

Brand Guidelines



UNIVERSITY OF
SOUTH ALABAMA

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Introduction

For questions about the brand guidelines or to request review of a design, please contact the Office of Marketing and Communications at marcomm@southalabama.edu or 251/460-6211.

Welcome to the University of South Alabama Brand Guidelines,

a resource that will help the entire USA community effectively apply the various elements of the USA brand to our marketing and communications.

This booklet includes guidelines for consistent application of the University of South Alabama's brand foundation, logo and visual identity, and business system. At its essence, the brand guidelines booklet is a toolkit. It is not designed to inhibit creativity or expression. Rather, it is meant to provide a solid and standardized foundation upon which all USA departments, programs and units can build their marketing and communications plans and materials. Following these brand guidelines will help the University of South Alabama present its messages in a manner that people will both respect and remember.

If you are responsible for creating or implementing marketing and communications materials — brochures, print ads, signage, websites, electronic messages or others — you should be familiar with our brand messages, visual identity and style guidelines. They will help you create materials that complement other USA marketing materials, strengthening the impact of your own communications, as well as the USA brand.

Designs developed by internal units of the University, or by outside vendors, may be submitted to the Office of Marketing and Communications to ensure consistency with the standards within this manual. Upon review, if materials produced by campus offices or departments do not comply with the brand guidelines, the Office of Marketing and Communications will outline the appropriate modifications.

Section 1

Information and Resources

Branding the University of South Alabama

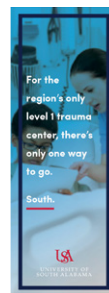
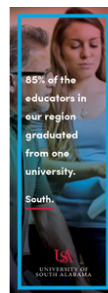
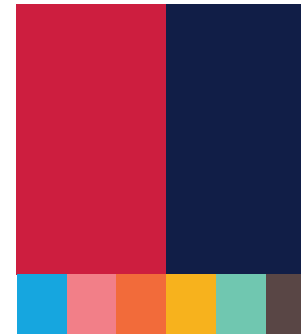
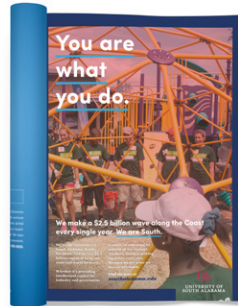
We all play a role in strengthening the USA brand.

You can help by incorporating these guidelines into your marketing and communications materials.

The guidelines are designed to be flexible enough to help you effectively communicate with your specific audiences, while at the same time incorporating USA's vision, mission, strategic goals and strengths.

Branding USA

A strong brand and visual identity unify our communications and help create positive attitudes and opinions. No matter what part of the University we represent, our primary brand is always the University of South Alabama.



Branding USA

A Brand is a Promise

The USA Brand is our promise to our constituents about the complete experience they will have when they engage with the University. This promise informs every aspect of our marketing and communications.

What is a brand?

A brand is a statement of shared beliefs about who we are, how we're different and why we're special. That statement of shared beliefs forms the basis for all of our marketing and communications. A strong brand helps us demonstrate our common purpose and identity. It also enhances the University of South Alabama's reputation, sets us apart from our competitors, creates awareness and establishes relevance with our audiences. At its heart, our brand is the promise we make to our constituents and stakeholders about the complete experience they will have when they engage with the University of South Alabama. Each of us is responsible for keeping and strengthening the promises we make to all of USA's constituents.

Why are we “branding” the University of South Alabama?

Every day, thousands of people see marketing and communications materials from the University of South Alabama: business cards, correspondence, brochures, admissions materials, reports, magazines, websites, presentations, event invitations, posters, forms and applications, building and vehicle signs, apparel and gift items. Each and every one of these items represents the University of South Alabama, forms people's long-lasting attitudes and opinions about the University, and affects their actions – whether an excellent prospective student chooses us, whether a world-class scholar decides to join the faculty, whether a foundation awards a major grant, or whether a donor funds a facility or endows a scholarship. Consistently applying our brand, visual identity and style differentiates the University of South Alabama from other organizations and expresses the University's unique qualities in a way that creates a clear, positive and memorable impression.

How were the elements of the University of South Alabama brand selected?

The elements were derived from a rigorous and inclusive University-wide process of research, discussion and collaboration. An advisory committee composed of faculty, staff, students and others reviewed new and existing research and, based upon the research findings, made the decisions regarding the University of South Alabama's desired institutional image and reputation, key messages and graphic identity.

Branding USA

Brand Goals

The brand will support and enhance USA's direct marketing efforts in areas such as recruitment and retention, fundraising, athletics and event attendance.

What is a visual identity and style guide?

A visual identity and style guide provides clear procedures for achieving an effective, high-quality and consistent presentation of University of South Alabama print and electronic materials, publications, advertising and websites. These standards encompass proper use of the University logos, the University's official fonts and colors, and best-practice design standards for University marketing and communications. The elements of the brand story and visual identity will appear in publications, advertising, stationery, business cards, news releases, photography and other visual communications, websites, and licensed and trademarked products.

Why does the University need visual identity and style guidelines?

All of the marketing and communications materials the University generates provide particular information. At the same time, each piece also projects an overall image of the University. Visual identity and style guidelines are necessary because they unify our communications and help make this image clear, consistent and intentional. These standards also increase the overall quality of printed pieces, and make the production of marketing items easier, faster and less costly.

How will the brand guidelines help each unit?

If everyone at the University of South Alabama communicates clearly and consistently, the University becomes more recognizable, which strengthens not just the institution as a whole, but individual programs within the University. This recognition and positive public image benefits us all.

What is my role in the University of South Alabama brand?

Whenever you communicate with others as a member of the University of South Alabama community, your materials, and your words, either strengthen or weaken the University's public image. This is an effect of both the specific information you provide, as well as how you present it. If the University of South Alabama is to be recognized as a first-class university, our marketing and communications materials must be of the highest quality, and thus each of us is responsible for maintaining the high standards of our brand promise.

The Office of Marketing and Communications

The USA Office of Marketing and Communications leads the planning, creation and implementation of the University's marketing, publications, and media and public relations initiatives, and is responsible for USA's brand management goals, standards and processes. The office reports to the Office of the President and supports the marketing and communications needs of both the academic and health care divisions.

The Office of Marketing and Communications

Marketing Assistance

To request assistance with a project, please contact us at marcomm@southalabama.edu or visit our website at southalabama.edu/marcomm.

