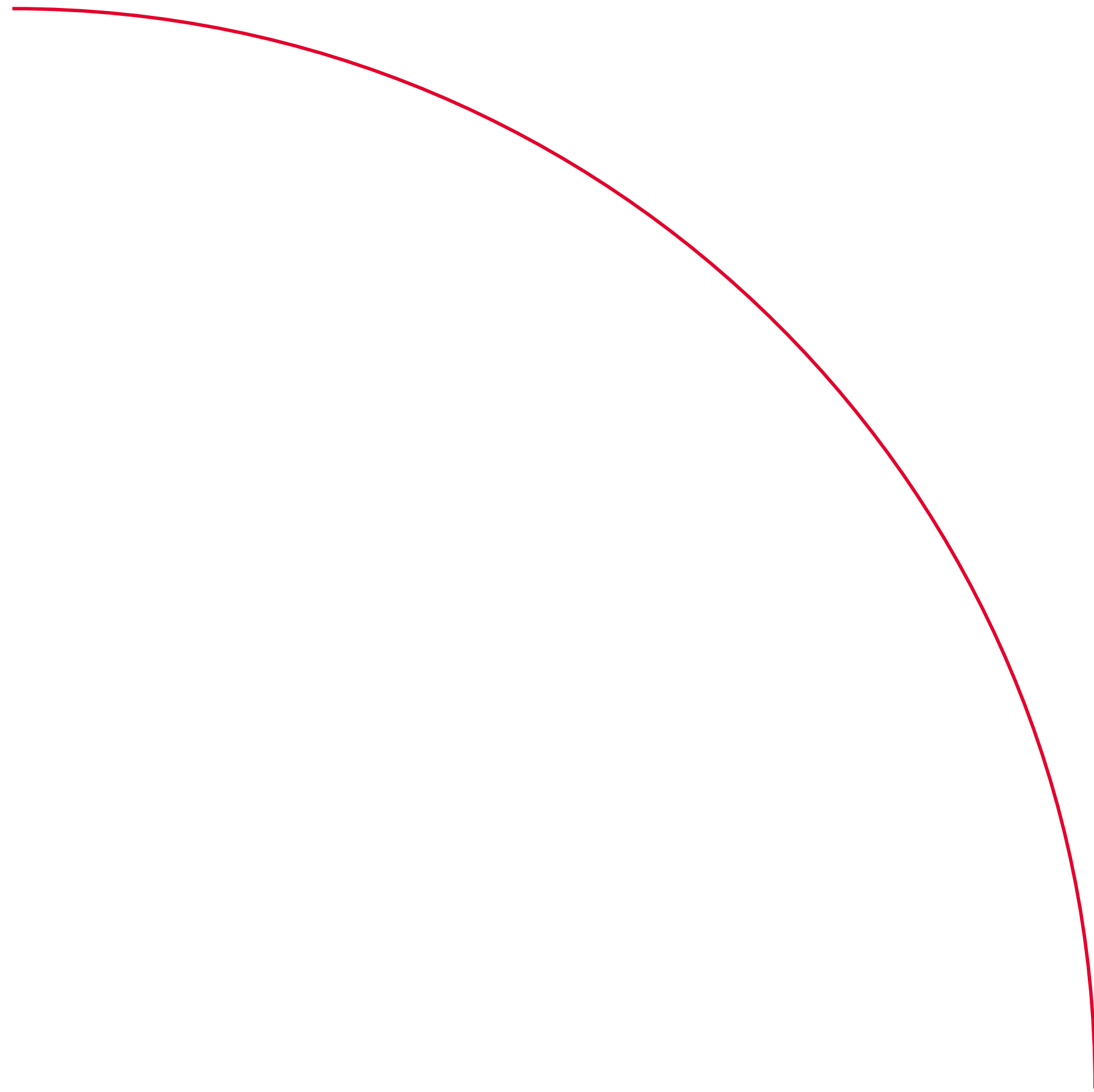
How does this align to the core concept(s) you selected?

