Franklin College of
Arts and Sciences
UNIVERSITY OF GEORGIA

University of Georgia
Franklin College of Arts & Sciences

SUB-BRAND GUIDELINES

Version One | 2024

SUB-BRANDING FRANKLIN COLLEGE OF ARTS AND SCIENCES

Brands exists primarily in the perceptions people have about us: who we are, what we do, and why it matters.

Every time we communicate, people form opinions about us. The more consistent and confident we are in telling our story, the better our audiences will understand and trust what we have to say. It's essential for us to remain consistent in the way we use our verbal and visual language to tell the world about ourselves.

As part of the University of Georgia brand, our Franklin College of Arts and Sciences sub-brand is designed to reflect institutional messaging and priorities while creating space to tell our distinct story. In this way, we bolster our own sense of identity and further uphold the integrity of the UGA parent brand.

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BRINGING IT ALL TOGETHER

OUR SUB-BRAND BEGINS WITH STRATEGY
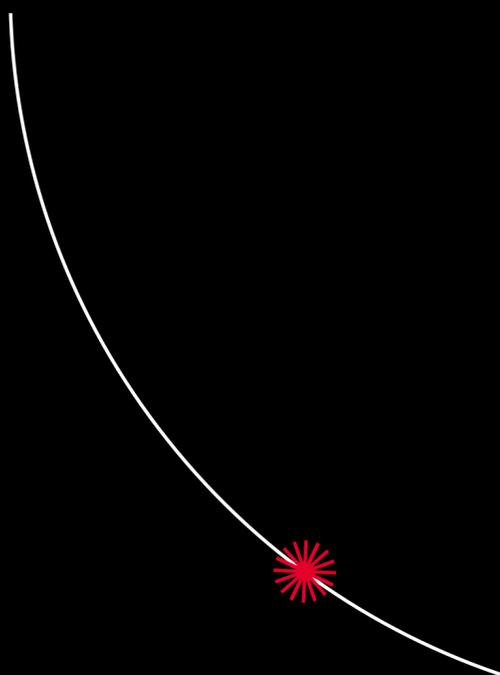
Strategy provides the why that makes what we do possible. It grounds our perspective, uplifts our people, and amplifies our outcomes. It defines where we are in the world and how we impact it. In other words, it's the cornerstone of our sub-brand.

Franklin College of
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Section 01

SUB-BRAND STRATEGY

✳ **At a Glance**

Our Value Proposition

Our Core Concepts

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Our Strategic Drivers

Our Platform

At a Glance

Our sub–brand platform is the internal, strategic foundation of all our communications. This internal language is the starting point for our external messaging. It empowers us to craft impactful content aligned both with our identity as Franklin College and as part of the University of Georgia.

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.

**Franklin College of
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Section 01

SUB-BRAND STRATEGY

Our Value Proposition

Our value proposition articulates what sets us apart from competitors.

UGA's positioning statement shows what the UGA brand as a whole stands for in the market, while our Franklin value proposition offers a distinctly Franklin take on that same point of view. Our value proposition is unique to our sub–brand, but fundamentally rooted in our parent brand.

UGA'S BRAND POSITIONING STATEMENT

The University of Georgia tackles the most pressing issues of our time, by inspiring those who will lead, discover, and serve on a relentless pursuit to improve our world.

FRANKLIN'S 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.

Franklin College of Arts and Sciences
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Section 01

SUB-BRAND STRATEGY

Our Core Concepts

Our core concepts serve as unique themes showcasing the how and why behind what we do. They allow us to own UGA's core messages in a way that's uniquely ours.

UGA's core messages, shown on the top half of the slide, are themes broadly true to the brand, while Franklin's core concepts, shown on the bottom, elevate our sub–brand's 'how and why'.

UGA's Core Messages

- We provide exceptional academic opportunities.

- Our valuable educational experiences prepare our graduates for extraordinary lives and careers.

- Our research and innovation breakthroughs change lives.

- Our visionary leaders inspire our state, our nation and the world.

- We improve lives across Georgia and beyond through our service and support.

Franklin's Core Concepts

(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.

(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.

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Our Personality

Our personality is shaped by traits that describe who we are and what we value.

UGA's Brand Personality

COMMITTED

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

AMBITIOUS

We are curious and innovative, tenaciously searching for better answers and more impactful solutions.

SPIRITED

We are hopeful and enthusiastic about the opportunity to help make a better future possible.

FOCUSED

We are intentional and doggedly determined, guided by a love of learning and clarity of purpose.
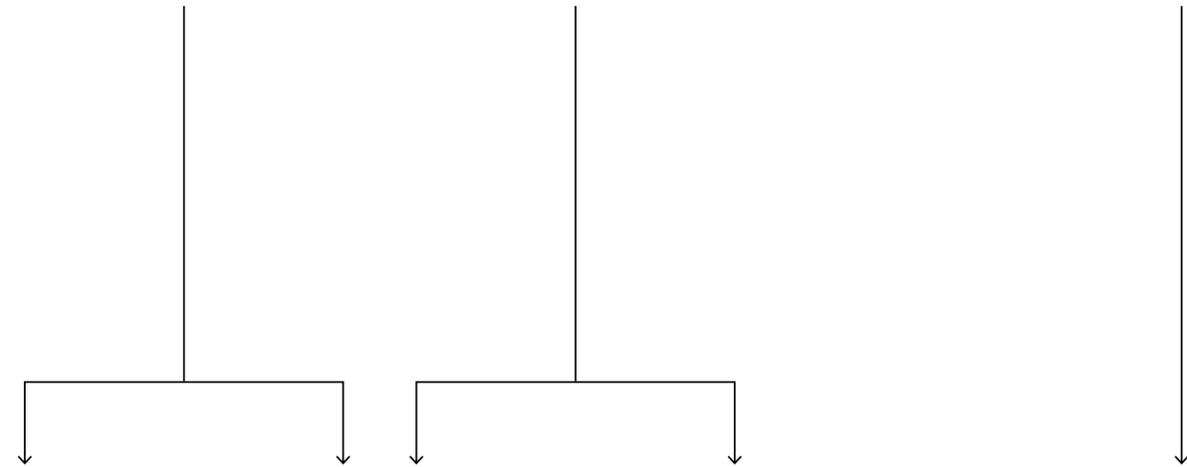
NURTURING

We are a loyal, inclusive and a bonded family committed to respect for each other and our world.

ENDURING

We demonstrate integrity and excellence in everything, committed to creating a lasting impact through time-honored tradition.

Franklin's Sub-brand 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.

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Our Strategic Drivers

Our strategic drivers articulate our institutional goals for this work.

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.

Franklin College of Arts and Sciences
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Section 01

SUB-BRAND STRATEGY

Our Platform

Our platform is the internal, strategic foundation of all our communications. This internal language is the starting point for our external messaging.

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 and staff that 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

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CURIOUS

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Strategic Drivers

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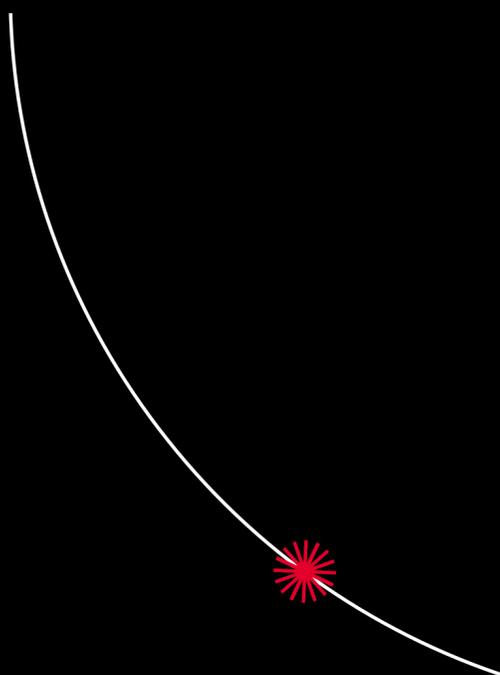
Amplify Franklin's ability to produce outcomes, proving that Franklin provides internship and career opportunities.

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

FROM WHAT WE SAY TO HOW WE SAY IT.

Our verbal language acts as the how to our strategy's what. By deliberately, meaningfully, and clearly reinforcing our verbal identity, we maintain consistency in our communications and create a sense of authenticity.

At the same time, this is a living sub-brand, and we should be open to allowing it to breathe and grow as our needs change.

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Section 02

VERBAL LANGUAGE

✳ **Our Narrative**

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Our Narrative

Our narrative is an internal piece that acts
as a rallying cry for UGA Franklin.
It establishes a distinctly Franklin voice
and serves as a paradigm for our external
sub–branding language.

AT FRANKLIN

we're on a quest — in search of the

undeniably
ambitious,

exceptionally
curious,

wildly
creative,

incredibly
innovative,

tomorrow's
leaders.

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.
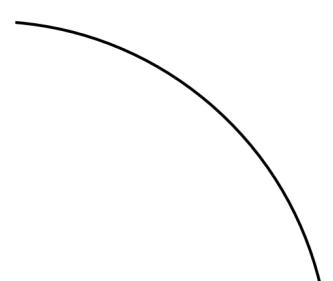
AND FRANKLY,

✳ that makes you unstoppable.

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Core Themes

Our core themes form the creative backbone of our verbal language. Their flexible but structured approach allows us to be consistent, clear, and creative with our writing.

Each of these themes is meant to inspire and motivate. Certain elements of the motifs can be atomized and separated into their constituent parts, while others are meant to be more directional, representing an underlying sentiment.

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 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**

A HISTORY OF MAKING HISTORY

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**

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Each of these themes is meant to inspire and motivate. Certain elements of the motifs can be atomized and separated into their constituent parts, while others are meant to be more directional, representing an underlying sentiment.

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**

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**

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Voice and Tone — the Experience

Our voice and tone, defined by strategy and iterated through creative, shapes our communications and defines the way we change our sound depending on audience.

Pro Tip: Different audiences require different 'mixes' of tones.
Adjust the mix based on the needs of your particular audience.