General Procedures and Contacts

The Office of Marketing and Communications staff are available to collaborate with University offices and departments in developing and implementing marketing and communications initiatives. Our team provides direction, expertise and services that create and sustain a comprehensive and coordinated communications and marketing program for the University, and helps all units of the University achieve their goals and objectives.

The work of the Office of Marketing and Communications includes: consultation on and implementation of media events and news releases, external marketing plans, communications and public relations initiatives; creation of brand standards; creation and oversight of external University advertising; creation of print projects and publications for administrative and academic departments; media relations events, news releases, crisis communications and media inquiries; editing, writing, proofreading, photography and graphic design services. In most cases, our services are provided at no charge to campus offices and departments; however, there is an hourly charge for some photography and design services.

The Office of Marketing and Communications

Media Relations Assistance

USA employees must contact the Office of Marketing and Communications before any information is released to the media concerning internal or external matters that affect the University. The director of communications and media relations serves as USA's general media spokesperson.

For information, please contact the office at [251/460-6211](tel:2514606211) or marcomm@southalabama.edu.

Media Relations

The media relations staff are the primary contact and source for print, online and broadcast news media and media-related issues. The team welcomes the opportunity to work with USA faculty and staff to publicize the achievements, initiatives and work of the University community.

The media relations staff are responsible for developing communication strategies, disseminating news, responding to media requests for expert commentary and providing information to the media about University of South Alabama people, programs, events and activities. They also advise faculty and administration on policy issues that affect public perception of the University.

Media relations provides the following services:

- Coordination of interviews and media visits for faculty, students and staff
- Coordination of news conferences and other media events
- Preparation and dissemination of news releases
- Publicity for events, speakers, activities, awards, honors and achievements
- Management of crisis communications and media responses
- Print and broadcast media training for faculty and staff
- Assistance in writing and placing op-ed pieces by faculty experts

The Office of Marketing and Communications

AP Style

All news releases issued through the Office of Marketing and Communications are written using Associated Press style.

News Releases

All news releases, statements on behalf of the University and media notifications — with the exception of sports information, which is supervised by Athletics Media Relations — should be released through the Office of Marketing and Communications. The office works with media outlets on a daily basis and has established relationships with reporters and editors, so it is more effective for the media to work with the office as a central campus contact.

A request to write and issue a news release for an event or announcement must be made at least two weeks prior (one month preferred) to the event date or announcement date. Call or e-mail the media relations office to make a request. Contact information is available at southalabama.edu/marcomm. When requesting a news release, please include as much information as possible: the date, time, place and detailed program content and background information for speakers. Inform media relations about the type of audience you would like to attract to the event. If you would like to see your story or event in a special publication, please submit the name of the publication(s) and contact information, if available.

When you submit an idea, remember the five Ws: who, what, when, where and why. Answering the five Ws provides the office with a good start to develop the background and story pitches to the media. If you submit photographs, ensure they are high resolution (at least 300 dpi) and in .jpg format, include the names of everyone who appears in the image and confirm that USA has permission to publish the photo.

Crisis Communications

In the event of a crisis situation that affects the University — such as a weather emergency, serious criminal offense or hazardous situation — it is critical that the public and the media receive accurate and appropriate information about the situation and the University's response. Thus, the Office of Marketing and Communications will act as the sole point of contact for all media inquiries and the release of any and all information to the public and the media.

Before speaking to the media during a crisis or emergency situation, USA employees must first contact the Office of Marketing and Communications to receive clearance to release information on behalf of the University. This requirement applies to media interviews as well as the release of any information via social media.

The Office of Marketing and Communications

Project Assistance

To request assistance with a project, please fill out the appropriate form at southalabama.edu/marcomm.

For more information on capabilities, services and costs, visit the Publication Services website at southalabama.edu/publications.

Design, Editorial and Photography Assistance

The Office of Marketing and Communications can help you achieve your goals and ensure that your marketing and communications projects and plans are coordinated with the overall goals and strategies of the institution. Our staff can direct, develop and produce sophisticated projects from start to finish, advise and consult, and if needed, recommend vendors.

Because of the extremely high demand for design and editorial services — and because staff resources are limited — requests for assistance should be submitted at least two months prior to the desired date of delivery. In most cases services are provided at no charge to University offices and departments; however, there is an hourly charge for freelance photography and graphic design services. No client costs will be incurred without prior consent.

Publication Services

Publication Services, located in University Commons, is a full-service graphic design, printing and production facility equipped, staffed and prepared to assist the University community in producing high-quality publications, print materials, photocopies, signage and merchandise.

The graphic design team can help bring your ideas to life in professional, finished materials, and will work within budget to produce quality materials that comply with University brand guidelines. The staff are knowledgeable of current postal regulations, and can design around those regulations for publications that are being mailed. There is an hourly charge for graphic design services.

The Office of Marketing and Communications

Website Assistance

For information on website policies and procedures, please visit southalabama.edu/webservices.

USA Website

The USA home page and its associated web pages are often the first point of contact with the University. The quality of information published on USA's site is important in maintaining the strong reputation and brand image. Therefore, information on the home page is subject to the same guidelines and standards as printed materials.

The USA website is managed by Web Services, a division of the Computer Services Center, in collaboration with the Office of Marketing and Communications. The Web Services team is responsible for designing and maintaining the top-level web pages that provide general information about the University, including the index, directories, campus map, search engines and menu pages with links to departmental or organizational unit pages.

In order to create a consistent look and navigation throughout the University website, all academic and administrative units on campus should use and abide by the design requirements of the current website templates. Web Services provides training and support to users and will work with departments to design, build and maintain their sites.

Website Fonts

In addition to the brand fonts for printed materials, additional specialized fonts have been selected for the USA website to provide the best user experience regardless of platform or device.

The default font utilized for the majority of content on USA web pages is a Google font, PT Sans. This font features the contemporary designs of a sans-serif typeface and is extremely easy to read. Raleway, another Google font, is used for page titles. While still a sans-serif typeface, Raleway provides distinction to set the header apart from the page content.

Users should not assign new font families to their content as this deviates from the standard design that provides consistency throughout the site.

