Visual Style Guide
RELEASE 2.0
The University of Georgia
TERRY COLLEGE OF BUSINESS
This guide will be updated and revised as needed. Please contact the Marketing and Communications Office or go to www.terry.uga.edu for the most updated version.
To further define the Terry College of Business brand image and enhance the overall student experience, the Office of Marketing and Communications (OMC), under the direction of Dean Robert T. Sumichrast, has developed a set of visual guidelines for Terry staff and faculty to provide to outside professionals to follow.

Following these guidelines will enable Terry as a community, to affirm our connection to The University of Georgia as well as to confidently present the Terry College of Business as a unified academic institution. OMC has tried to make following these guidelines as easy as possible. We intend to offer templates for faculty and staff to download and use, provide direct access to a bank of Terry College photographs and logos, and empower users with some of the tools needed to create much of their printed material without having to rely so heavily on our office.

A unified Brand will make our move towards national prominence easier for both the University of Georgia and the Terry College of Business. A unified brand sends a message of stability, tradition and credibility as well as creating a contemporary, open and confident communication about what we offer and expect from our students. Our hope is to convey this brand message in all communications, and represent how we choose to be viewed.

Terry is a dynamic, diverse, innovative, and passionate institution; constantly moving forward, improving our faculty, research, students and staff. By the systematic and unified use of these guidelines you are helping the Terry College of Business to achieve and reach its unified goals.
Structure

The Terry College of Business logo incorporates up to four graphic elements, the UGA Arch, the words “The University of Georgia,” “Terry College of Business” and when appropriate, the name of the College unit. These elements combined reinforce Terry’s ties to UGA, and our vision of continuous improvement and recognition as one the nation’s leading business schools.

The Terry logo must appear on the front cover of all printed materials produced by and in conjunction with the College.

“The University of Georgia” and “Terry College of Business” are always used together.
Safe Space

A safe area of .05 (1/2) inch around the logo allows for maximum legibility of the logo. Nothing should intrude on this area, including other logos, typography, photos or graphics. Placing the logo too close the edge of the page or too close to the fold of a brochure should also be avoided.
**LOGO USAGE**

**Color**

The Terry College of Business logo is built using black and red. Terry’s red is the same as “Bulldawg” red: PMS 200 or a process mix of C: 0%, M: 100%, Y: 70%, K: 10%

The logo can only be reproduced in red and black, as shown below:

**Two or more colors**

- [The University of Georgia Terry College of Business J.M. Tull School of Accounting]
- [The University of Georgia Terry College of Business J.M. Tull School of Accounting]
- [The University of Georgia Terry College of Business J.M. Tull School of Accounting]
- [The University of Georgia Terry College of Business J.M. Tull School of Accounting]

**One color: PMS 200 or black**

- [The University of Georgia Terry College of Business J.M. Tull School of Accounting]
- [The University of Georgia Terry College of Business J.M. Tull School of Accounting]
- [The University of Georgia Terry College of Business J.M. Tull School of Accounting]
- [The University of Georgia Terry College of Business J.M. Tull School of Accounting]

* Use of logo against a black field must be approved by the Marketing and Communications Office

**Color values:**

- **PMS 200**
- **CMYK**
  - Cyan: 0%
  - Magenta: 100%
  - Yellow: 70%
  - Black: 10%

- **Black**
Unacceptable Executions

Below are reproduction errors that should be avoided.
File Types

Terry’s logo was built using Adobe Illustrator, which is vector-based software. This allows for the cleanest and sharpest reproduction. EPS or AI vector files should be used in print as often as possible. Marketing and Communications can supply JPEG, BMP, PSD, TIFF and GIF formats as needed in CMYK and RGB color modes. JPEG, BMP and GIF formats are not suitable for 2 or 4-color printing.

Marketing and Communications can provide a variety of file types for your needs.
Alternate Logo

An alternate logo is provided for restricted and specific situations. You need approval from Marketing and Communications to use this version.

This version is for use on wearable and gift items i.e. hats, shirts, writing pens, coffee mugs, etc, and for situations where the standard Terry logo will not fit. The same reproduction methods and exceptions pertain to this logo as well.