Because we are
ACCOMPLISHED
(striving to be the best, pushing past perceived limits to reach new heights)

We sound
INCLUSIVELY SOPHISTICATED.

Because we are
CURIOUS
(asking questions, digging deeper at every stage)

We sound
AMBITIOUSLY INQUISITIVE.

Because we are
CREATIVE
(finding connections where others wouldn't and sharing what we find with the world)

We sound
PRAGMATICALLY INSPIRED.

Because we are
INTENTIONAL
(holding ourselves to high ethical standards, recognizing the part we play in the world)

We sound
POWERFULLY PURPOSEFUL.

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Voice and Tone — the Attributes

How people experience our voice and tone is defined by these key attributes that reflect our personality.

Together, these attributes form the basis for how we communicate with our audiences and what elements of our sub-brand we choose to emphasize or deemphasize depending on the medium and message.

INCLUSIVELY SOPHISTICATED

Sophisticated as in wise and still wisdom-seeking, recognizing and embracing the great complexities of the world and our place in it; inclusively as in open to all, welcoming any and all who share our motivation.

AMBITIOUSLY INQUISITIVE

Inquisitive because even old questions sometime turn up new answers; ambitiously because there's no place or people better positioned to go as far and work as innovatively as we do.

PRAGMATICALLY INSPIRED

Inspired (and inspiring) because the creativity we bring to our work helps us see what others don't; pragmatically because even our wildest ideas carry weight in the world and improve it for the good.

POWERFULLY PURPOSEFUL

Purposeful as in motivated, ethical, self-aware without being self-important; powerfully as in responsible and active.

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Writing Tips

When crafting a piece that aligns with these experience-shaping attributes, keep these tips in mind.

How to be inclusively sophisticated:

DO convey complex ideas simply.

DO share perspectives broadly.

DON'T sacrifice clarity for simplicity.

DON'T use exclusionary language that alienates potential audiences.

How to be ambitiously inquisitive:

DO question everything.

DO get into the details — that's where we shine most.

DON'T jump to conclusions.

DON'T be contrarian.

How to be pragmatically inspired:

DO be authentic and human.

DO show both the practical and the theoretical of what we do.

DON'T be too overly casual.

DON'T overindex on either pragmatism or inspiration: the combination of the two defines us

How to be powerfully purposeful:

DO lead with integrity — exhorting others to join us in our mission.

DO recognize the bigger picture — we serve our people.

DON'T be arrogant.

DON'T lose sight of where we are in the world. Our actions have reactions.

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Writing Tips Cont'd.

When crafting a piece that aligns with these experience–shaping attributes, keep these tips in mind.

How to be inclusively sophisticated:

Go beyond the surface–level and explore complex ideas, but do so in a way that's accessible to a variety of our audiences. Bold, declarative language with strong verbs that drive action allow our audiences to feel compelled by our story and to see themselves as part of it.

EX. **The world is full of wonder**

EX. **Seize the opportunity, or make one instead.**

How to be ambitiously inquisitive:

Where practical, a tantalizing question with a carefully–curated exploration of complex issues can be an impactful way to show both our ambition and our creativity. When we question assumptions, we do so in a Socratic way — always seeking better understanding for ourselves and our world.

EX. **In search of the undeniably ambitious.**

EX. **Calling champions of the curious.**

How to be pragmatically inspired:

By bringing an authentically Franklin sense of joy and enthusiasm to our work, we infuse inspiration into all we do — from the highly practical to the highly theoretical. Capturing the practical results of theoretical work (and vice versa) helps us show why we do what we do, and why both are essential to progress.

EX. **Dauntlessly driven.**

EX. **Courage to lead the way.**

How to be powerfully purposeful:

As an institute of higher learning, we occupy a valuable place in the world. Everything we do, we do with intention — and that's why it's so important to ground our ambition and our creativity in service of the wider world.

EX. **Franklin College of Arts and Sciences has looked towards the future for over two centuries.**

EX. **Dare to pave paths to new possibilities.**

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Applying attributes to Core Themes

Each of these attributes can be felt in a core theme from our sub-brand narrative. By keeping these attributes in mind, we're able to use our core themes to tell a range of authentic UGA Franklin stories.

In search of the

UNDENIABLY AMBITIOUS

Inclusively
Sophisticated

In search of the

EXCEPTIONALLY CURIOUS

Ambitiously
Inquisitive

In search of the

WILDLY CREATIVE

Pragmatically
Inspired

In search of the

INCREDIBLY INNOVATIVE

Inclusively
Sophisticated

In search of

TOMORROW'S LEADERS.

Powerfully
Purposeful

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Pop Quiz!

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.

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

Why?

A

LET'S MAKE PROGRESS.

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

B

MOVE FORWARD WITH US.

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

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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.

Section 02

VERBAL LANGUAGE

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

Why?

A

KNOW YOUR POWER.

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

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.

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VERBAL LANGUAGE

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.

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

Why?

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.

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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.

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

Why?

A

YOU KNOW WHY. HERE YOU'LL LEARN HOW.

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

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.

FRANKLIN COMMUNITY MARK
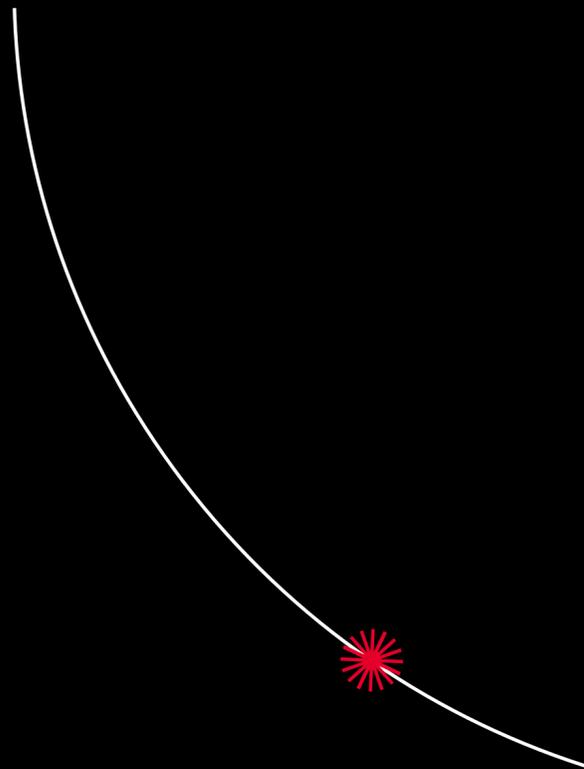
The Franklin Community Mark is a unique visual cue that represents the Franklin College of Arts and Sciences. Although, not a logo or spirit mark, it serves as a 'secret nod' to the circle of our community—a subtle yet meaningful way to express pride and connection.

Designed for informal and celebratory use, it adds a layer of personality to student-focused events, merchandise and other casual communications (as outlined on p. 32) capturing the vibrant spirit and shared identity of Franklin.

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Section 03

FRANKLIN COMMUNITY MARK

✳ **Overview**

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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.
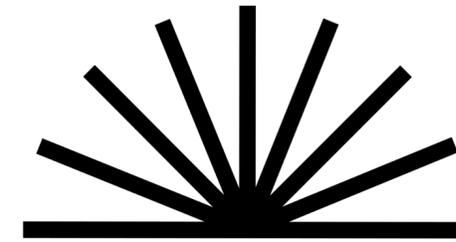
FRANKLIN

Section 03

FRANKLIN COMMUNITY MARK

The Anatomy of the Franklin Spark

The Franklin spark is the main component that makes up the community mark. The intersection of lines directly mirror the convergence of arts and sciences. It symbolizes a hub — a central point of activity and influence that radiates through out UGA.

Arts

Sciences

Convergence of Arts and Sciences

Franklin College of Arts and Sciences
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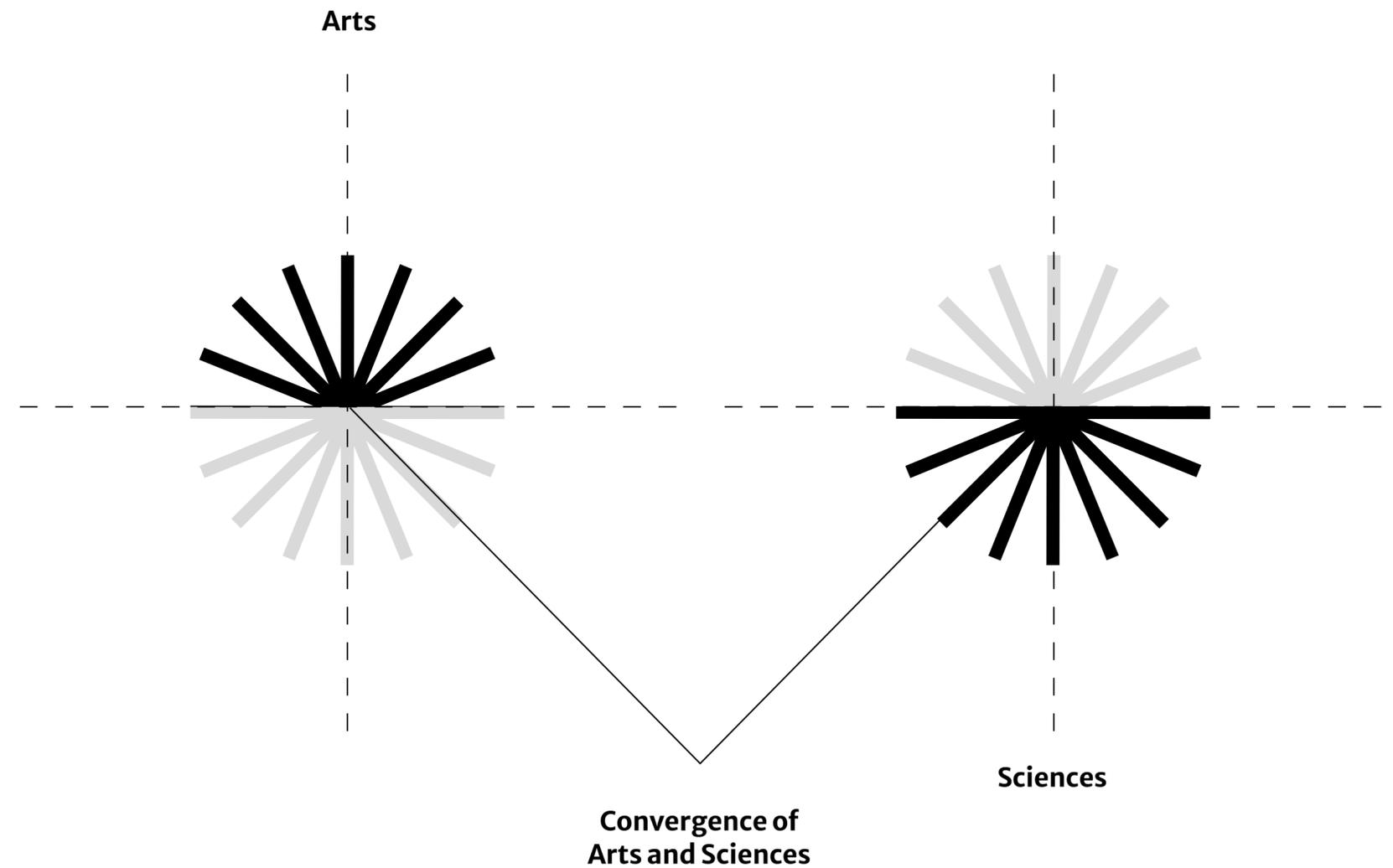
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FRANKLIN COMMUNITY MARK

