



UNG

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UNIVERSITY *of*  
NORTH GEORGIA™

THE MILITARY COLLEGE OF GEORGIA®

# **Brand Identity Guide**

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# *Living Our Brand*

## **WHAT IS A BRAND?**

It's more than a logo, a slogan, a mascot or an ad campaign. A brand is an enduring platform that articulates an organization's unique identity and point of view. It helps an organization connect with many broad, diverse communities through informed and relevant interactions.

## **A BRAND IS:**

- Promises to Our Audience
- Our Essence
- Personality We Convey
- Message We Deliver
- Identity We Express

## **Brand Expression:**

- Logo
- Colors and Textures
- Photography
- Branded Materials
- Crafted Content

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# UNG Logo

It's important to have a versatile logo system that can accommodate a range of applications. To account for this, a number of color options have been created. These are the only approved versions of the logo.

## Full Color

Whenever possible, default to the full color versions. Pantone, CMYK, and RGB versions exist, so use the one that's most appropriate for the application.



## One Color



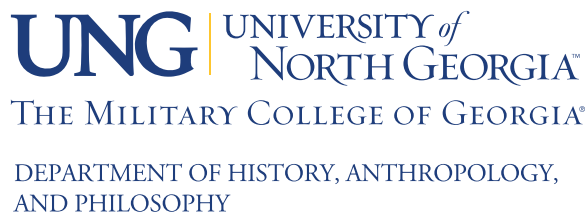
## Clear Space

Ensure that other elements don't compete with the logo by allowing a minimum amount of space around the perimeter, measured with the width of the "U" in "UNG". This applies to all versions of the logo.



## Unit Formal Marks

When representing a University of North Georgia campus, college, division, institute, department, or office, the institutional marks should be visually consistent. The signature is a recognizable symbol of the University and consistent alignment strengthens its influence.



## Cobranding

When a separate organization partners with the University, both marks may be used. The institutional mark will be placed on the left and appropriate space will be applied between the marks.



When a two or more University groups partner, the University's mark is used with partnering groups listed below.



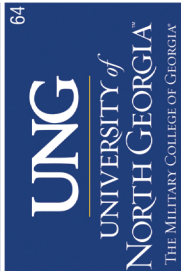
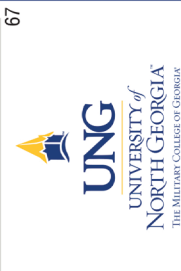
University of North Georgia Foundation, Inc.  
Department of Music

# University of North Georgia

Current Revision Date: 10/25/24



## Institutional Marks



## Steeple Marks



Please include a Secondary Identifier along with this mark.

## Student Clubs and Organization Logos



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**Note:** The Office of Student Involvement manages student clubs and organizations and offers each club one option for University-branded marks. When a student club or organization registers through the Office of Student Involvement, the department requests logos for these clubs from Strategic Communications & Marketing.

### ADDITIONAL PERTINENT INFORMATION

- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

NOTE: The marks of University of North Georgia are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.

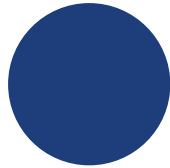


## Color Palettes

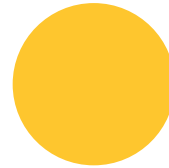
Colors are an integral part of the University of North Georgia's brand and should be used consistently in all communications materials. UNG Blue and UNG Gold are the primary colors for the university.

### Primary Palette

Our primary colors are UNG Royal and UNG Gold. Layouts should lean heavily on these colors, mixing with the other palettes for color schemes that are complementary and balanced.



Pantone/PMS 287C  
CMYK 100:87:20:10  
RGB 31:61:124  
HEX #1f3d7c



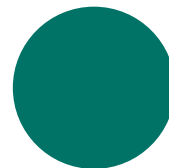
Pantone/PMS 123C  
CMYK 0:23:91:0  
RGB 255:198:47  
HEX #ffc62f

### Secondary Palette

These colors may be used in addition to the two primary palette colors. These colors are for accent, not to replace the two primary UNG colors.