The Office of Marketing and Communications

Social Media Assistance

Social media sites such as Facebook, Twitter, YouTube, Flickr and others are an excellent, low-cost way to share news and information about USA and build the USA brand at the same time. A great way to start is to comment briefly and link to an original content source, such as a story on the USA News site or another section of the USA website.

For additional social media resources, contact the Office of Marketing and Communications at marcomm@southalabama.edu or 251/460-6211.

Social Media

Staff or faculty of academic and administrative units may create social network pages, profiles, boards or feeds on behalf of their department, school, college or program. Administrators of such networks should be aware that they are acting as representatives of the University with each comment, photo, post or tweet. The Brand Foundation section of these guidelines should be applied to social media as well as print and other communications.

In general, best practices for social media include the following:

- You are responsible for what is posted on the account you manage. Be professional and disciplined while representing the University, and monitor your accounts regularly. Profanity, personal attacks and business solicitations are prohibited, and should be deleted if they are posted as comments by external users.
- Social media networks should not be used by University employees to endorse private businesses, or for personal financial gain. Sharing of content and engaging with other social media accounts that are official sponsors or partners of the University is permissible.
- State laws and University policies governing ethical conduct and conflicts of interest are applicable to social media.
- University social media accounts should not endorse particular political candidates or electoral causes.
- University employees contributing content to USA social networks must adhere to policies and laws governing privacy of information and records. Any information that should not be shared with a third party under existing University policies or applicable laws should not be disclosed on a social media site.

Section 2

Brand Foundation

Our Positioning

Positioning is an articulation of our unique role in higher education. It is meant to inspire the messages, voice, and look and feel of our communications — not necessarily to be repeated verbatim. This statement is the most concise depiction of what the brand stands for.

Our Positioning

Brand Essence

Because the brand essence articulates what we stand for, it must be compelling, authentic, focused and meaningful. It becomes the filter for everything we say and do.

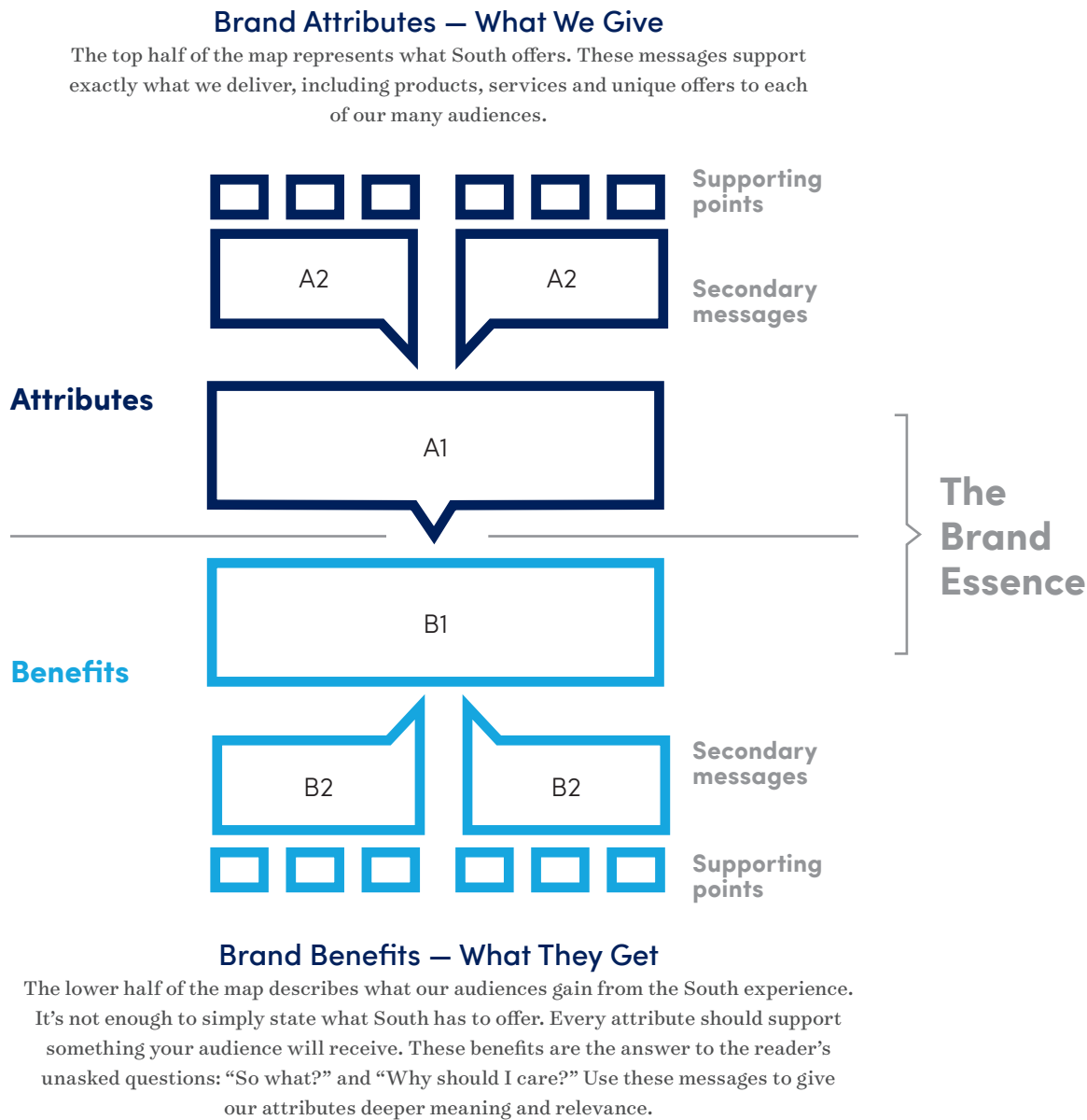
The University of South Alabama is
a dynamic and ambitious community of leaders
and learners who support and challenge one
another to be actively engaged citizens who
advance the Gulf Coast region and the world.