Overview
Anatomy
Variations
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Approved Variations

Color usage for the community mark allow for two different options — Arch Black and Chapel Bell White.

When the background color is darker the white version should be used and when the background is lighter, the black version should be used.

One Color, Arch Black

Primary

FRANKLIN

Informal

F R A
N K L
I N

Stacked

F R
A N
K L
I N
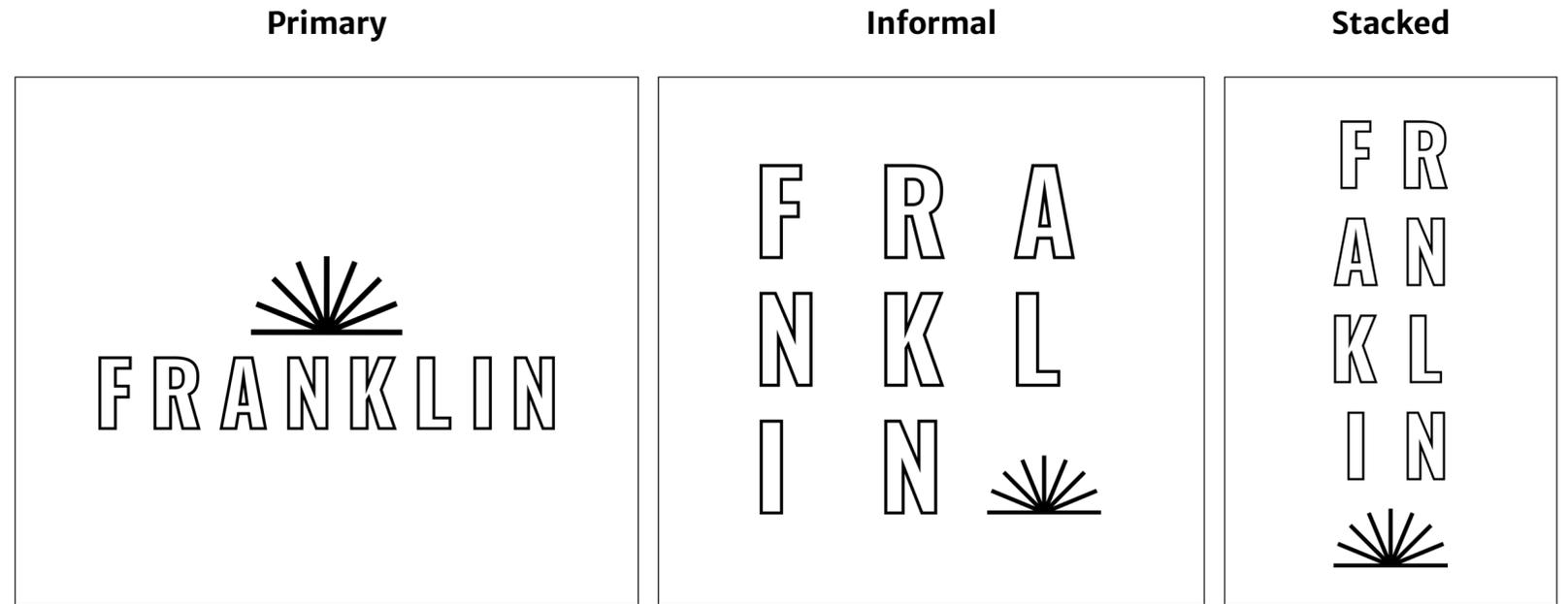
One Color, Chapel Bell White

Primary

FRANKLIN

Informal

F R A
N K L
I N

Stacked

F R
A N
K L
I N

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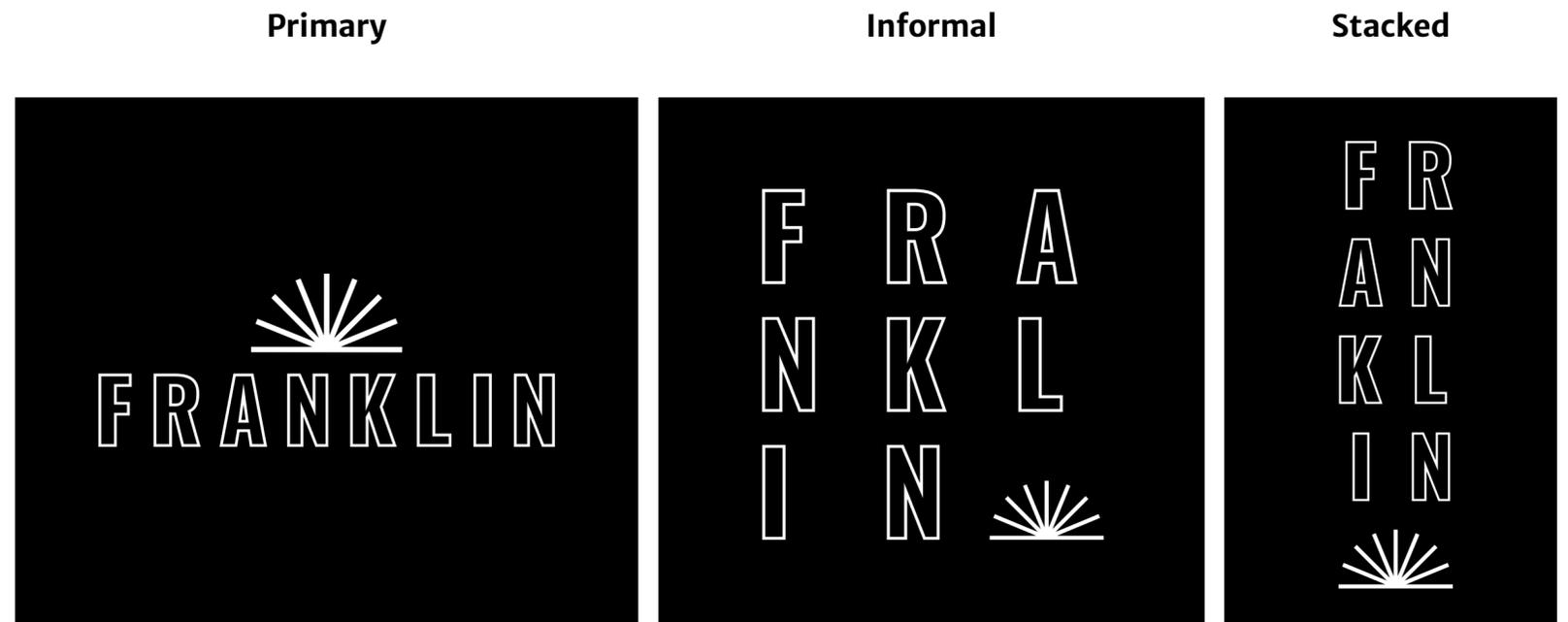
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FRANKLIN COMMUNITY MARK

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Official Logo

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Community Mark

FRANKLIN

Examples

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 Recrtuitment Materials:
Viewbooks, website headers, and official social media profiles.

Franklin 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.

SHAPING PERCEPETION
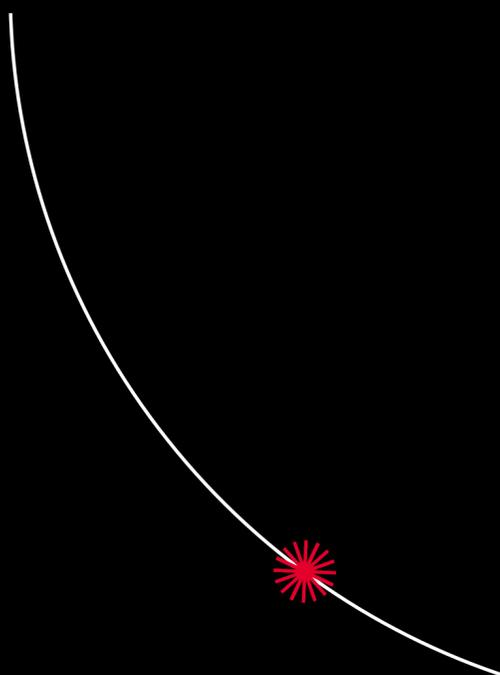
Our visual identity forms the
foundation of how our sub–brand
connects and communicates.
By using components such as
typography, color, graphic elements,
and imagery, we craft a cohesive and
impactful visual presence.