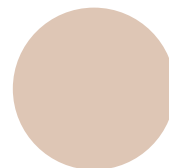
Pantone/PMS 631C  
CMYK 69:10:18:0  
RGB 58:176:200  
HEX #3ab0c8



Pantone/PMS 328C  
CMYK 100:31:65:16  
RGB 0:115:103  
HEX #007367



Pantone/PMS Bright RedC  
CMYK 0:90:95:0  
RGB 239:65:41  
HEX #ef4129



Pantone/PMS 482C  
CMYK 12:21:26:0  
RGB 223:198:181  
HEX #dfc6b5

## Usage

It's important that the logo always be used correctly. The logo should be prominent and legible, using proper spacing and sizing.

## Incorrect Usage

To ensure consistent use of the logo, here are some practices to avoid.



SKEW



DISASSEMBLE/REARRANGE



RETYPE



DISTORT



RECOLOR



OUTLINE



- Don't skew or bend the logo in any way
- Don't disassemble/rearrange the logo in any way
- Don't retype the logo in any way
- Don't distort the logo in any way  
(*resizing tip: hold the shift key when resizing to keep the logo in proportion*)
- Don't recolor or use colors other than those specified the logo in any way
- Don't use drop shadows or other visual effects
- Don't use the logo on a background with insufficient contrast
- Don't outline the logo
- Don't add elements to the logo
- Caution should be used when combining colors that could be confused with another university or school in our region (e.g.: black logo on yellow background, white signature on red background, blue logo on gold background).



INSUFFICIENT CONTRAST

## Spacing and Sizing

The institutional mark must be prominent and legible, including “The Military College of Georgia®” so keep these considerations in mind when using it in layout.

## University Seal

The University of North Georgia seal has two distinct sides that represent important aspects of the university's mission and identity. The University seal should be reserved for diplomas and official institutional documents. Due to the restricted use, it is not available for download.



## Type Faces

Typefaces help unify the look of many different types of materials and give personality to communications pieces while conveying professionalism and expertise in the information being presented.

### Primary

**Gotham:** A sans-serif typespace that is clean and adaptable with a full range of styles; however, Gotham Book is the preferred style for most purposes.

*Uses:* headlines and lists, where special emphasis may be needed.

**Google Font Substitute: Figtree**

### Secondary

**Sentinel:** This slab serif typeface works well in large and small sizes.

*Uses:* it may be used for publications and creative communications projects.

**Google Font Substitute: Lora**

**Garamond:** A traditional serif typespace that is easy-to-read and has a full range of styles that can be used for almost any typographical need.

*Uses:* Correspondence and common communication needs

**Google Font Substitute: EB Garamond**

### Gotham

Gotham Thin

*Gotham Thin Italic*

Gotham Extra Light

*Gotham Extra Light Italic*

Gotham Light

*Gotham Light Italic*

Gotham Book

*Gotham Book Italic*

Gotham Medium

*Gotham Medium Italic*

**Gotham Bold**

***Gotham Bold Italic***

**Gotham Black**

***Gotham Black Italic***

**Gotham Ultra**

***Gotham Ultra Italic***

### Sentinel

Sentinel Light

*Sentinel Light Italic*

Sentinel Book

*Sentinel Book Italic*

Sentinel Medium

*Sentinel Medium Italic*

Sentinel Semibold

*Sentinel Semibold Italic*

**Sentinel Bold**

***Sentinel Bold Italic***

**Sentinel Black**

***Sentinel Black Italic***

### Garamond

Garamond Regular

*Garamond Italic*

Garamond Semibold

*Garamond Semibold Italic*

## *Athletic Marks*

University of North Georgia Athletics manages the use of their marks, logos, and graphic elements.