Our Positioning

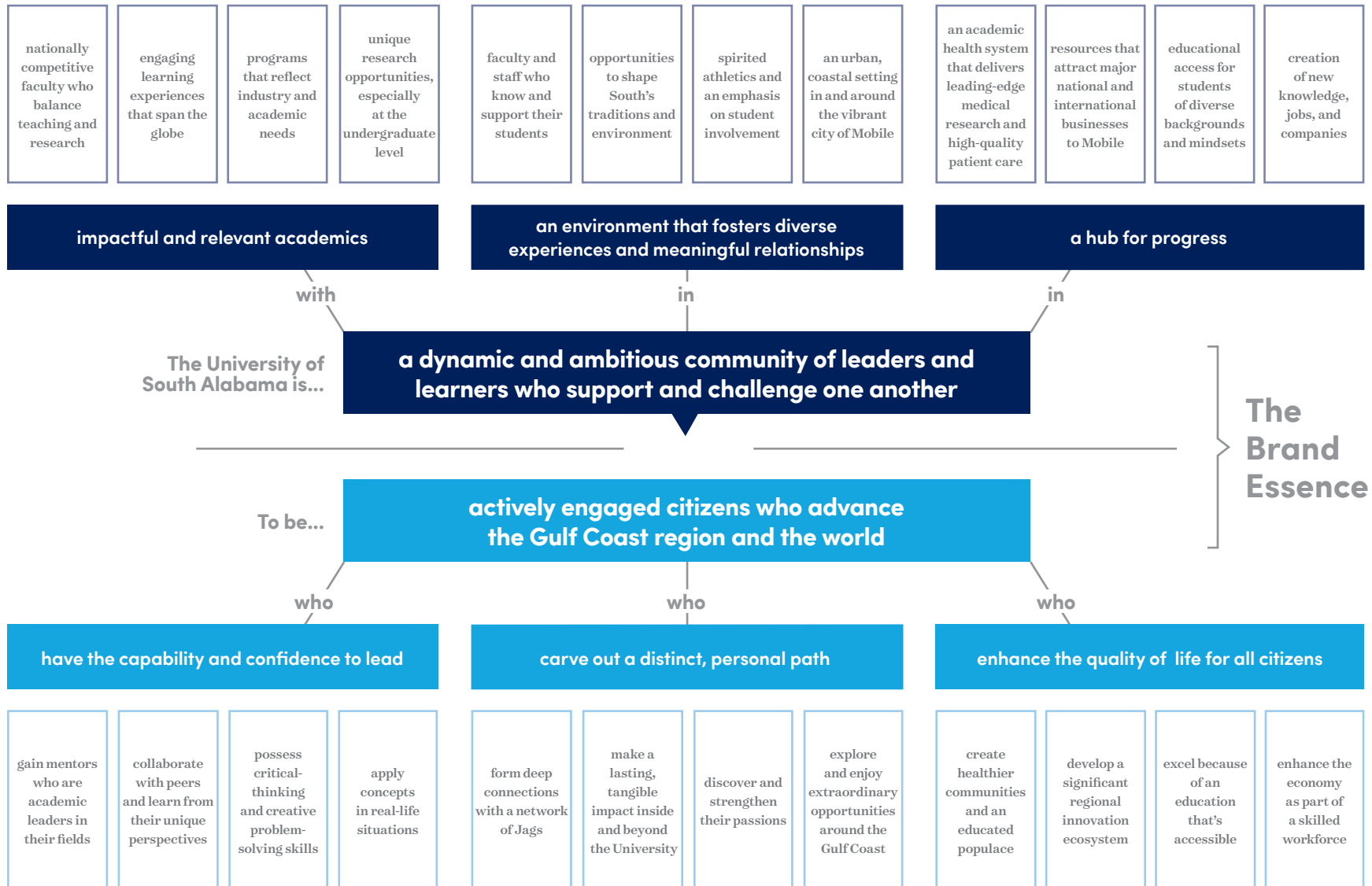
Messaging Map

When crafting communications, start with this map as a reference point for content.

By grounding everything we say in these messages, our communications will be compelling, authentic and consistent.



Our Positioning



Our Positioning

Brand Narrative

“We Are South” provides an emotional hook for crafting communications that rally our community and share our story with the world. It provides a conceptual starting point for creating great content that sounds uniquely like South.

It’s not a direction or a point on the map. South is a state of mind.

It’s a way of looking at the world and seeing something we have the power to change, affect and shape—together.

So that’s exactly what we go out and do every single day.

We’re the University of South Alabama. South, for short.

South welcomes the blue-sky thinkers, bold risk takers and big play makers who want to start things today they’ll be proud of tomorrow.

Our South is what we create for ourselves, build for each other and strive to make better.

And when all of us connect right here, we cultivate the intellect and gain the confidence we need to make incredible things possible. We discover our passions and push others to pursue theirs.

We generate ideas that propel our region and our world forward.

We find solutions to the problems that matter most.

And together, we leave a lasting impact on the world around us.

Because here, that’s not just what we do—it’s who we are.

We Are South.

Our Positioning

How to Use the Brand Narrative

To inspire great, new content.

When we write about South, we want to move beyond the facts whenever possible. Use the narrative as inspiration for crafting messages that connect emotionally with your readers.

To gut-check the voice.

Does the tone of what you're writing capture the spirit of "We Are South?" Does it sound like the personality of someone who embodies the ideas contained within the narrative?

To influence visual choices.

"We Are South" is more than a copy point. It's a guiding idea for design executions. (See Section 9, Guidelines in Practice).

Our Positioning

Personality

These six personality traits set the tone for our communications. They articulate how we want our audiences to think and feel about our brand. Just as every person has a distinct personality, so does the South brand. And we reveal that personality through our brand voice.

GENUINE

Sincere in our words and actions.

FRIENDLY

Warm and welcoming, in a uniquely Southern way.

INCLUSIVE

Embracing all the members of our diverse community and a spirit of togetherness.

PROGRESSIVE

Constantly challenging ourselves to create and try new things.

PROUD

Exuding confidence and passion.

DARING

Taking calculated risks, unafraid to be different.

Our Positioning

Audiences

Whether we're connecting with prospective students or building awareness locally and nationally, South has a wide yet strategically defined group of people we want to talk to.

The Best-Fit South Student

- Prospective undergraduates and graduates
- Influencers (parents, family, counselors)

Our message should reinforce:

Everyone at USA finds the right place for them, with opportunities that foster their interests and people who support and challenge them along the way.

The University Community

- Leadership and administration
- Faculty and staff
- Current students
- Alumni, donors and friends

Our message should reinforce:

Each of us has a powerful story to tell about the work we are doing and its impact on our students, our community, our region and our world.

Potential Partners and Neighbors

- Referring physicians
- Patients
- Businesses, employers and industry partners
- Gulf Coast community

Our message should reinforce:

South is here for those who share our commitment to improving lives and advancing our world.