Franklin College of
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Section 04

VISUAL LANGUAGE

✳ **Color Palette**

Typography

Graphic Elements

Photography

Pop Quiz!

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.

Section 04

VISUAL LANGUAGE

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Pop Quiz!

Web Accessibility Overview

This is an overview of our color palette and how combinations score on the WCAG (Web Content Accessibility Guidelines) that determines color contrast ratio.

This equation outputs a number between 0 and 21, with 21 having the highest amount of contrast and 0 having no contrast.

The output of contrast between any two of our colors will fall somewhere on this spectrum. This is where the scores—DNP, AA18, AA, AAA—are derived from.

AAA	**Pass, AAA (7+)**
AA	**Pass, AA (4.5+)**
AA18	**Pass, Large Text Only (3+)**
DNP	**Does Not Pass**

Background \ Text	#000000	#BA0C2F	#FFFFFF	#E4002B	#B4BD00	#C8D8EB	#004E60	#D6D2C4
Arch Black #000000		AA18 3.1	AAA 21	AA18 4.3	AAA 10	AAA 14.4	DNP 2.2	AAA 13.8
Bulldog Red #BA0C2F	AA18 3.1		AA 6.6	DNP 1.3	AA18 3.2	AA 4.5	DNP 1.4	AA18 4.3
Chapel Bell White #FFFFFF	AAA 21	AA 6.6		AA 4.8	DNP 2	DNP 1.4	AAA 9.3	DNP 1.5
Glory Glory #E4002B	AA18 4.3	DNP 1.3	AA 4.8		DNP 2.3	AA18 3.3	DNP 1.9	AA18 3.2
Hedges #B4BD00	AAA 10	AA18 3.2	DNP 2	DNP 2.3		DNP 1.4	AA 4.5	DNP 1.3
Odyssey #C8D8EB	AAA 14.4	AA 4.5	DNP 1.4	AA18 3.3	DNP 1.4		AA 6.4	DNP 1
Olympic #004E60	DNP 2.2	DNP 1.4	AAA 9.3	DNP 1.9	AA 4.5	AA 6.4		AA 6.1
Creamery #D6D2C4	AAA 13.8	AA18 4.3	DNP 1.5	AA18 3.2	DNP 1.3	DNP 1	AA 6.1	

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VISUAL LANGUAGE

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Headlines/Stats

OSWALD HEAVY

AABBCCDDEEFFGG HHIIJJKKLLMMNN
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

**Franklin College of
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Type hierarchy

These sizes and weights provide a general guideline to follow when preparing marketing and internal collateral.

Stat
Oswald Heavy
85pt. | –25 Tracking

Alternate Headline
Merriweather
50pt. | –50 Tracking

Descriptions
Merriweather Sans Medium
14pt. | 0 Tracking

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.

**Franklin College of
Arts and Sciences**
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Pop Quiz!

Type hierarchy

These sizes and weights provide a general
guideline to follow when preparing
marketing and internal collateral.

Header
Oswald Heavy
100pt. | –50 Tracking

Intro copy
Merriweather Light
30pt. | –50

Stat
Merriweather Sans Bold
20pt. | –25 Tracking

Stat
Merriweather Sans Light
14pt. | 0 Tracking

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.

**Franklin College of
Arts and Sciences**
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VISUAL LANGUAGE

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Circular Frames

Our circular frames are crafted to enhance storytelling and create cohesion across sub–brand materials. The shapes are used to frame content, add dimension, and highlight key information.

Example 01

250+
Programs, Degrees and Certificates

3 MOST POPULAR UGA MAJORS
Biology, Psychology & Computer Science

26
Study abroad programs across 5 continents

Example 02

Know yourself.

KNOW YOUR POWER.

Example 03

CALLING CHAMPIONS

of the curious.

Franklin College of
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Section 04

VISUAL LANGUAGE

Circular Frames Sizing Guide

In order to keep the integrity of the circular frames, we want to make sure it's visually represented when used at varying sizes.

When increasing or decreasing the size of the circle, make sure the stroke is being sized proportionally.
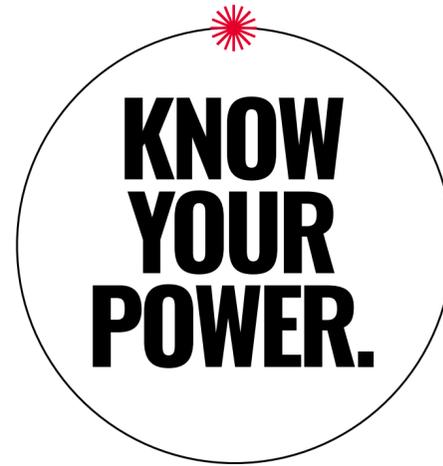
If you're unsure at anytime about what the thickness of the stroke should be, use the information to the right as a guide.
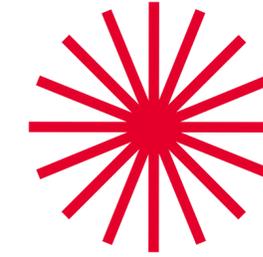
1pt Stroke

2 in

1pt Stroke

3 in

1pt Stroke

4 in

1pt Stroke

5 in

1pt Stroke

6 in

2pt Stroke

7 in

2pt Stroke

8 in

4.5pt Stroke

9 in

2pt Stroke

10 in

2pt Stroke

11 in

2pt Stroke

12 in

Franklin College of Arts and Sciences
UNIVERSITY OF GEORGIA
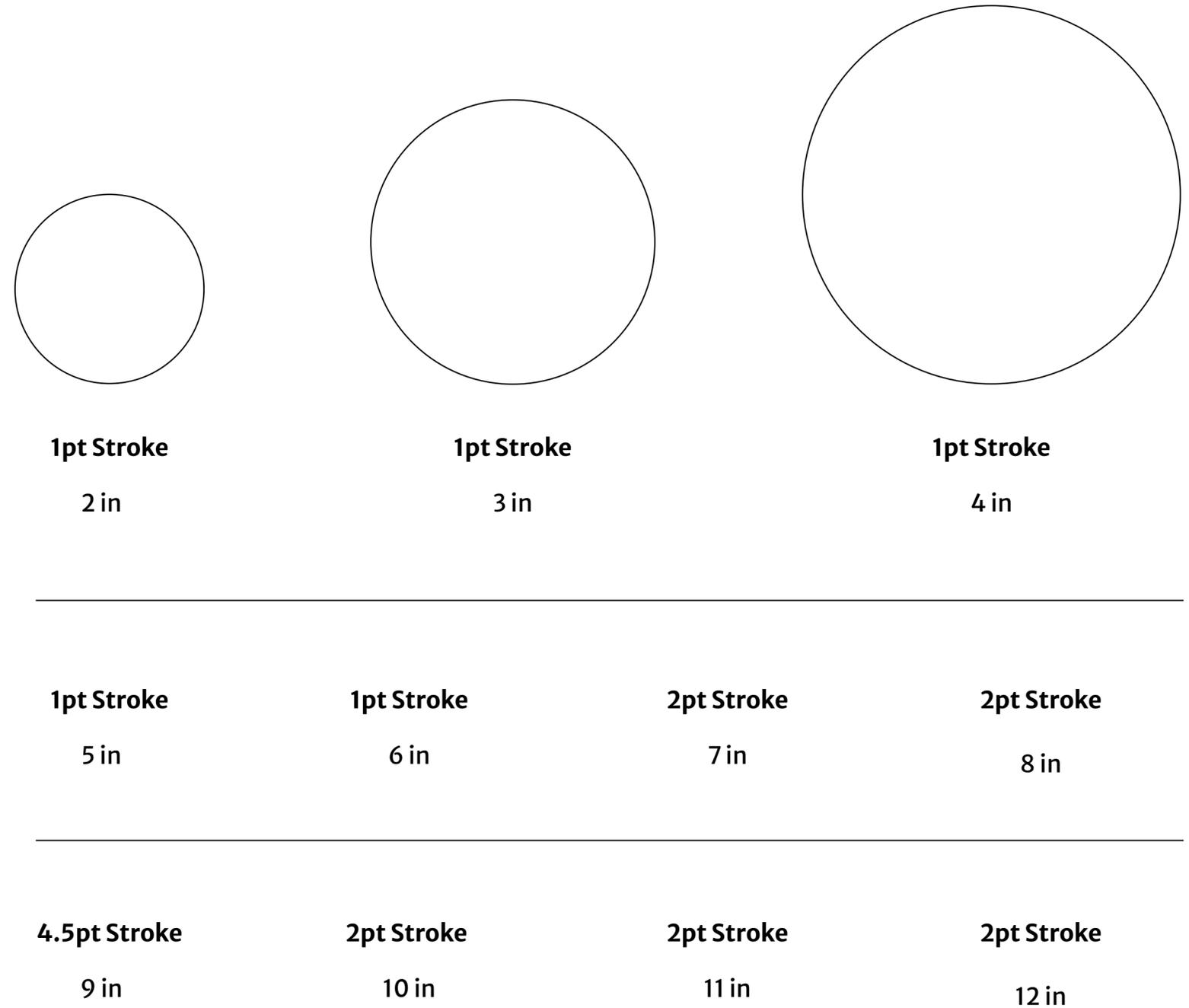
Section 04

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Pop Quiz!

Curved Lines

Our curved lines are taken directly from the circle frame on the previous page. These are meant to connect two similar ideas of content or used in tandem with the 'Franklin Spark' to callout specfic content.

To successfully achive consistent use of this element, **please refer to the next page.**

Example 01
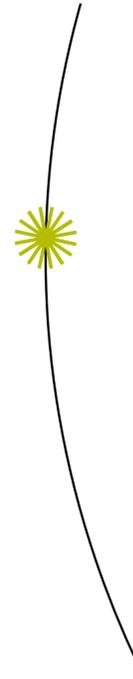
Whether you seek it out through artistic pursuits or scientific exploration, Franklin is the place to turn your ambition into action.

Example 02

LEAD THE WAY WITH US.

