



Terry Rebranding Project



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COMPETITIVE ANALYSIS



Georgia Tech
**Scheller College
of Business**



VANDERBILT UNIVERSITY®
OWEN GRADUATE SCHOOL OF MANAGEMENT



Culverhouse
College of Business



UNC | **KENAN-FLAGLER
BUSINESS SCHOOL**

POSITIONING STATEMENT

For **current and aspiring business students**, Terry College of Business is the premier institution for providing a high-caliber learning experience that fosters **leadership, creativity, and collaboration**, ultimately **investing in the impactful business professionals of tomorrow.**

BRAND ESSENCE

A photograph of a university campus. In the foreground, several students are walking on a paved path. A young woman in a white sweatshirt with a yellow 'M' logo and 'Jackson' text is walking towards the right. Other students are visible in the background, some walking and one on a bicycle. In the background, there is a large, multi-story brick building with many windows and a prominent circular tower with a glass-enclosed top. The sky is blue with some white clouds. The overall scene is bright and sunny.

**CULTIVATING TALENT,
CATALYZING CHANGE.**

Core Associations

Leadership

Creativity

Collaboration

Impact

Investment



VISUAL IDENTITY

LOGOS



TERRY
COLLEGE OF BUSINESS

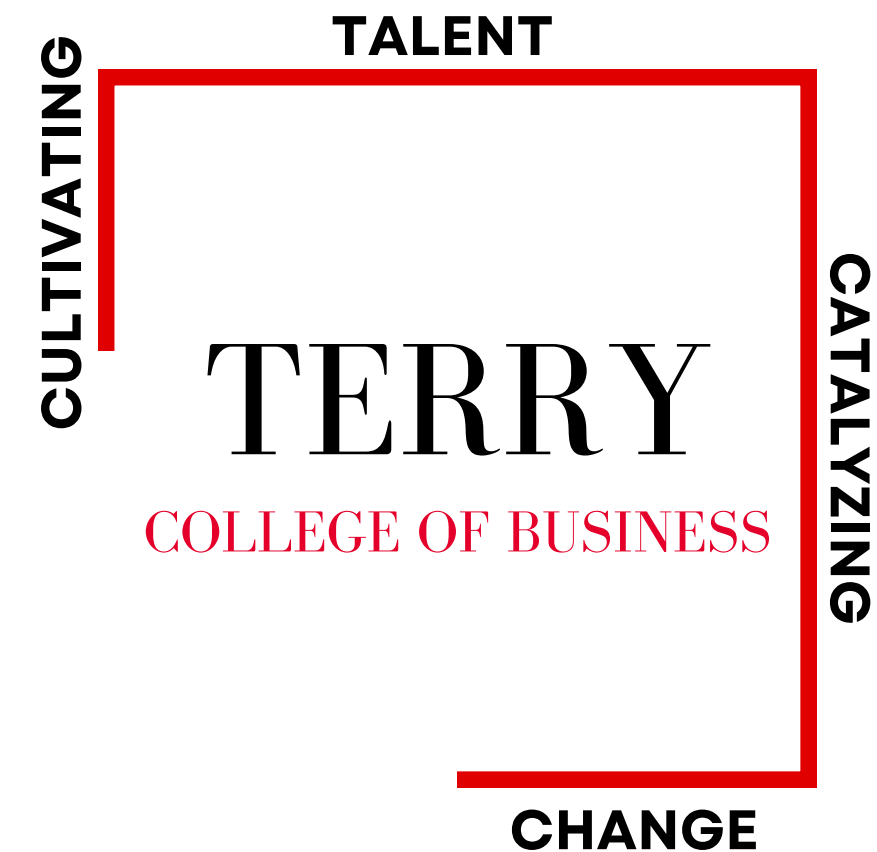


TERRY
COLLEGE OF BUSINESS

THEMES

Four Sides of Square

The 4 sides of the square symbolize our brand essence statement **“Cultivating Talent, Catalyzing Change”**. Each side represents a different word of Terry’s brand essence.



THEMES

Open Corner

The open side of the square highlights that while we're dedicated to teaching students traditional business principles, we recognize and are open to the **power of creativity and change** to propel us forward to being the true **leaders of tomorrow**. It hones in on the idea that Terry is a place where you can **invest** in yourself and **create the future that you want**.



FONTS

Primary Serif

Bodoni FLF

As a classic and eye-catching font, Bodoni FLF is perfect for the Terry rebranding. The font communicates refinement, timelessness, and sophistication, fostering associations of leadership and impact.

Primary Sans-Serif

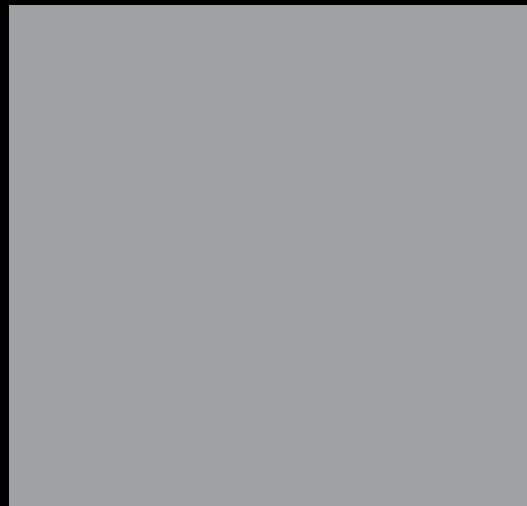
GARET BOLD

Embodies a bold and impactful vibe. Its design features strong, thick strokes with a commanding presence on the page. This powerful font demands attention and makes a bold statement.