Influential Leaders

- Elected officials
- Media
- Peer universities
- Admissions organizations and counselors
- Ranking organizations

Our message should reinforce:

South is a first-class university that makes a tremendous impact on the city, state, region and world.

Voice

Every brand has a personality. Voice is how that personality is conveyed verbally. Sentence structure, word choice and tone all create a distinct character that can only be South. Here's how to do it consistently.

Voice

How We Say It

Our brand voice is what gives us a recognizable style that's ours alone. It connects us with our audiences. It gives our content meaning and relevance. It expresses our personality and reinforces our brand.

It's proud, but not boastful.



It's personal, but not overly casual.



It's momentous, but not solemn.



It's spirited, but not overexcited.



It's fun, but not frivolous.



It's optimistic, but not naive.

Voice

Writing Tips

A few things to keep in mind.

Keep it clear.

Make only the point you're trying to make, and then move on to the next one. Write in short, concise sentences and paragraphs.

Keep it honest.

Back up statements with appropriate proof points.

Relate to your reader.

It helps when we write like people actually speak, particularly in more conversational channels like social media.

Motivate your reader, too.

Give your audience a clear call to action, so they know what you want them to do.

Stay away from jargon.

Wherever you can, replace big flashy words with clearer, simpler ones. For example, instead of a word like “innovating,” try “creating.”

Avoid acronyms.

Use the full name of offices, programs and initiatives, instead of initials.

Make it powerful.

Use bold, direct statements that capture attention and get to the point quickly.

Make it worthwhile.

Give your reader a reason to care. Lead with the benefits we provide (what they get) and back it up with core attributes (what we offer).

Voice

Writing Headlines

Headlines do a lot of work. Not only do they need to capture a reader's attention, they also need to communicate a message and convey a brand's personality—all in just a few words. Here are some pointers for writing strong headlines across a range of audiences.

For best-fit South students:

We want to give prospective students a taste of campus on its best day. So write headlines that capture some of that energy found at South. Infuse personality wherever possible.

Examples:

Start something today you'll be proud of tomorrow.

For external community and stakeholders:

Write headlines that proudly state the impact South makes in our region and our world. Headlines should be bold, but leave room for clever or playful ideas.

For the campus community:

Write headlines that tap into the spirit of our community, as well as sense of togetherness. One example is to use "We are..." followed by a bold, fresh statement. But you can also experiment with other, new ideas. Just start by asking, "Why am I proud to be a part of South?"

We are nation builders.

We are soaring pioneers.

Who generates the ideas that propel our region forward? South does.

Section 3

Identity

Our Name

There are nearly 4,000 colleges and universities in the United States, many of which seek to connect with the same audiences as South. One point of differentiation is our name. The correct use of the University of South Alabama name is a critical part of building our local, regional, national and international identity.

Identity Positioning

Our Name

Because of our heritage and our complex and diverse community, several names represent the University. Use these guidelines to ensure you're using the proper name.

In first references, always use:

University of South Alabama

In subsequent references, you may use:

USA, South, or the University

Our Logo

The USA logo represents us at the very highest level, so it's vital to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications. In order to maintain this consistency, a few simple guidelines should be followed.

Our Logo



UNIVERSITY OF
SOUTH ALABAMA

Our Logo

Primary Lockup

Use the USA logo on all marketing materials. This includes brochures, newsletters, admissions publications, academic materials, videos and websites.

The logo must remain as originally drawn and proportioned, and should not be modified or altered in any way. The text is a graphic element, not a typeface. Do not use the logo or any part of it in narrative copy.

- For general web or digital use, use PNG files.
- For media or professional printer use, use EPS files.
- All file types can be downloaded at southalabama.edu/brand.



UNIVERSITY OF
SOUTH ALABAMA

Our Logo

Alternate Lockups

Alternate logos are available for use when space or design does not allow for primary lockup.

Left Justified



Horizontal, Stacked



Our Logo

Alternate Lockups

USA Letters Only

In certain circumstances, “USA” can be used without the school name lockup, but “University of South Alabama” must appear in close proximity.

For instance, on the back of a publication you may use the “USA” letters only when the return address includes “University of South Alabama.”



University of South Alabama
307 N. University Boulevard
Mobile, AL 36688

Our Logo

Primary Logo Colors

All two-color versions of the logo use **PMS 193** for “USA.” The primary color option for the school name is **PMS 281**.

Alternately, the school name can also appear in **black** in the primary logo.

When placing the logo over darker backgrounds, use a version that sets the school name in **white**.

In order to maintain legibility, make sure there is adequate contrast when placing the logo over images.



UNIVERSITY OF
SOUTH ALABAMA



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SOUTH ALABAMA



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SOUTH ALABAMA

Our Logo

One-color Logos

The logo may be used one-color as needed. Acceptable one-color options are white, black, USA red and USA blue.

The logo can also be reversed out to white on darker backgrounds and images.



UNIVERSITY OF
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UNIVERSITY OF
SOUTH ALABAMA



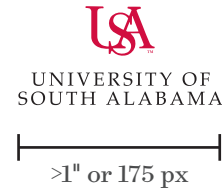
Our Logo

Logo Size

To maintain full legibility, never reproduce the logo at widths smaller than 1 inch (for print) or 175 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an important identifying mark.

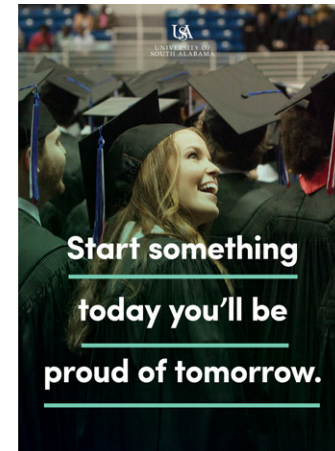
Placement

It's important to consider prominence when deciding where to place the logo in layout. The location, scale and interaction with the design all play into the decision. Consider these points when selecting the most effective placement.



Placement at the bottom

This placement ties South more closely to the message, appearing after the call to action as a sign-off. Think of it as ending the communication with "...at South."



Placement at the top

This signifies South as an endorser. In this placement, the logo is secondary to the messaging. This is appropriate for longer-form content, like brochures or digital applications.