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

Example 03

Seize the opportunity

or make one instead.

Franklin College of Arts and Sciences
UNIVERSITY OF GEORGIA

Section 04

VISUAL LANGUAGE

How to use Curved Lines Effectively

To create a curved line start with a basic circle.

Use the '**Scissors tool'** on the points of the circle that you want to divide from the original shape to make your curve.

Once you have your two segments separated, delete the larger remaining segement from the original circle.

For Stroke Sizing: Please refer to page 32.
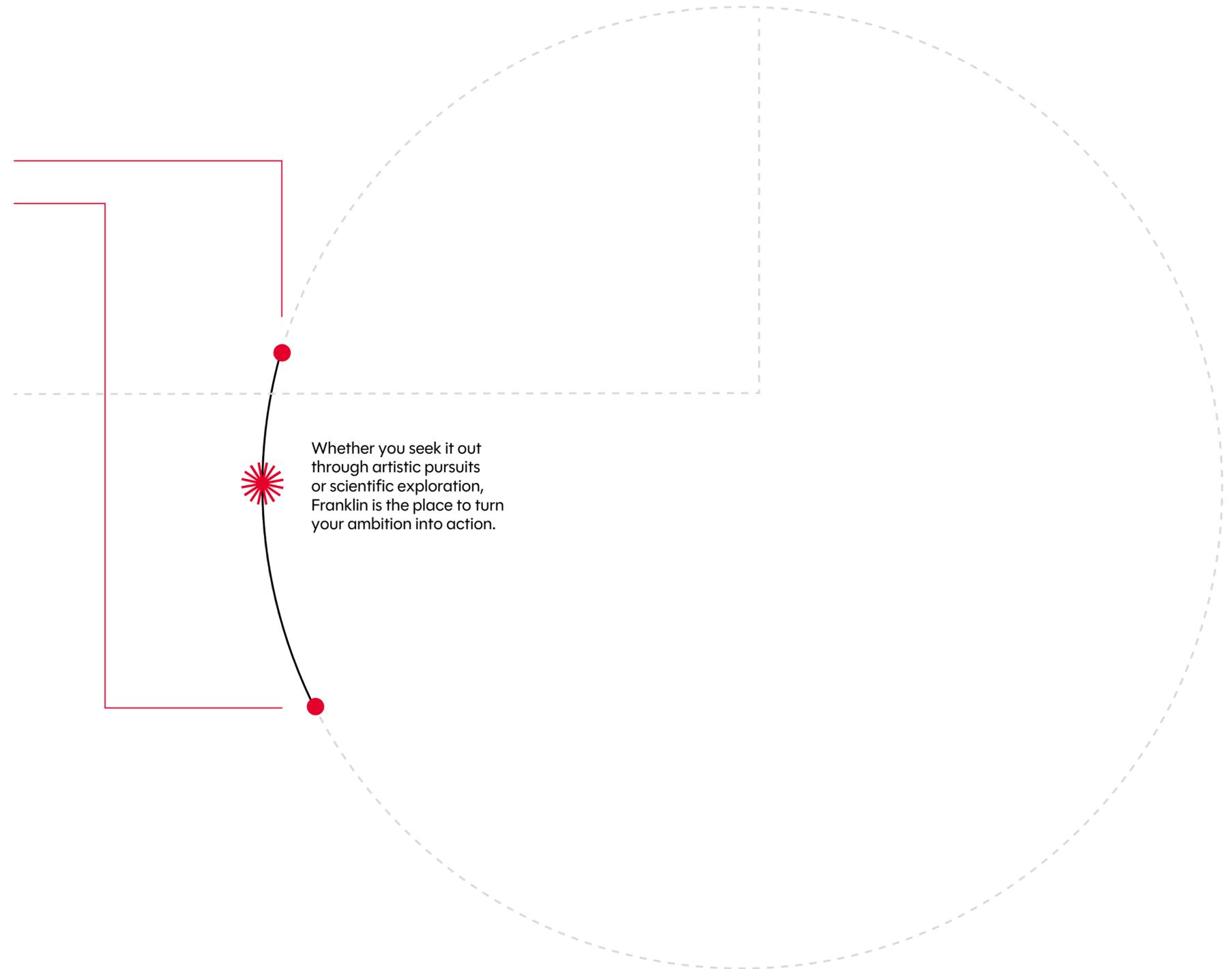
Whether you seek it out through artistic pursuits or scientific exploration, Franklin is the place to turn your ambition into action.

**Franklin College of
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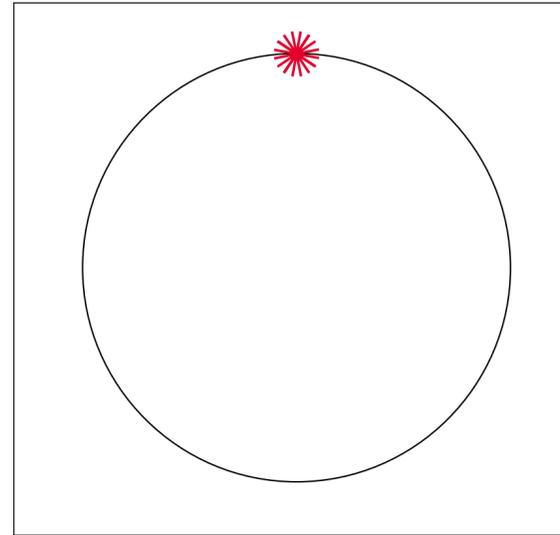
Section 04

VISUAL LANGUAGE

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Pop Quiz!

The Franklin Spark

In order to keep the integrity of the Franklin Spark, we want to make sure it's visually represented when used at varying sizes.

When increasing or decreasing the size of the spark, make sure the stroke is being sized proportionally.

If you're unsure at anytime about what the thickness of the stroke should be, use the information to the right as a guide.

Please refer to the next two pages for guidelines on sizing and color.

Note:
When using the Franklin spark on circle frames or curved lines, it will be left to the designers discretion on positioning/placement as long as the alignment of the Franklin Spark is centered within the line (see graphics to the right for alignment examples).

Example 01

KNOW YOUR POWER.

Example 02

Example 03

Example 04

AND FRANKLY,
that makes you unstoppable.

Example 05

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The Franklin Spark Sizing Guide

In order to keep the integrity of the Franklin Spark, we want to make sure it's visually represented when used at varying sizes.

When increasing or decreasing the size of the spark, make sure the stroke is being sized proportionally.

If you're unsure at anytime about what the thickness of the stroke should be, use the information to the right as a guide.
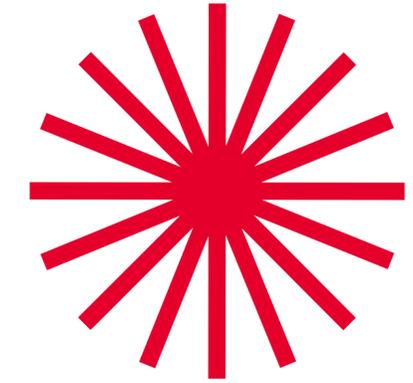
2pt Stroke	**4pt Stroke**	**6pt Stroke**	**9pt Stroke**
0.5 in	1 in	2 in	3 in

Note:
When using the stroke at larger sizes (see below), it's important to remember that these are meant to be used on large–scale material like billboards, banners and signs. Please refer to the previous page to see examples of proportions when using the Franklin Spark.

13pt Stroke	**16pt Stroke**	**23pt Stroke**	**26pt Stroke**
4 in	5 in	6 in	7 in

29pt Stroke	**32pt Stroke**	**35pt Stroke**	**38pt Stroke**
8 in	9 in	10 in	11 in

Section 04

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Pop Quiz!

The Franklin Spark Color Guide

In order to keep the integrity of the Franklin Spark, we want to make sure the appropriate colorways are being used. Please refer to the chart on the right