**NIGHTHAWK™**



**NIGHTHAWKS™**



**NORTH  
GEORGIA™**


**NORTH GEORGIA™**

*Nighthawk™*



*Nighthawks™*



 <h1>University of North Georgia</h1> <p>Current Revision Date: 10/25/24</p>		<p><b>Location:</b> Dahlonega, GA <b>Nickname:</b> Nighthawks <b>Conference:</b> Peach Belt/Southern Conference</p>		<p><b>Verbiage</b></p> <p>UNG™ Nigel™ UNG Nighthawks™</p>	
				<p><b>Blue (Primary)</b></p> <p>PANTONE 287 C C: 100 M: 72 Y: 2 K: 12   R: # G: # B: # MADEIRA: #### RA: ####</p>	
<p><b>Established:</b> 1873 <b>Mascot Name:</b> Nigel</p>		<p><b>White (Secondary)</b></p> <p>White C: 0 M: 0 Y: 00 K: 0   R: 255 G: 255 B: 255 MADEIRA: 1001 RA: ####</p>		<p><b>Black (Tertiary)</b></p> <p>PANTONE Process Black C C: 0 M: 0 Y: 0 K: 100   R: 0 G: 0 B: 0 MADEIRA: 1000 RA: Black</p>	
<p><b>Gold (Tertiary)</b></p>		<p>PANTONE 123 C C: 0 M: 21 Y: 88 K: 0   R: # G: # B: # MADEIRA: #### RA: ####</p>			

Approved University colors or the "PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color publications, refer to the current editions of the PANTONE color publications. \*PANTONE® is a registered trademark of PANTONE, Inc.

**Note:** Nighthawk Athletic / Spirit marks have a white outline. Please include the outline when the marks are reproduced on dark backgrounds.

<p><b>NG Monogram Mark (Primary)</b></p>		<p><b>Mascot Mark (Secondary)</b></p>					
1	2	3	4	5	6	7	8

<p><b>Wordmarks</b></p>														
9	10	11	12	13	14	15	16	17	18	19	20	21	22	23

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# University of North Georgia

Current Revision Date: 10/25/24

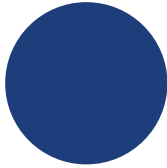


24 	25 	26 	27 	28 
29 <i>North Georgia</i>	34 <i>North Georgia</i>	39 <i>Nighthawks</i>	44 <i>Nighthawk</i>	49 <i>Nighthawks</i>
30 <i>North Georgia</i>	35 <i>North Georgia</i>	40 <i>Nighthawks</i>	45 <i>Nighthawk</i>	50 <i>Nighthawks</i>
31 <i>North Georgia</i>	36 <i>North Georgia</i>	41 <i>Nighthawks</i>	46 <i>Nighthawk</i>	51 <i>Nighthawks</i>
32 <i>North Georgia</i>	37 <i>North Georgia</i>	42 <i>Nighthawks</i>	47 <i>Nighthawk</i>	52 <i>Nighthawks</i>
33 <i>North Georgia</i>	38 <i>North Georgia</i>	43 <i>Nighthawks</i>	48 <i>Nighthawk</i>	53 <i>Nighthawks</i>
57 <i>Nighthawks</i>				
58 <i>Nighthawks</i>				

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## Athletics Color Palette

Colors are an integral part of the University of North Georgia Athletics' brand and should be used consistently in all communications materials. UNG Blue, UNG Gold, White and Process Black are the primary colors for the University of North Georgia Athletics.

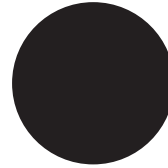


Pantone/PMS 287C

CMYK 100:87:20:10

RGB 0:47:134

HEX #002f87



Pantone Process BlackC

CMYK 0:0:0:100

RGB 0:0:0

HEX #000000

## Usage

It's important that the logo always be used correctly. The logo should be prominent and legible, using proper spacing and sizing.

## Incorrect Usage

To ensure consistent use of the logo, here are some practices to avoid.