COLORS



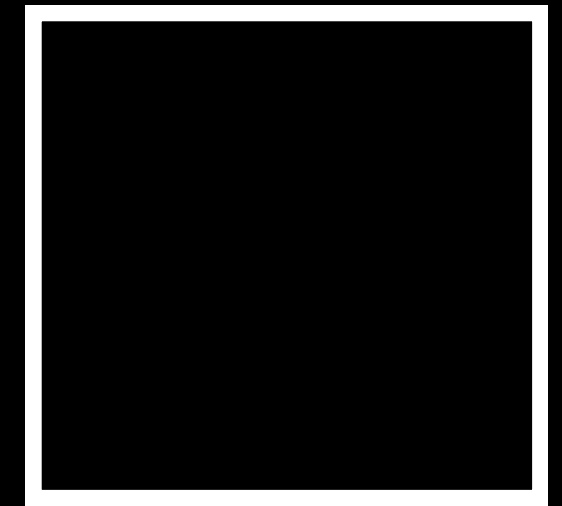
Bulldog Red
#BA0C2F



Stegeman Gray
#9EA2A2

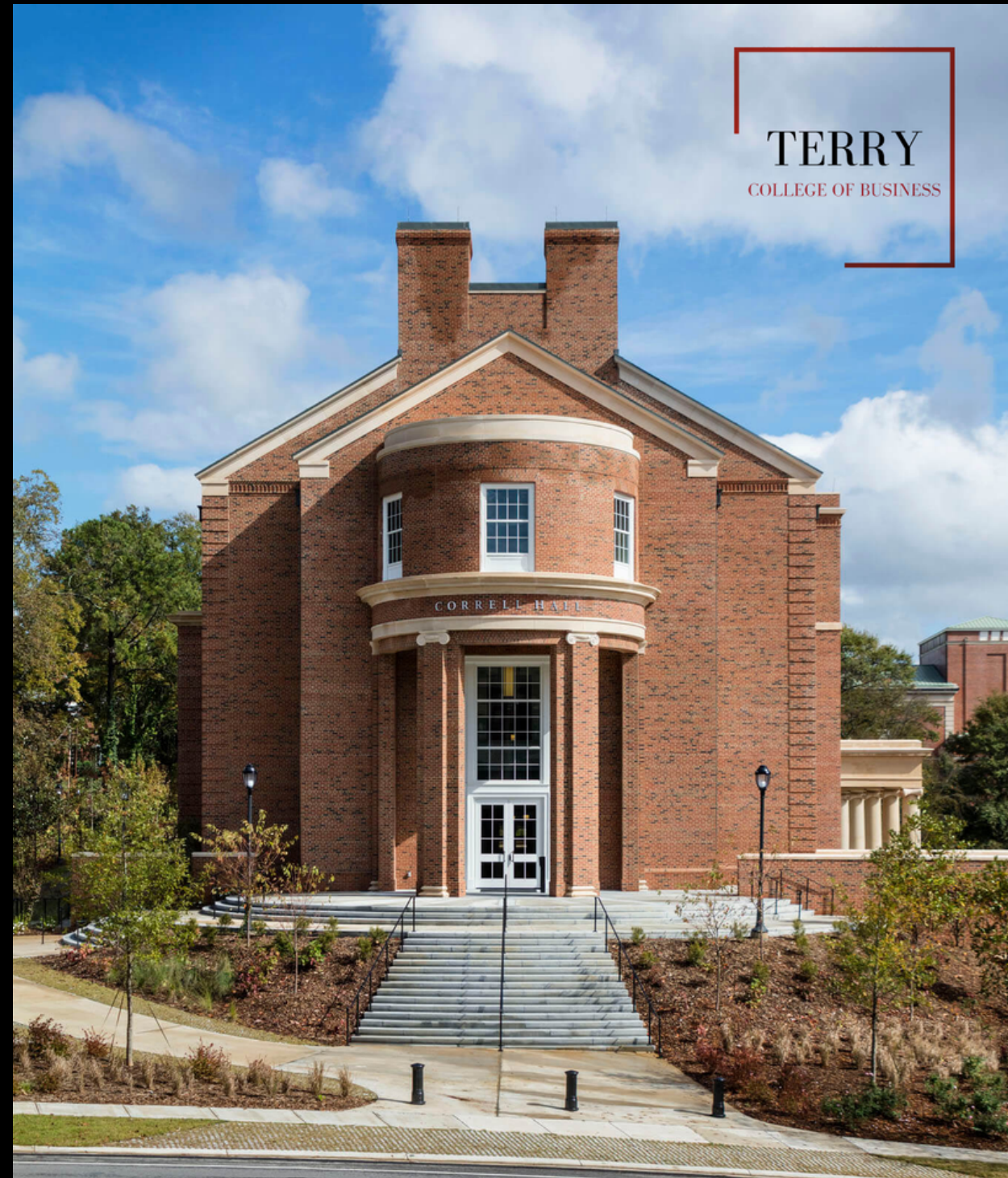


Chapel Bell White
#FFFFFFF



Black
#000000

MOCK-UPS



**TERRY
THIRD
THURSDAY**

*Executive
Speaker
Series*

MAR 21

UPCOMING SPEAKER:

**JEFF
SMALL**

*Co-Founder & CEO,
MDH Partners*

terry.uga.edu/events/terry-third-thursday

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**UNIVERSITY OF
GEORGIA**
Terry College of Business

SYNOVUS®

MERCH



PHOTO GALLERY





Questions?