*Caroline shows excellence in both her majors, paying off our Undeniable concept, and pursues different interests paying off our Collective concept.*

What data or proof points make the message stronger?

*Caroline's divergent interests provide her with two different ways to learn and grow, both building on one another in a meaningful way.*

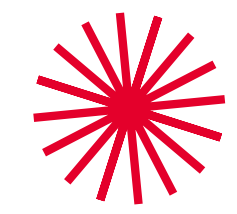
# STORY START-UP



Break into groups to  
generate story ideas!

Ambassador Training

**STORY  
START-UP**



Our people are our  
greatest natural resource.

They should always be  
the **heroes** of our stories.



# BREAK INTO GROUPS.


Who's there?

What's your role?

What does your day to  
day look like?

Spend some time getting to know the people around you, and designate a 'scribe'.

# START-UP QUESTIONS

- How do you see our core concepts reflected in your day to day work?
  - How have you seen our personality appear in the things you've observed?
  - What stories have you heard or observed recently that represent Franklin's brand?
  - What's one thing you want people to know about UGA Franklin?
-  As you talk, pick examples of compelling or interesting stories and have your scribe note down details. **Use the provided worksheets to flesh your idea out!**



**THE STRATEGY**

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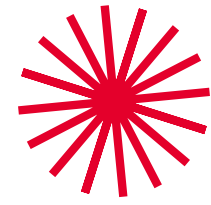
**THE CREATIVE**