DON'T COMBINE LOGOS



DON'T TYPESET NORTH GEORGIA  
OR NIGHTHAWK(S)



LADY NIGHTHAWKS



SPORT GENDER



REVERSE OUT  
NIGHTHAWK HEAD



THICKER BORDER

- Do not combine logos (athletics/university, NG/Nighthawk head)
- Do not use GOLD unless it is secondary design support to the three-color hawk or a logo that has the gold steeple
- Do not use a blue NG on a dark background – single color white is preferred, two-color NG (outline in white) is allowed
- Do not typeset NORTH GEORGIA or NIGHTHAWK(S) – use wordmarks
- Do not reference Lady Nighthawks
- Do not reference sport gender (i.e. WOMEN'S BASKETBALL), just BASKETBALL
- Do not reverse out Nighthawk head
- Do not add thicker borders to the NG



## Student Related Marks

### Nigel

Nigel the Nighthawk™ is the official mascot of The University of North Georgia®. Nigel can't talk, but he surely can express himself. From costumes to fun antics to making signs, you always know what is on Nigel's mind. Nigel should always present a positive balance of attitude and swag.



### Student Clubs and Organizations Marks

The Office of Student Involvement manages student clubs and organizations and offers each club a University-branded mark. When a student club or organization registers through the Office of Student Involvement, the department requests logos for those clubs from Strategic Communications & Marketing.



# WHAT COMES NEXT

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## **Visual Approach: Always Moving Forward**

For some, it's a statement. To others, an intriguing question. Some even consider it a challenge. At UNG, what comes next is discovering what comes next; who you are, what you like, and who you want to become.

You don't have to have it all figured out.

Some of our incoming students don't. And that's okay. You need a willingness to explore; to grab that next rung or write that next chapter. Whatever the next big thing is for you, UNG can help you do it. At UNG, you'll ignite your passion, and no matter what comes next — you'll be ready for it.

## **Target Audiences and messaging**

**Students:** You may not know what your future holds, but the University of North Georgia can help you start shaping it. A UNG education will change the trajectory of your life both professionally and personally. It will allow you to be someone who makes a positive impact no matter what comes next.

**Parents:** As a parent, you want the best possible future for your child. At UNG, they will have a chance to learn, grow and do hard things that push them to greater heights than they could have previously imagined. By the time they have graduated, they will be ready for what comes next.

**Community partners:** You need leaders who are ready for the future. When you hire UNG graduates, you will be getting well-rounded professionals who are unafraid of uncertainty and have the tools to boldly shape what comes next.

**Faculty and staff:** You are shaping the next generation of leaders for our region, state, and the nation. The mentorship and teaching you provide help propel our students into their calling. With your encouragement, they step into a boldness that allows them to do hard things and succeed, preparing them for what comes next.

**Alumni:** You know the power of a UNG education. It is much deeper than simply what you receive in a classroom. The lifelong relationships you formed and the mentors from whom you learned helped equip you for the success that you enjoy today. Through your continued connection to UNG and support of our work, you are enabling another generation to be prepared for what comes next.



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THE MILITARY COLLEGE OF GEORGIA

## WHAT COMES NEXT

UNG isn't just educating students—we're fueling regional prosperity. In 2023, our impact generated a staggering \$786 million, driving economic growth across Northeast Georgia. This includes over \$745 million in direct spending and job creation, along with an additional \$40.7 million driven by strategic capital construction projects.

Come join us. Together we'll build a stronger, more prosperous workforce for Georgia.

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BLUE RIDGE • CUMMING • DAHLONEGA • GAINESVILLE • OCONEE • ONLINE  
UNG is designated as a State Leadership Institution and as The Military College of Georgia.

“I see the potential in myself to create stories that I never thought I would be able to before.”

For **BRANDON ROSAS**, a senior and Transfer Coach, storytelling has always been a way to make sense of his world. As a Film and Digital Media major, now he gets to bring those stories to life behind the camera. He loves to break down behind-the-scenes footage from movies to see how they are produced and learn how to appreciate the art of filmmaking. Brandon draws inspiration from the liveliness of campus and the passions and interests of his fellow students. His advice for new students is to remember that life is a series of steps and obstacles that you overcome and grow through. When you grow, you learn from your growth and start to build a better future.

SCAN TO WATCH THE FULL INTERVIEW



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