**Red Fraklin Spark with
Chapel Bell White Background**
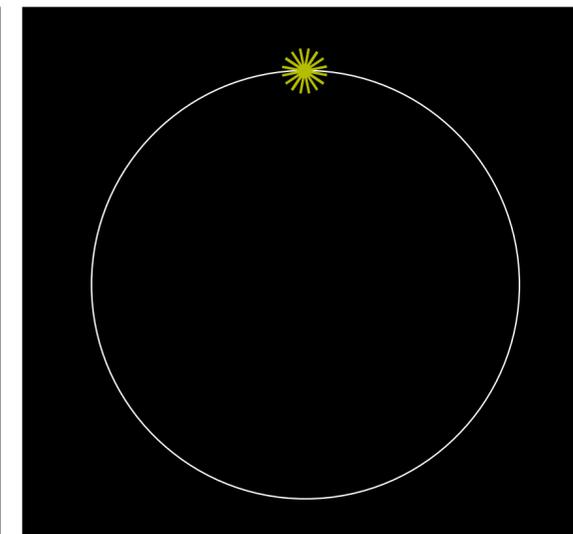
**Red Fraklin Spark with
Arch Black Background**
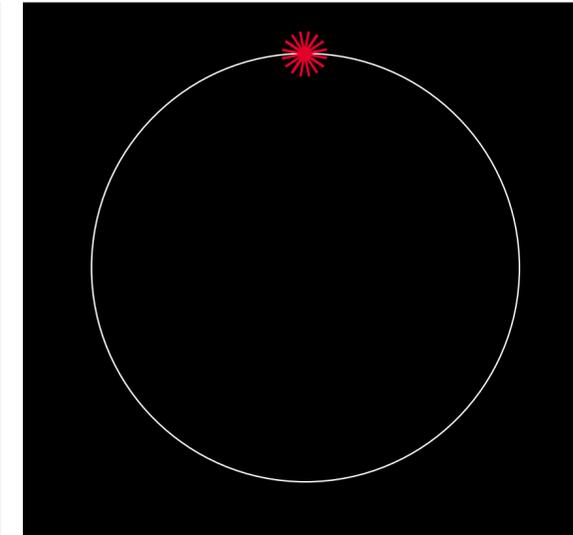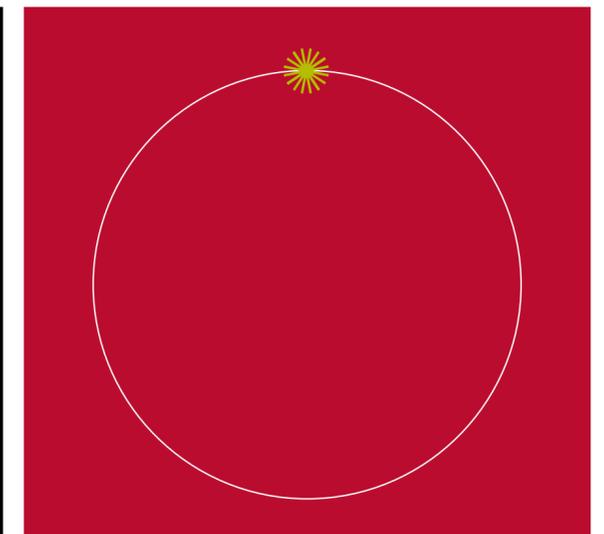
**Odyssey Fraklin Spark with
Bulldog Red Background**
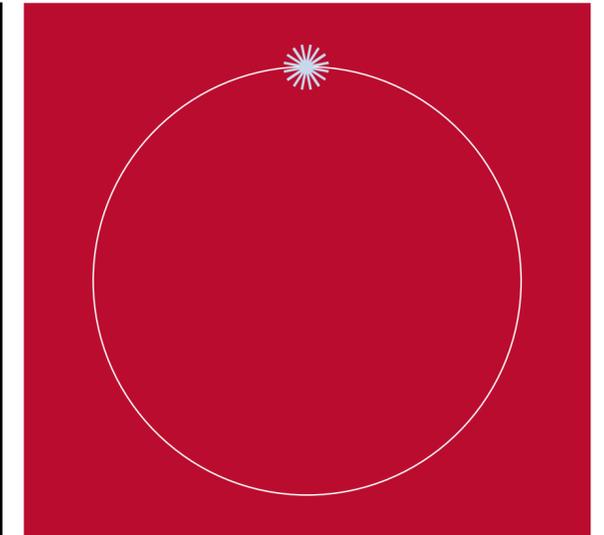
**Hedges Fraklin Spark with
Chapel Bell White Background**
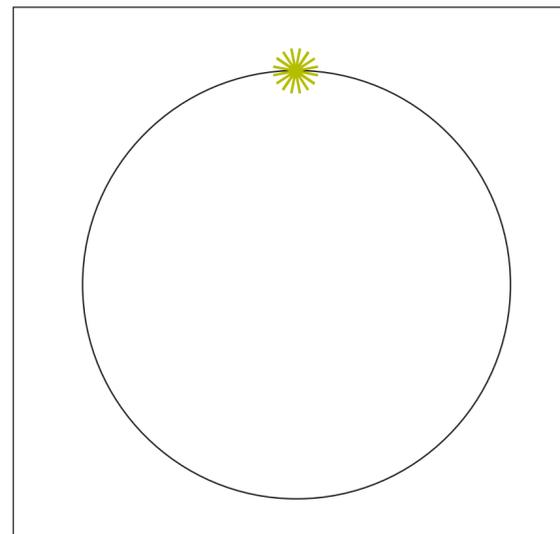
**Hedges Fraklin Spark with
Arch Black Background**

**Hedges Fraklin Spark with
Bulldog Red Background**

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Flexible Tab Element

This element offers a versatile way to organize content, guiding users intuitively through information and actions. Designed to adapt across various sizes, these tabs maintain a cohesive look while allowing for customization based on context. Their modular nature makes them easy to implement while ensuring alignment with our visual identity.

Example 01
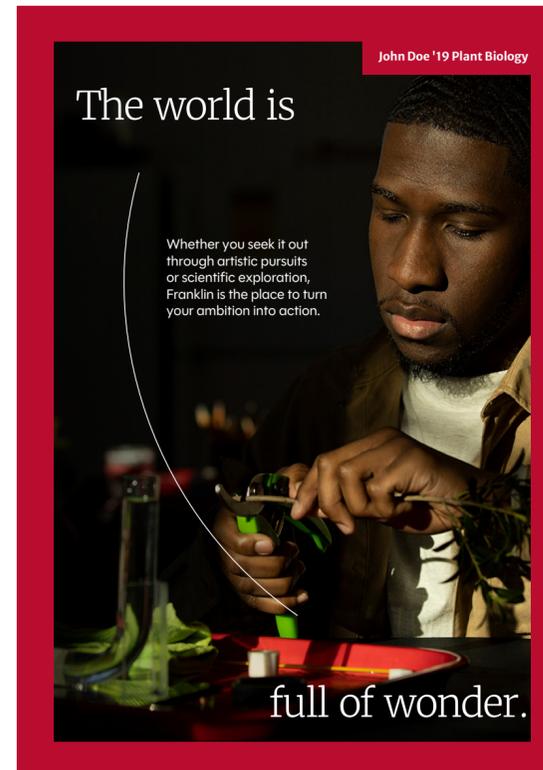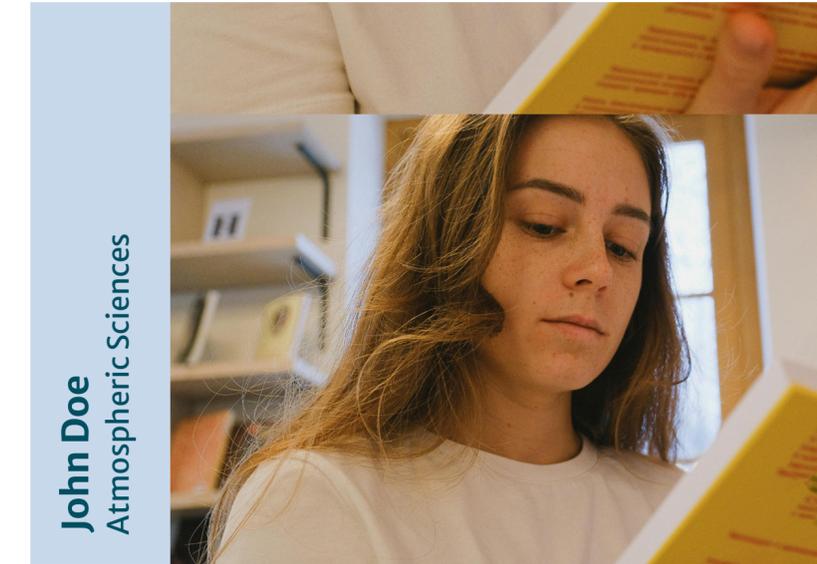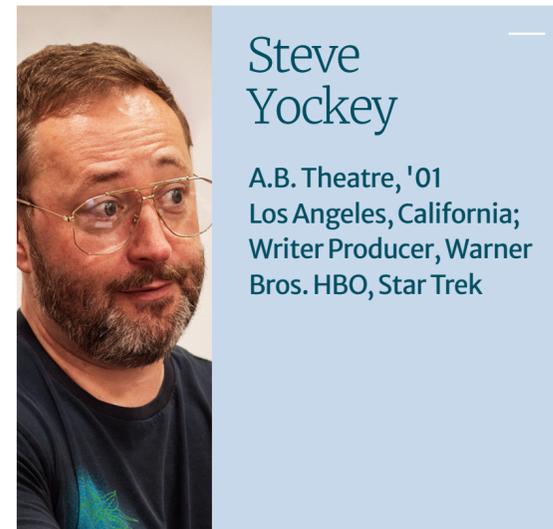
John Doe '19 Plant Biology

The world is

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

full of wonder.

Example 02

John Doe
Atmospheric Sciences

Example 03

Steve Yockey

A.B. Theatre, '01
Los Angeles, California;
Writer Producer, Warner
Bros. HBO, Star Trek

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Section 04

VISUAL LANGUAGE

Photography Overview

Photography is a primary visual tool for our storytelling. It helps us show the Franklin story and a look and style that's disctinctly ours.

In organizing our photo library we group images into two main categories:
Humans and Details.

Below are the styles attributes that make up the style of our photography.

Warm undertones:
We embrace warm imagery to create an atmosphere of approachability and connection. This warm tone subtly evokes a sense of optimism and authenticity.

Contrast:
We use a deep contrast in our photography to add dimension and focus, capturing attention through rich definition.
This brings out intricate details, adding a touch of sophistication while maintaining a dynamic look.

Authenticity:
Our photography reflects genuine moments and real people, emphasizing authenticity in every frame. Candid expressions, natural settings, and unscripted interactions convey the honesty and warmth of our community.
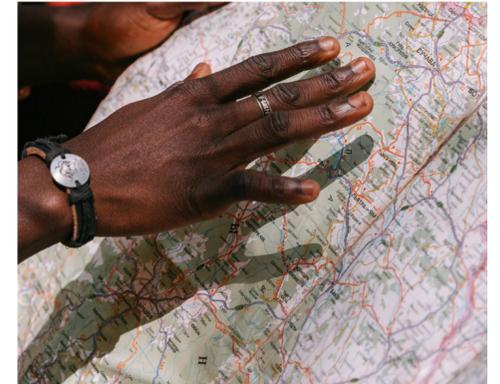
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VISUAL LANGUAGE

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Humans

Single-Human:
Heroing a single subject in portraiture photography offers us the chance to highlight students, faculty and alumni, capturing their personality and their Franklin story. Subjects should feel natural and utilize a **shallow depth of field** that highlights the individual.

Multi-Human:
When photographing groups of individuals, it's important to include a sense of place. A **deeper depth of field** gives the viewer a better understanding of the Franklin story.

Formal:

Formal photographs should feature indivudal(s) looking directly at the camera directly.

They should feel condident and relaxed but not overstaged.

Single-Human

Multi-Human

Candid:

Candid photographs should feature individual(s) in a casual scene.