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**WORKING SESSION**

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**DISCUSSION & QUESTIONS**

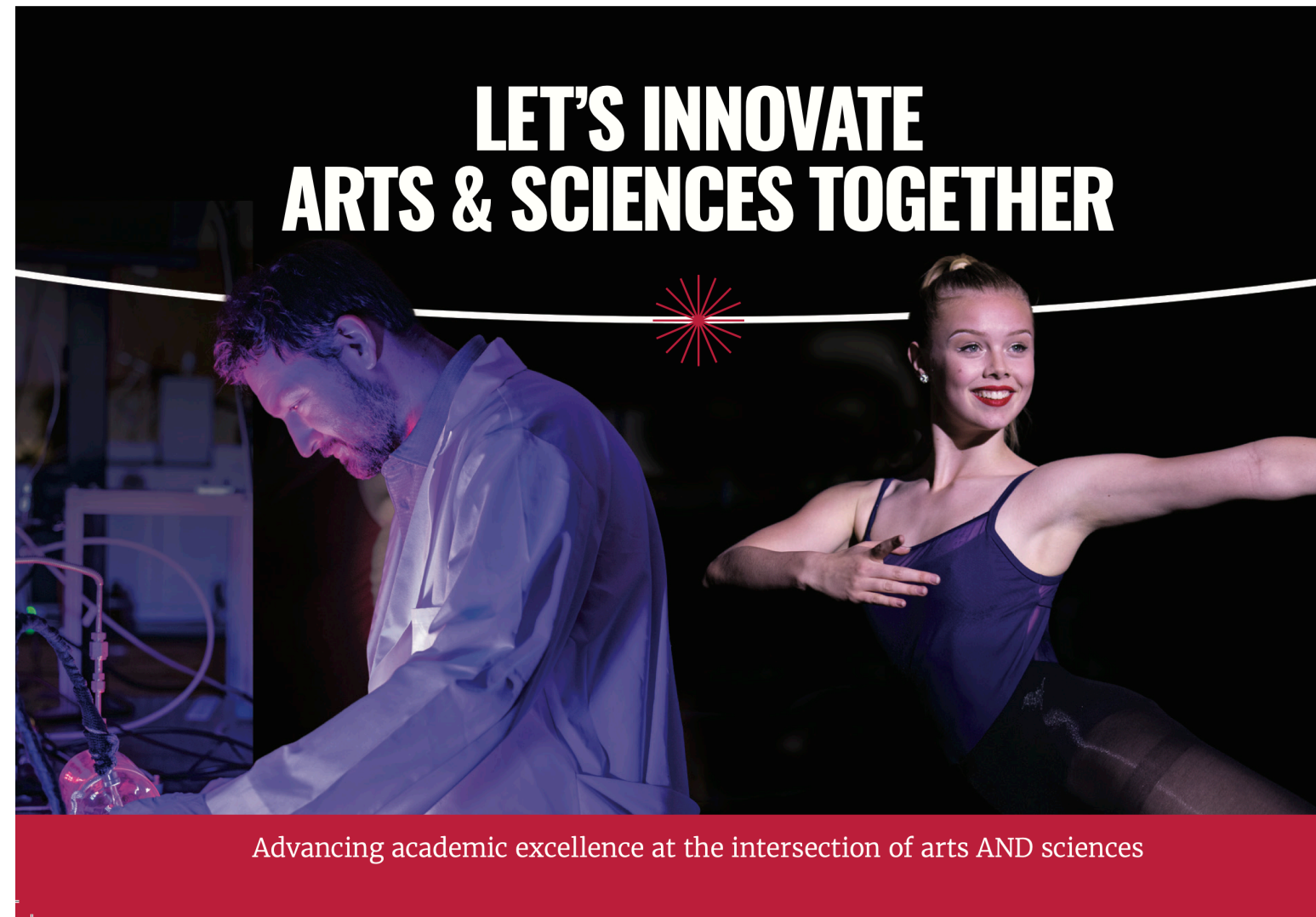


**LET'S SPARK THE  
CONVERSATION.**

Ambassador Training

EXAMPLES OF CURRENT CONTENT

✦ EOY Mailer — General



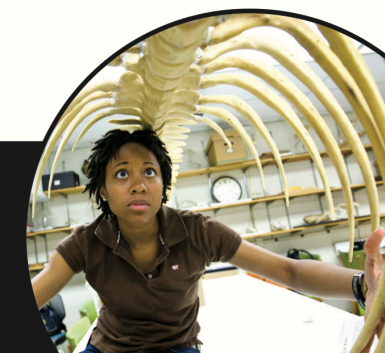
For over two centuries, Franklin has been redefining what it means to be a world-class learning environment at the intersection of arts AND sciences at the University of Georgia (#18 in *U.S. News & World Report*). With more than 80 diverse degree programs, Franklin College champions three of UGA's top five majors, trains over 40% of the university's PhD students and serves nearly 100% of UGA's undergraduate students. We're on a quest – in search of the undeniably ambitious, exceptionally curious, wildly creative and incredibly innovative leaders of tomorrow. Your commitment to the Franklin College of Arts and Sciences, as we enter our next quarter century, allows us to provide boundless opportunities for life-changing learning, accelerated multidisciplinary research and discovery, enhanced career preparation, increased faculty recognition and award-winning teaching.

**Every gift makes a difference.**

- \$50**  
provides course materials for a deserving student
- \$500**  
helps send a student to a national conference to present a research paper
- \$1,500**  
brings a nationally-known scholar to UGA for an invited presentation
- \$5,000**  
makes a dream of study abroad come true
- \$10,000**  
provides four paid student internships – priceless career experience

Your gift, no matter the size, provides support, removes obstacles and opens doors for students and faculty in the Franklin College of Arts and Sciences.

“Thanks to Franklin College, I’ve discovered my passion for Psychology and mental health support. In the past four years, my classroom learning and hands-on experience have helped me become a therapist and a more well-rounded member of my community.”  
—RAGA YARLAGADDA, PSYCHOLOGY '24



Ambassador Training

EXAMPLES OF CURRENT CONTENT

✿ EOY Mailer — Computing



UGA's School of Computing is at the forefront of computing research and education ranging from cybersecurity, AI and machine learning to bioinformation, human-computer interaction and computer systems. Jointly overseen by the Franklin College of Arts and Sciences and the College of Engineering, the School of Computing is leveraging the breadth of multidisciplinary offerings at UGA, spanning across Engineering, Education, Humanities, Arts, Social Sciences, Life Sciences, Physical Sciences, Health, Medicine, Pharmacy, Agriculture and more. We are opening up new opportunities for students and faculty, as well as transforming computing and computer sciences to deliver solutions that our world needs.