The University of Georgia
TERRY
COLLEGE OF BUSINESS

The University of Georgia
TERRY
COLLEGE OF BUSINESS
Department and Unit Versions

When appropriate, the Terry College academic unit or department name will be paired with the Terry logo as a single, unified graphic element. Printed marketing collateral will use the Terry logo at the bottom and the department/unit name at the top of the cover (see Brochure section on page X).

Departments are to request their logo from Marketing and Communications, they are not to attempt to add their name to an existing Terry mark.

Examples below:

- The University of Georgia
  Terry College of Business
  Department of Management

- The University of Georgia
  Terry College of Business
  Department of Banking and Finance

- The University of Georgia
  Terry College of Business
  J.M. Tull School of Accounting

- The University of Georgia
  Terry College of Business
  Institute for Leadership Advancement

- The University of Georgia
  Terry College of Business
  Department of Marketing and Distribution

- The University of Georgia
  Terry College of Business
  Master of Business Administration
Graphic Symbol

The UGA Arch used alone is discouraged. The Arch may occasionally be used as a graphic element inside a layout, but will need approval of Marketing and Communications.

However, we have taken elements of the Arch for use as a page graphic and an “ingot”.

The page graphic was created to mimic the curve of the top of the Arch. This element will be used on the cover of all printed brochures. Standard usage will be the black version, but a red version has been created for use in certain situations with approval from Marketing and Communications. This can be used in 1-, 2- and 4-color printing.

Examples
**Graphic Symbol and Ingot**

**Ingot**

The new Terry “ingot” will be used as a symbol to further tie the Terry College with UGA. It extracted from the inside of the Arch. It is to be used at the top of page layouts (called “eyebrows”) and will always be opposite of the edge of the page. It may also be used as bullets in lists, to reinforce a point and to add visual interest.

If you choose not to use the ingot for your bulleted lists, please use a solid square, such as one from Zapf Dingbats: ■ or ☐

**Examples**

- **Terry**
- **MBA**
- **ILA**

**Research Centers**

- James C. Bonbright Utilities Center
- Center for Information Systems Leadership
- Center for Insurance Education and Research
- Coca-Cola Center for International Business
- Leadership Research Consortium
- Coca-Cola Center for Marketing Studies
All academic, administrative, and support units of the University are required to use one of the approved letterhead styles on all stationery, printed in black ink only or black plus PMS 200 red. Envelopes, notepads, business cards, mailing labels, and other stationery items must also conform to these logo guidelines.

www.uga.edu/identity/index.html

Examples
Email Signature Lines

Faculty and staff email should include signatures, following the format below:

Name (with optional degree)
Title
Department or unit
Mailing Address (must include Terry College of Business and The University of Georgia)
Space
Phone, fax numbers (cell optional)
Space
Email
Department web page

You may use a dividing device between your signature and your message:
Ex. ..................................................
   ==============
   =============
   ============
   =============
   =============

Quotes, slogans, graphics and backgrounds should not be a part of your email signature.

Example

Font: 12 Pt. Helvetica

Chris Taylor
Art Director
Office of Marketing and Communications
Terry College of Business
The University of Georgia
101 Brooks Hall
Athens, Georgia 30602

Phone: 706-542-5964
Fax: 706-542-5864
Cell: 706-542-5964
crtaylor@terry.uga.edu
www.terry.uga.edu
Photo Guidelines

Good photography is one of the most important marketing tools we use. A photograph is a message that tells a story. It conveys a statement, impression or an emotion and should convey this message in a clear, concise, and effective way. Good photography is the basis for strengthening every piece of online or printed collateral you use. Compelling photography produces results and the Terry College always goes as far as it can to get the best photography available.

Terry College departments have a number of options to procure photography for your projects, either online or in print. Marketing and Communications can take photos on campus given enough notice, usually a week or more. We cannot go off-campus to take photos. We can also help hire a number of freelance photographers in the Athens area as well as using the UGA Photo department. UGA Photo takes all of our faculty and staff portraits (or headshots) for the Directory and for use by the media and others.

Given these options, you will still need to take your own photos from time to time. Below are some simple guidelines to help ensure not only good photography, but photography that reflects Terry and UGA in a positive light.

Photos that reflect the advantages of architectural and natural settings for inquiry and inspiration, and the engaged interaction of students with faculty, staff, and others integral to their education. This will help produce images that are fresh, colorful, bold, interactive and dramatic. To achieve these elements, try shooting from unusual angles and perspectives.