Our Logo

Logo with Unit Identifier

The University recognizes the need for various units to be identified and thus has created guidelines for custom signatures to be incorporated into the USA logo, allowing the logo to be supplemented with the names of colleges, schools, academic and administrative units, centers and institutes, and student clubs and organizations.

The authorized addition of the appropriate school, department, office, center, institute, program or group name is the only appropriate modification to the logo, and such logos must be requested from Publication Services.

For a logo with unit identifier, contact Publication Services at publink@southalabama.edu and include the exact name of your office, department or program. You will receive logo files in .eps, .jpg and .png format. There is a small one-time fee for setup.



Our Logo

Protecting Our Logo

Clear Space

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here.

Use the “USA” mark as a measuring tool to help maintain clearance on all four sides.



Our Logo

Protecting Our Logo

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

The Jag Head logo is primarily used as an athletics mark. In certain instances, the Jag Head may also appear as a spirit mark. The Jag Head logo is NOT an acceptable substitute for the USA logo on academic or business materials.



UNIVERSITY OF
SOUTH ALABAMA

DO NOT use the old logo that contains the USA letters in a box.



UNIVERSITY OF
SOUTH ALABAMA

DO NOT alter or replace the typefaces of the logo.



UNIVERSITY OF
SOUTH ALABAMA

DO NOT rearrange the placement of the type within the logo.



UNIVERSITY OF
SOUTH ALABAMA

DO NOT stretch, skew, condense or change the logo in any way.



UNIVERSITY OF
SOUTH ALABAMA

DO NOT crop the logo.



UNIVERSITY OF
SOUTH ALABAMA

DO NOT use colors other than those specified in this document.



UNIVERSITY OF
SOUTH ALABAMA

DO NOT add extra elements to the logo.



UNIVERSITY OF
SOUTH ALABAMA

DO NOT rotate the logo.



DO NOT use the USA athletics logo for any academic purposes. It is reserved for athletics.

Our Logo

Logo Questions

If you have questions about how to use the USA logo on your materials, please contact Publication Services at publink@southalabama.edu.

Alternate Marks and Symbols

The USA logo supercedes all other logos, graphics and artwork and, in most cases, should be the only symbol used on University of South Alabama print materials, websites, merchandise, communications and other materials. The only standard exception is the use of the USA Jaguars athletics logo system.

Individual schools, departments or offices should not create their own logo or visual identity, nor should they alter the wording, configuration or appearance of the USA logo. Doing so diminishes the University's efforts to present a coordinated and professional appearance, and creates confusion in the public mind about whether an entity is part of the University.

If there are exceptional mitigating circumstances, you may ask for an exemption from this rule. Your request will be reviewed by the Office of Marketing and Communications and appropriate University leadership. Before asking for exemption, consider these questions:

- Can your office or department use the USA logo with an individual unit identifier? If the answer is no, you will be asked to explain why using the USA logo with unit identifier would inhibit your program or group from achieving its goals.
- Can you use the overall graphic look (e.g., photos, design) of your marketing and communications materials to project a unique identity for your program, while still including the USA logo? If the answer is no, you will be asked to explain why using the USA logo will confuse stakeholders and key audiences.
- Is your request for an exception related to a special event, anniversary, campaign or other time-limited usage? If so, you will be asked how long this logo will be in use and on what materials it will be used.
- Does including the USA logo violate laws, contractual agreements or regulations imposed by an external agency?
- Does your program involve other agencies or external interests that would not be adequately represented by the USA logo?

In deciding whether to approve your exemption, the factors considered will include: whether your group's mission is consistent with, and a part of, USA's core mission; whether your target audience(s) is/are the same as the core University audience(s); whether public perception would clearly be enhanced by your unit's separation from the University's brand identity.

Our Logo

University Seal

The University seal is the official symbol of the University of South Alabama and the Board of Trustees. Its use is limited to documents of a formal, academic or official nature (diplomas, transcripts, commencement programs and academic certificates). The seal also may be used on official class rings, pins, flags and commemorative medallions. The designated colors for the seal are PMS 193, PMS 290, PMS 117 and black.

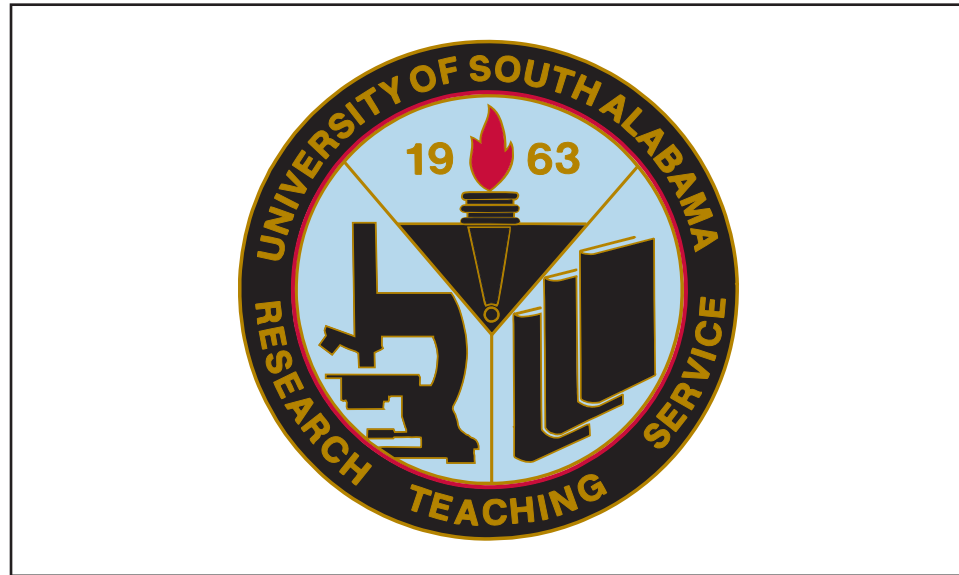
Permission to use the seal must be requested and granted in writing through the Office of Marketing and Communications. Questions regarding appropriate use of the seal should be directed to the Office of Marketing and Communications at marcomm@southalabama.edu.