Whenever possible, capture subjects genuine expressions. Maintain authenticity by ensuring the subject's true emotions and character are reflected.

Single-Human

Group

Details

In our photography, attention to detail brings depth and authenticity to our images. Whether it's a close-up that reveals intricate textures or a shot that captures the sweeping landscape of a scene, these details add richness to our storytelling. Focusing on subtle elements invites viewers to engage more deeply, creating a visual experience that feels genuine and compelling.

Intimate:

Close-ups highlight textures and small moments, creating a sense of warmth and personal connection.

You can capture this style by using a shallow depth of field. This will keep only the foreground in focus, allowing important details to show more prominently.

Expansive:

Super wide angles show the full scope of environments and events, conveying the breadth of UGA Franklin.

You can capture this style by using a **deeper depth of field**, so that both the foreground and background are sharp and in focus.
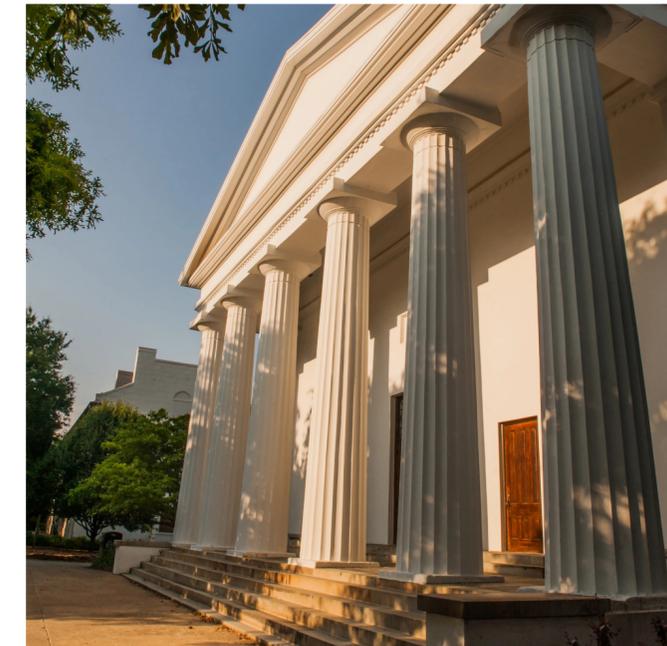
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Pop Quiz!

Photo Editing

Please follow these intructions in order to achieve the richness and contrast that follow the UGA Franklin photo style.
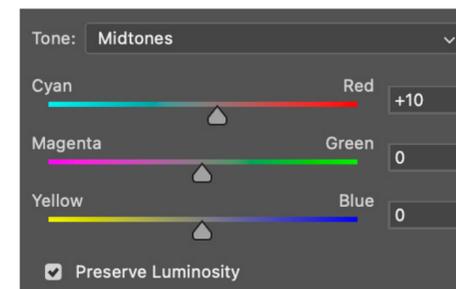
Photo–editing:

Open Photoshop, and hover over 'new adjustment' layer under the 'Layer' tab at the top. You'll see the option 'curves' and 'Color balance' in this section. Below you'll find specific settings for each adjustment style.

Curves

RGB   Auto
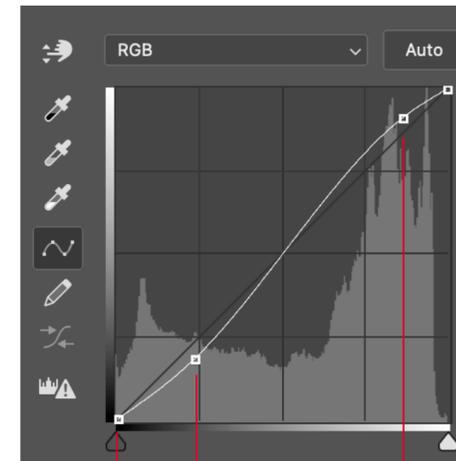
Input: 0   Input: 59   Input: 221
Output: 0   Output: 46   Output: 233

Color Balance

Tone: Midtones

Cyan   Red   +10

Magenta   Green   0

Yellow   Blue   0

☑ Preserve Luminosity

Before

After

Before

After
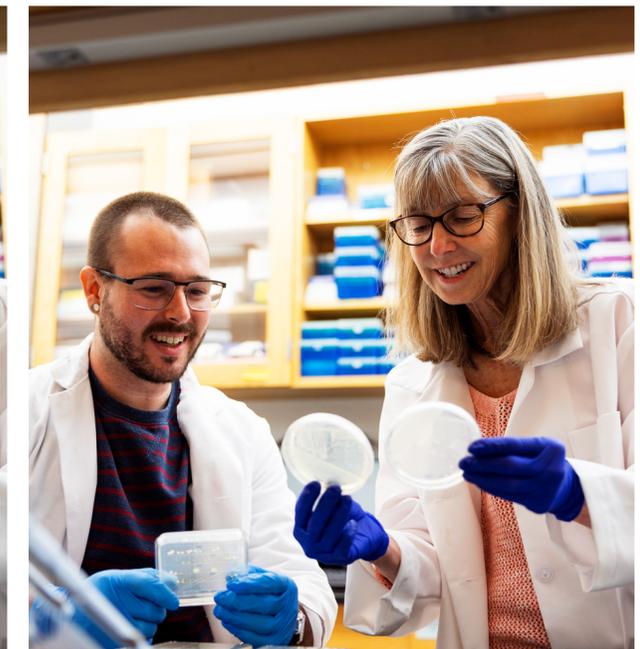
Section 03

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Pop Quiz!

Unacceptable Photography

To maintain the integrity and impact of our sub–brand, it's essential to avoid common photography missteps that can dilute or misrepresent our visual identity.

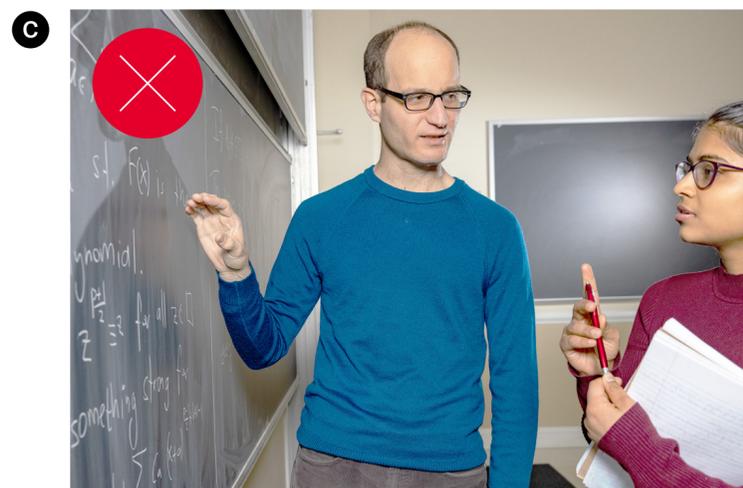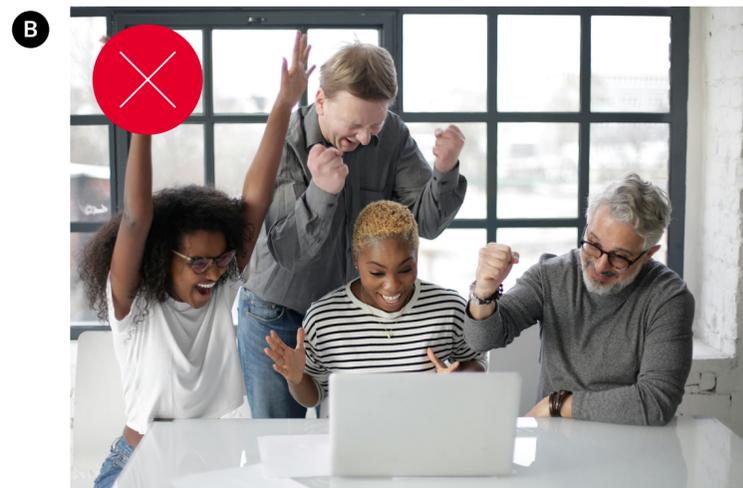**A.** **Do not** use images that are overly staged.

B. **Do not** show people with unnatural or over–the–top facial expressions.

C. **Do not** use images with a low contrast.

D. **Do not** use images that don't have a clear focus or subject matter

E. **Do not** use overly saturated images.

F. **Do not** use images with artificial lighting or additional graphics.

Off-Brand

On-Brand

Stock Image Sepctrum

Stock images are ideal for projects requiring high-quality visuals when original photography isn't feasible due to time, budget, or resource constraints.

When using stock images, it's key to maintain a consistent and professional look that align with the visual identity.

When selecting images, prioritize high-quality visuals that align with the guidance listed out in our photography section. Look for images that feel authentic, inclusive, and relevant to our audience, avoiding overly posed or generic imagery.

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Stock Image Sepctrum

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When selecting images, prioritize high–quality visuals that align with the guidance listed out in our photography section. Look for images that feel authentic, inclusive, and relevant to our audience, avoiding overly posed or generic imagery.

Off–Brand

On–Brand

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☀ **Pop Quiz!**

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?
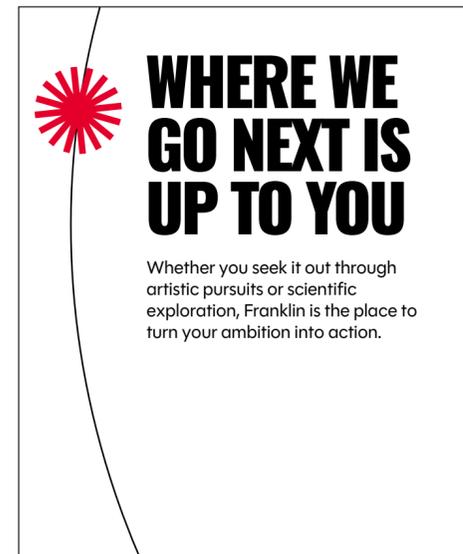
A

C

B

D

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Pop Quiz!

Why?