Headshots of faculty or staff members are most easily done outside in the shade, rather than indoors or in the direct sun. Use a camera with a zoom lens set to its longest telephoto setting. This will blur the background to keep distracting details to a minimum. Use a tripod or at least concentrate on holding the camera very steady. Camera shake is the primary reason for blurry photos. Crop the photos tightly. If you want to show a person’s face, don’t bother to include a huge expanse blank wall behind them.

Keep in mind that one large, dynamic, engaging photo can often be more effective at conveying the spirit of Terry and UGA than a number of smaller, less-engaging images.

For group shots, almost anything is better than lining everyone up against a wall. Try shooting from a high angle with the group looking up at the camera. Or arrange the group around a couch or chairs with some sitting and some standing. Shoot at an angle to walls, rather than straight on.

For classroom, office, or event photos, remember to vary angles and distance. Shoot at minimum zoom and maximum zoom. Show the overall scene, interaction between people, and close ups, too. And always shoot a LOT of photos! You’ll be surprised how many photos of groups of people are unusable because of someone blinking or having a weird expression.
Remember to try to include action whenever possible. If someone is getting an award for something, rather than showing the person with a plaque, try to show the person walking to accept the award or talking about it after.

- There should be a clear center of interest in which the viewer can immediately identify the subject.
- Photos should be composed so there a sense of overall organization.
- Keep it simple. The fewer the elements in a photo, the stronger the statement the image makes.
- Keep the photo in focus. The sharpest point of the picture should be the most important aspect of the image. Make sure to check after taking the photo on your digital camera to see if it’s in focus.
- Does the photo tell a story and/or create an emotional response?
- Is the approach creative? Try to stay away from “snapshots” if possible. Does the photo disclose more about the subject, or show it in unexpected ways? Creative photos tell better stories.
- No name tags. Everyone in the photo should be identified, if the name tags are the only thing we can use to ID the subjects, try to take one photo with the tags and one without.
- Students should be in business attire or at least business casual. No shorts, tank-tops, flip flops, t-shirts, baseball caps, etc. if at all possible.
- No candids (snapshots) of people eating or drinking. No photos of subjects holding drinks, especially students.

Alter Photographs:
Technology has made it dangerously easy to alter photographs. You can now use computer programs to remove, add, or move elements in a photograph with little detection. Although these alterations may seem harmless, when we cross the line of changing content even slightly, we jeopardize our audience’s trust. A photograph is perceived as an accurate recording of an event.

The positions and appearance of people and objects in a photo must never be changed or manipulated. Enhancing the technical quality of a photograph is acceptable, but changing the meaning is not. This includes electronic equivalents of established practices for traditional darkroom printing methods—dodging, burning, toning, and cropping, for example—as long as the content and meaning aren’t changed. Color
and tonal correction for the purpose of color-balancing or removal of flaws (such as dust spots, scratches, digital noise, artifacts, etc.) to achieve better reproduction, and routine cropping is not considered to be an alteration. However, there is a possibility of changing perception with creative cropping. When cropping, keep the modified version true to the intent of the original photo.

Copyright:
Copyrighted materials cannot be altered without written permission of the copyright holder (generally the creator or source of the original photo). Terry College and UGA photographs should be considered to be copyrighted materials.

Permission/model releases
Terry does not regularly use model releases nor seek written permission for most of the photography we use. Written permission is not required when taking photographs in public settings (i.e. campus) or using the resulting photographs in news, editorial and marketing contexts. However, Terry College photographers will identify themselves and seek verbal permission when taking photos. We are to inform subjects about the potential uses of the photo.

In instances when an individual asks to not be photographed, Terry photographers are to comply.

Written permission is required, for photos being used in advertising or implying endorsement. A sample permission form/model release is available for download.

When photos are supplied to you from a third party (student, faculty, etc.) check with them to make sure permission has been granted by the photographer and the subject(s).

Freelance policies and rights:
When hiring freelancers or using work created by freelancers, you are often commissioning the right to use that work, you are not buying ownership of the work. Consider the following policies used by the editorial team of Terry, the alumni magazine.