Our Logo

University Flag

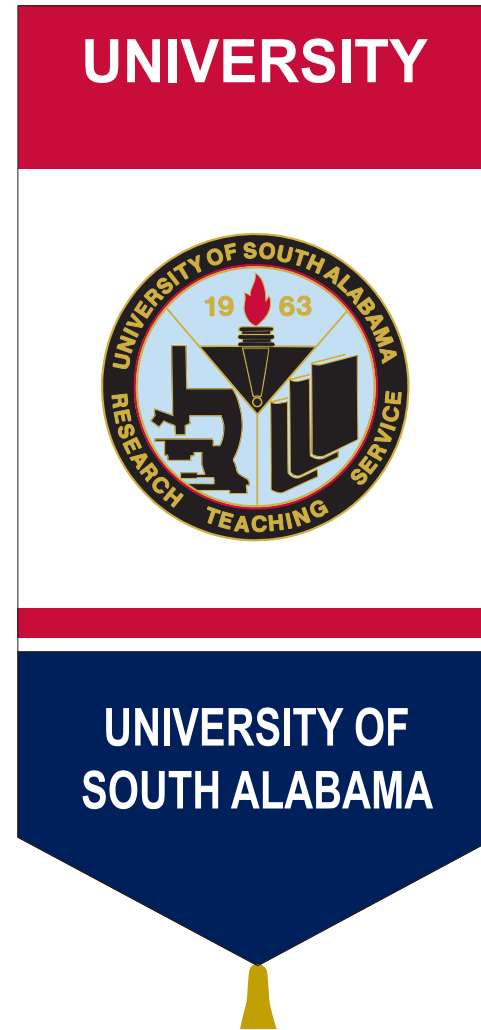
The University has adopted an official flag utilizing the seal. This flag may be flown with the Alabama state flag and the American flag in front of significant buildings. It may also be used at special ceremonies, such as graduation. The flag may be purchased through Publication Services.



Our Logo

Gonfalons

Each college and school at USA has a gonfalon — flags or banners hung from crosspieces on poles. These gonfalons, and the image they contain, are used primarily as symbols related to graduation. They are not intended to become logos for the colleges and schools they represent. The gonfalon symbol can only appear in print when it's used on materials related to graduation, provided that it does not replace the University logo.



Our Logo

Athletics Logo and Identity

USA's athletics marks and visual identity system have their own usage and identity guidelines, with policies and guidelines set by the director of athletics. The athletics logos may not be used as a substitute for the USA logo on printed materials or for other official University business purposes. The athletics marks should be used only under the supervision and approval of the Department of Athletics, the Office of Marketing and Communications or Publication Services.



Our Logo

Licensing Assistance

Publication Services is available for consultation and pre-approval of artwork, and can assist with licensing questions. For assistance, please call Publication Services at [251/380-2828](tel:2513802828) or email publink@southalabama.edu.

Trademark and Licensing

USA has established a licensing program to ensure that vendors consistently and properly use USA logos, graphics, wordmarks and trademarks on products representing the University. Commercial use of the name, official seal, initials, mascot, logo and associated symbols of the University is exclusively granted to manufacturers by our agent, Learfield Licensing, through which the “Officially Licensed Collegiate Products” label will appear on all licensed merchandise.

All items bearing the logo/marks of the University must be ordered through companies that are officially licensed; however, University representatives can use licensed logos for official purposes without further licensing procedures. Take care to ensure the symbols are used properly while maintaining the integrity of the artwork. Licensed companies must pay a royalty fee on all items that are produced for resale; however, the royalty fee for items that are used internally by the University can be waived.

Section 4

University Business System

Stationery

Stationery is used to communicate with many people and organizations outside the University, and thus plays an important role in representing the University. Adhering to the guidelines in this manual will help the University maintain consistency and quality in its communications.


Stationery

Letterhead

The University has standardized letterhead that must be used for official University business. To order letterhead, contact Publication Services at publink@southalabama.edu or 251/380-2828. A one-color version also is available.

To download a Word version of the standard USA letterhead, visit www.southalabama.edu/brand. Letterhead in Word format and/or printed via laser printer may only be used for faxes, electronic communications or interoffice communications.

Individual units of the University may not design their own letterhead.


UNIVERSITY OF SOUTH ALABAMA

1 January 2016

Mr. Firstname Lastname
Title or Affiliation
123 Main Street
Anytown, USA, 90009

Dear Mr. Lastname:

Welcome to the University of South Alabama Brand Guidelines, a resource that will help the entire USA community effectively apply the various elements of the USA brand to our marketing and communications.

This booklet includes guidelines for consistent application of the University of South Alabama's brand foundation, logo and visual identity, and business system. At its essence, the brand guidelines booklet is a toolkit. It is not designed to inhibit creativity or expression. Rather, it is meant to provide a solid and standardized foundation upon which all USA departments, programs and units can build their marketing and communications plans and materials.

Following these brand guidelines will help the University of South Alabama present its messages in a manner that people will both respect and remember.

Sincerely,

Firstname Lastname
USA Title

OFFICE OF MARKETING & COMMUNICATIONS
AD 250 | 307 North University Boulevard | Mobile, Alabama 36688-0002
TEL: (251) 460-6201 | FAX: (251) 460-7827 | SouthAlabama.edu

Stationery

Envelopes

The University has standardized letterhead that must be used for official University business.

To order envelopes, contact Publication Services at publink@southalabama.edu or 251/380-2828. A one-color version also is available.

Individual units of the University may not design their own envelopes.



UNIVERSITY OF SOUTH ALABAMA
OFFICE OF MARKETING & COMMUNICATIONS
AD 250 | 307 North University Boulevard
Mobile, Alabama 36688-0002

Stationery

Business Cards

The University has standardized business cards that must be used for official University business.

To order business cards, contact Publication Services at publink@southalabama.edu or 251/380-2828.



ID Cards

Faculty and Staff USA ID cards are issued by Human Resources, USA Technology & Research Park Bldg III, Suite 2200. ID Cards are issued to all new employees. All USA employees should visit Human Resources and obtain the updated USA ID card no later than December 31, 2016.

Student Jag Cards are the official identification card for currently enrolled USA students. Students must present one form of photo ID (driver's license, non-driver identification, passport, etc.) and current class schedule to get their Jag Card. For more information, visit southalabama.edu/departments/studentcenter/jagcard.html.