While all of the other options are utilizing the correct brand colors and elements — option D is using them in the correct way.
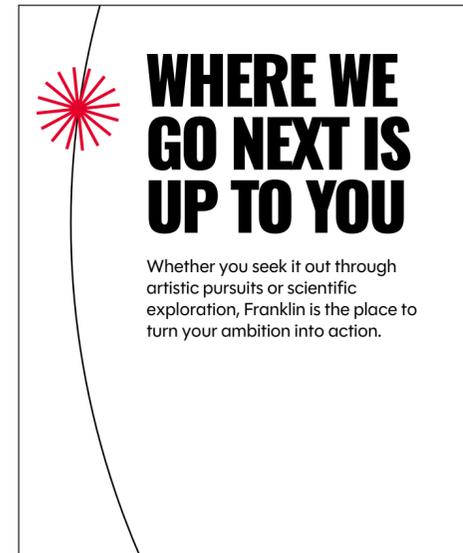
Option A is using the Franklin community mark on it's own, when it should only be used with the UGA logo.

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

LEAD THE WAY WITH US.

C

LEAD THE WAY WITH US.

B

LEAD THE WAY WITH US.

D

LEAD THE WAY WITH US.

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Pop Quiz!

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

WHERE WE GO NEXT IS UP TO YOU

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

C

WHERE WE GO NEXT IS UP TO YOU

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

B

WHERE WE GO NEXT IS UP TO YOU

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

D

WHERE WE GO NEXT IS UP TO YOU

Whether you seek it out through artistic pursuits or scientific exploration, Franklin is the place to turn your ambition into action.
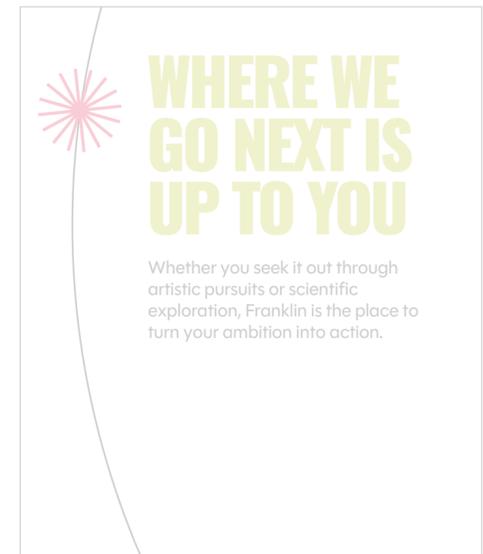
Section 03

VISUAL LANGUAGE

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✳ **Pop Quiz!**

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 utillizing 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

WHERE WE GO NEXT IS UP TO YOU

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

C

WHERE WE GO NEXT IS UP TO YOU

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

B

WHERE WE GO NEXT IS UP TO YOU

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

D

WHERE WE GO NEXT IS UP TO YOU

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

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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 pimary 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 for a dorm room bulletin board, which one is visually on–brand with UGA Franklin?

A

May 9th, 2025

FRANKLIN

Franklin College of Arts and Sciences
UNIVERSITY OF GEORGIA

FRANKLIN COLLEGE STAFF
Appreciation Celebration

C

May 9th, 2025

FRANKLIN

Franklin College of Arts and Sciences
UNIVERSITY OF GEORGIA

FRANKLIN COLLEGE STAFF
Appreciation Celebration

B

May 9th, 2025

FRANKLIN

Franklin College of Arts and Sciences
UNIVERSITY OF GEORGIA

FRANKLIN COLLEGE STAFF
Appreciation Celebration

D

May 9th, 2025

FRANKLIN

Franklin College of Arts and Sciences
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FRANKLIN COLLEGE STAFF
Appreciation Cceleration

Franklin College of
Arts and Sciences
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Pop Quiz!

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

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

A

B

C

D
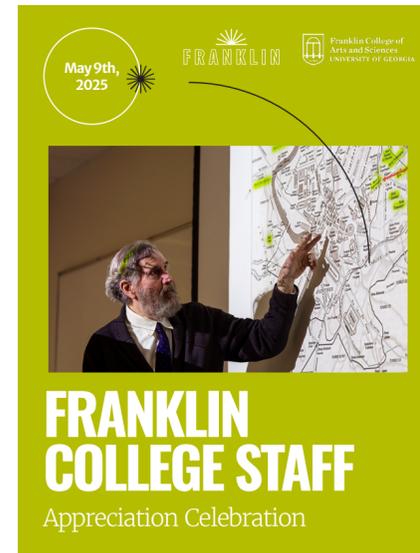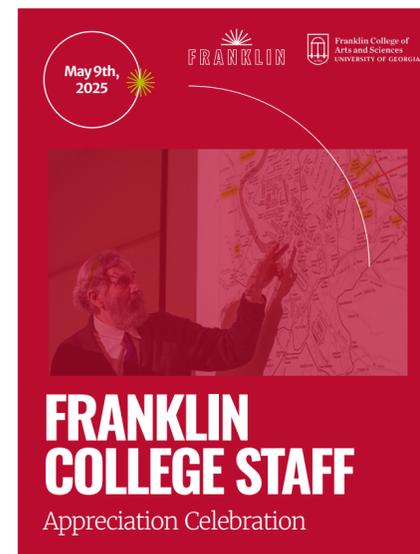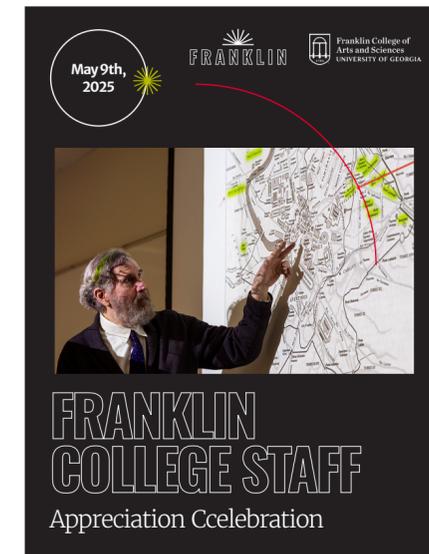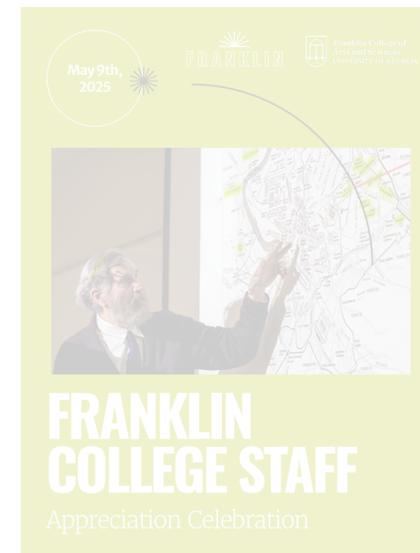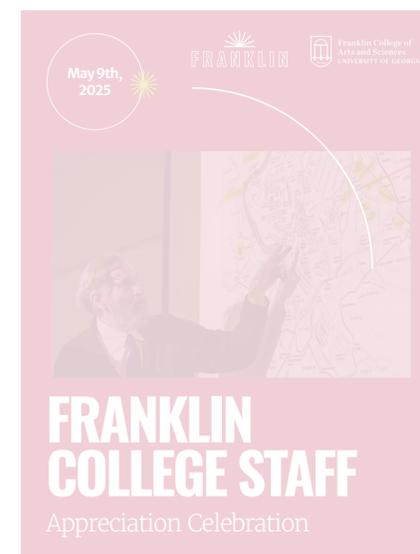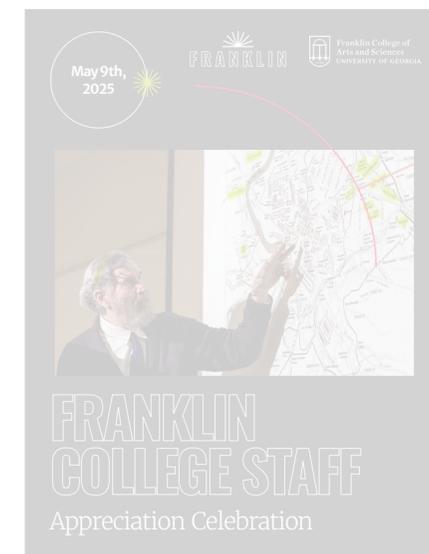
FROM CONCEPT TO EXECUTION
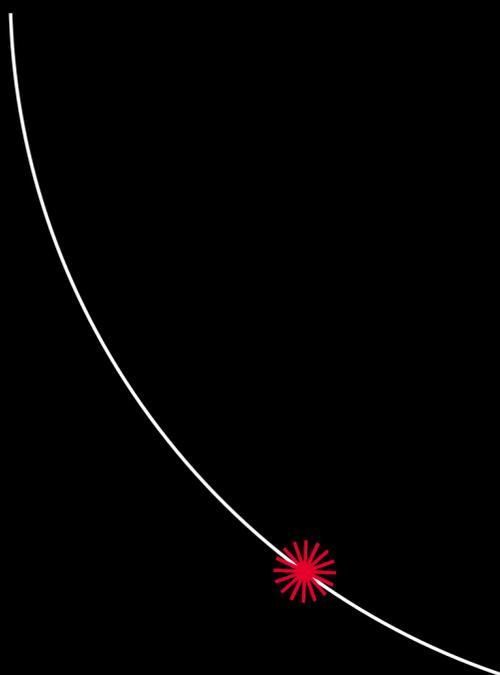
This section showcases how our sub-brand identity comes to life in real-world applications, visualizing consistency and creativity across various formats. Through these examples, you'll see how to translate strategy, verbal, and visual language to capture attention and communicate our message effectively.

Use this as a reference to guide your own applications and bring the UGA Franklin sub-brand to life with clarity and purpose.

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Section 04

BRINGING IT ALL TOGETHER

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Steve Yockey

A.B. Theatre, '01 Los Angeles, California; Writer Producer, Warner Bros. HBO, Star Trek

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