In most cases, Terry purchases “all rights,” which prohibit the writer, photographer, or illustrator from selling the article, photo(s), or illustration(s) to another publication. Such circumstances might include, for example, an assignment to photograph an alum who wishes to be profiled only in Terry magazine.

On occasion, Terry purchases “second serial (reprint) rights,” allowing the publication of material that has already appeared in another magazine or newspaper.

Any questions concerning these policies should be directed to Martha Dennis, Marketing Director: marthad@terry.uga.edu or Chris Taylor, Art Director: ctaylor@terry.uga.edu
Do's

- Interesting Angle
- Central focus and story telling
- Subject matter
- Subject matter and cropping

Dont's

- Bad lighting
- Bad lighting and no focus
- Subject’s face not visible
- no focus
- too many people in frame
Typefaces for Print

The following typefaces are for use in all Terry College marketing materials. A consistent use of type is a key to creating a singular look and feel for the College.

ITC Galliard has been in use for Terry marketing since 1998, and was picked because the official UGA logo was originally typeset in Galliard. Due to its ease of readability at small sizes, Galliard is good for body copy. It’s also adds a sense of tradition due to its close resemblance to stone-cut fonts used prevalently on University buildings.

Helevetica was picked due its incredible ease of use in a variety of marketing situations, it’s availability on both Mac and PC platforms and its ease of readability from a distance.

ITC Galliard

for use as body copy in brochures, postcards, invitations, advertising and other marketing collateral

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

ITC Galliard Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

ITC Galliard Bold

for use as headlines in brochures, postcards, invitations, advertising and other marketing collateral

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

ITC Galliard Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Terry has picked two typefaces for use in all printed material.

Consistent use of type is a key to creating a single look and feel for the College.

Galliard and Helvetica Neue should be used in all marketing documents.

Fonts may be used in upper/lower case and all upper case.

Do not use Helvetica in “small caps” mode

Ex. TERRY COLLEGE
ITC GALLIARD BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC GALLIARD BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC GALLIARD ULTRA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC GALLIARD ULTRA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For use in headlines, subheads, charts, graphs, brochure “eyebrows” and other areas where attention is called for:

HELVETICA NEUE ULTRAIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE ULTRAIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE 35 THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE 35 THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
HELVETICA NEUE 45 LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE 45 LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 55 italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE 75 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE 75 BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE 85 HEAVY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE 85 HEAVY ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Alternate Typefaces for Print

TIMES ROMAN
use only when ITC Galliard is not available

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Many PC-based software applications use a “native” typeface. In these cases, or if you can not install the primary fonts on your computer, Arial and Times Roman may be used in place of Helvetica and Galliard.

For use when Helvetica is not available

ARIAL REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

ARIAL BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
Institute for Leadership Advancement

Creating a New Class of Leaders

Program Options and Curriculum 2008-2009

The University of Georgia
Terry College of Business
Terry College marketing materials will be designed and built using a new “grid.” This allows all documents to be unified as to placement of elements on a page. Templates are available for Adobe InDesign.
today’s interconnected, global business environment. My classmates at Terry came from across the globe, with work and life experiences much different from my own. They showed me the value of seeing business issues from many different perspectives. What a great way to prepare me for my role at Bank of America!

Zack Purvis
MBA Class of 2006
Bank of America

“...We continue to have a tremendously positive experience with the superb talent from the Terry College of Business at UGA. The experience and skills of the graduates prepare them for exciting challenges in Corporate Workplace at Bank of America. The blend of analytical skills, critical business thinking and professional demeanor has enabled them to play important roles in developing and realizing our strategy for world-class workspace at the Bank.”

John Salazar
Senior Vice President,
Corporate Workplace, Bank of America
Today’s business leaders must have a vision that encompasses the global economy and a clear sense of their place in it. Through participating in international programs, students in the Terry College of Business learn more about the opportunities and challenges of managing in multinational corporations, joint ventures, and start-up operations overseas.

The goal of International Programs at the Terry College of Business is to foster a global perspective in every academic discipline in the college and in every academic program. Toward this end, Terry offers a variety of study abroad and exchange opportunities, employing the expertise of faculty, staff and travel professionals both here and abroad, to give students the preparation to succeed in international business. Students are exposed not only to academic class work, but also to business visits to a wide variety of on-going enterprises and unique cultural experiences.