Every gift makes a difference.

- \$50**  
supplies a student with essential study materials or software tools
- \$150**  
provides student access to tech conferences or coding workshops
- \$500**  
supports a new student club, covering essential start-up and operational expenses
- \$1,500**  
funds study abroad for an outstanding student
- \$2,500**  
brings a nationally known scholar to campus for an invited lecture

Your gift, no matter the size, provides support, removes obstacles and opens doors for students and faculty in UGA's School of Computing, jointly overseen by the Franklin College of Arts and Sciences and the College of Engineering.

Receiving a scholarship eased my financial burdens, allowing me to focus wholeheartedly on my challenging coursework and extracurriculars. It has also inspired me to push forward and one day make a meaningful impact—financially and through mentorship.

—HANNAH LE (COMPUTER SCIENCE '26), RECIPIENT OF THE DR. JEFFREY W. SMITH SCHOLARSHIP



Ambassador Training

EXAMPLES OF CURRENT CONTENT

✿ EOY Mailer — Hugh Hodgson School of Music



Celebrating creative excellence and achievements in music

With more than 15 degree programs, the Hugh Hodgson School of Music serves over 500 music majors, preparing students for professional careers in music with areas of performance, scholarship, composition, education and therapy. Our extraordinary students and world-class faculty lead groundbreaking performances, innovative research and outreach programs that share the importance and power of music with our campus, local community and the world. The classes, lessons, rehearsals and cross curricular and outreach opportunities help realize and expand our students' potential while developing their unique voice. Your support helps our students grow and flourish now while preparing them to succeed in their careers beyond their time at UGA.

**Every gift makes a difference.**

- \$50**

replaces one music stand in a practice or rehearsal room
- \$500**

provides travel support for performance and research opportunities
- \$1,500**

provides student support for study away and experiential learning opportunities
- \$5,000**

supplies instruments for applied faculty studios and/or music education lab classes
- \$10,000+**

purchases needed upgrades to audio-visual spaces and provides more recording and streaming opportunities for students

Your gift, no matter the size, provides support, removes obstacles and opens doors for students and faculty in Franklin College's Hugh Hodgson School of Music.

“Music changes people for the better, and I can help spread my love of music by inspiring others to play. The University of Georgia will help prepare me for my future by teaching me all of the skills that I will need for my career.”



Ambassador Training

EXAMPLES OF CURRENT CONTENT

✦ EOY Mailer — Lamar Dodd School of Art



- \$50**  
provides paper, pencils, charcoal, erasers for a drawing class
- \$150**  
covers professional printing for a graphic design portfolio
- \$500**  
sends students to present their work at major conferences like New York Jewelry Week
- \$2,000**  
funds a transformative semester in NYC for exploring fabric, interior, and graphic design fields
- \$5,000**  
sponsors the MFA student exhibition during Atlanta Art Week

Your gift, no matter the size, provides support, removes obstacles and opens doors for art students and faculty who are housed in Franklin College's Lamar Dodd School of Art.

“My time at Lamar Dodd has taught me so many skills, and I will be leaving it as an artist confident in my ability to produce something I love.”  
—EMMA ROSE PITTS, BFA '24, IN SCIENTIFIC ILLUSTRATION





# HOW TO WORK WITH FRANKLIN MARCOM

## We want to hear from you.

If you have a great story to share or a Franklin spark moment — let us know at [Franklinstories@uga.edu](mailto:Franklinstories@uga.edu)

## Reminder

Projects will take 2–6 weeks, depending on the scope, from submission of all necessary materials and approval to complete.

## We want to work with you.

If you have a marketing project you'd like to collaborate on — let us know at [Franklinmarketing@uga.edu](mailto:Franklinmarketing@uga.edu)

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In order for us to stay aligned as a college on our marketing efforts, any and all marketing and communications items, especially those using the new sub branding, should be reviewed and approved by Franklin Marcom.

**You can submit via [fcmarketingreview@uga.edu](mailto:fcmarketingreview@uga.edu). Please allow up to one week for approval.**

# THANK YOU