All participants in these international programs are thoroughly oriented to their specific destination before departure, and most programs are led by a Terry faculty member and/or program manager. For current details on program dates, costs, courses and faculty, as well as program applications, visit the International Business Programs website at: www.terry.uga.edu/ib/studyabroad.

Other Opportunities for International Education

If you do not see the particular destination you desire in the roster of International Business Programs led by Terry College faculty, there are plenty of other options to consider. The University of Georgia offers over 90 study abroad and exchange programs to its students. Visit or call a member of various committees and affiliated organizations that offer additional programs. Contact the UGA Office of International Education for specifics.

For further information, please contact:

International Business Programs

Holly Alderman, (706) 542-3801
alderman@terry.uga.edu
or
Sally Vandiver, (706) 542-3904
svandiver@terry.uga.edu

TERRY COLLEGE OF BUSINESS
Robert T. Sumichrast, Dean
Daniel C. Feldman, Associate Dean for Research and International Programs
Mark C. Dawkins, Associate Dean for Academic Programs
The University of Georgia, Brooks Hall
Athens, Georgia

The University of Georgia

TERRY COLLEGE OF BUSINESS
Brochure back information

All Terry brochures will contain the same contact information on the back cover, page or panel. Please follow the following guidelines

For further information, please contact:

Department Name

Contact name, Phone Number
email address

Terry College of Business
Robert T. Sumichrast, Dean

Other affiliated administrators

The University of Georgia, Brooks Hall
Athens, Georgia

department web address

Example

For further information, please contact:

Marketing and Communications
Chris Taylor, (706) 542-5964
taylor@terry.uga.edu

TERRY COLLEGE OF BUSINESS
Robert T. Sumichrast, Dean

Daniel C. Feldman, Associate Dean for Research and International Programs

Mark C. Dawkins, Associate Dean for Academic Programs

The University of Georgia, Brooks Hall
Athens, Georgia

www.terry.uga.edu/communications
The Terry logo can be used on a variety of gift items. The following layouts show examples of correct usage and sample applications of the alternate two-color version of the logo. Always use approved art available from Terry Marketing and Communications for artwork reproduction.

**Baseball Caps**

![Baseball Cap Example](image)
Wearables and Gifts

Polo shirts

Logo 3 inches wide
1-color: Black

1-color: Red

T-shirts

Logo 4 inches wide
2-color: PMS 200 + Black

1-color: Black
WEARABLES AND GIFTS

Coffee Mugs

Logo:
3 inches high
2-color:
PMS 200 + Black
Wearables and Gifts

Pens

Logo: 3 inches long
2-color: PMS 200 + Black
New office door signs have been designed to unify the brand message inside the Terry College. Faculty and Staff are encouraged to use this new layout. Templates are provided in InDesign, Adobe Illustrator, Adobe Photoshop and MS Word. The Marketing and Communications Office will be happy in assisting in producing your office sign for you. We have provided a variety of different versions, however you may not find one that matches your particular needs. Please contact Marketing and Communications for assistance in adapting the template.

All faculty and staff are encouraged to use these office sign templates on all office doors.
Department of Management

Professor of Management

Jane Doe

Office Hours: M,W,F — 1:30-5:00 p.m. or by appointment
706-555-5555  jdoe@terry.uga.edu

The University of Georgia
Terry College of Business

ITC Galliard Roman 16 pt.
ITC Galliard Italic 16 pt.
ITC Galliard Roman 50 pt.
ITC Galliard Bold 12 pt.
ITC Galliard Italic 12 pt.
The Terry College mailed over 100,000 invitations in 2008. Terry hosts a number of events through the year, from our annual Economic Outlook Lunch series to alumni gatherings in cities around the country. These events range from just a few guests to over well 3,000. With this volume of correspondence with friends and alumni, it is critical to maintain a consistent look, feel and quality across our various mailings. Using the following guidelines helps the College present itself in the best way possible.

Terry mails over 100,000 event invitations throughout the year. As more events are added and evolve, invitation guidelines will change and evolve as well. Please check with the Office of Marketing and Communications for the most up-to-date information while planning your event.

This 8 x 5.25 inch card can be used for a number of events. Use this version if your event is large, centered around a UGA Athletic event, or if you want to impart a sense of informality.