Faculty/Staff



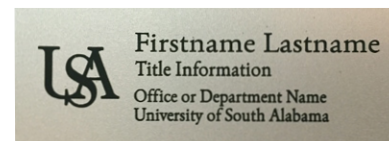
Student

Stationery

Name Badges

Employee and student name badges with magnetic backing should be ordered from Publication Services by sending an email to publink@southalabama.edu with the name(s), title(s) and department name listed exactly as they should appear on the name badge(s). You will receive an email reply with a cost quote for your badge(s).

Employee name badges are gold, student name badges are silver.



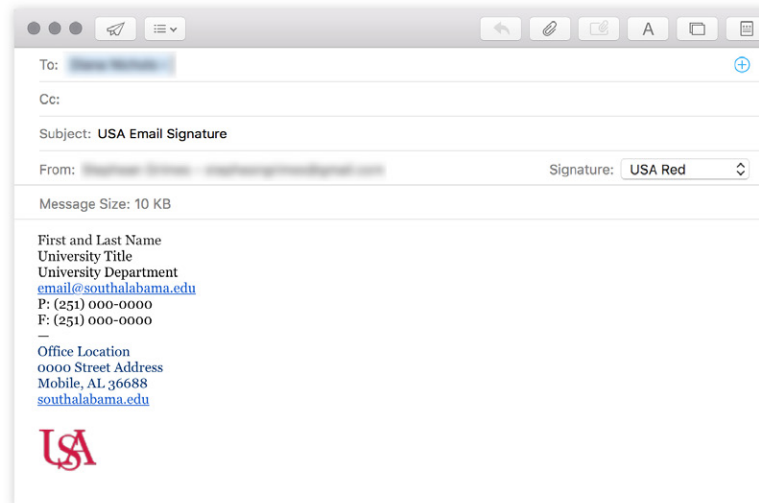
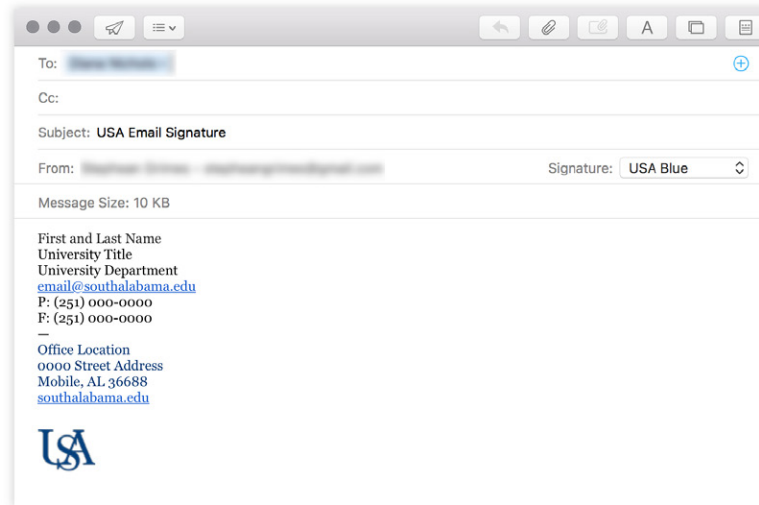
Stationery

Email Signatures

It is strongly recommended that emails from USA email accounts include a standard, pre-formatted signature that contains the information displayed on the samples. The font is Georgia Regular 14 point, and the address color is the primary USA blue.

The USA logo is a PNG file and can either be primary blue or primary red.

To incorporate this email signature into your email files, copy and paste the complete file from the templates section of the USA Brand website at southalabama.edu/brand and then customize the file with your information. You may use the standard USA web address or the specific URL for your office or department.



Marketing Templates


A key component to building our brand is a consistent, high-quality visual identity that clearly communicates USA's brand attributes and strengths. The following pages include examples and templates for appropriate use of the brand on common marketing materials.

Stationery

Agendas, Memos, Faxes

The consistent use of a standard template for memos, meeting agendas and fax cover sheets will enhance communications among offices and employees. The templates are intended as guidelines that may not be appropriate for every purpose, but it is strongly recommended that, at a minimum, the standard headers remain at the top of the page.

These templates may be downloaded from the brand website at southalabama.edu/brand.



UNIVERSITY OF
SOUTH ALABAMA

MEMORANDUM
Office/Department/College

Date:
Month 00, 2016

To:
First Last Name

From:
First Last Name

Subject:
Subject Line Here

The memo message should start here and continues on in paragraph format. The font is Century Gothic Regular and is 9pt. The color is 825c k (Black).


Below is an example of a bulleted list.

- Item number one.
- Item number two.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

Nulla consequat massa quis enim. Donec pede justo. Fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper risi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet.

Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fingo maus sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit



UNIVERSITY OF
SOUTH ALABAMA


FAX
Office/Department/College
If second line is necessary

Attention:	Address:
To:	Fax:
From:	Phone:
Date:	Pages:
Subject:	CC:

Mark an action if necessary:

- Urgent
- Review
- Comment
- Reply
- Recycle

Notes:



UNIVERSITY OF
SOUTH ALABAMA

AGENDA
Office/Department/College

Committee: Committee Name	Date/Time: Month 00, 2016 00:00 am/pm
-------------------------------------	--

Location:	
Building Name	
Address Line 1	
Address Line 2	
Address Line 3	

00:00 am	Agenda Topic #1Presenter First Last Name	
	Sub-Topic #1	
	Sub-Topic #2	
00:00 am	Agenda Topic #2Presenter First Last Name	
00:00 pm	LunchCatered by/Location	
00:00 pm	Agenda Topic #3Presenter First Last Name	
00:00 pm	Agenda Topic #4Presenter First Last Name	
00:00 pm	Agenda Topic #5Presenter First Last Name	
00:00 pm	Agenda Topic #6Presenter First Last Name	
00:00 pm	Agenda Topic #7Presenter First Last Name	
00:00 pm	Agenda Topic #8Presenter First Last Name	
00:00 pm	Agenda Topic #9Presenter First Last Name	
00:00 pm	Agenda Topic #10Presenter First Last Name	
00:00 pm	Agenda Topic #11Presenter First Last Name	
00:00 pm	Agenda Topic #12Presenter First Last Name	

Marketing Templates

Invitations

In order to maintain consistency and provide flexibility for different types of events, there are several standard invitation templates. For assistance in creating an invitation using one of these templates, contact Publication Services at publink@southalabama.edu or 251/380-2828.

President and Mrs. Tony G. Waldrop
CORDIALLY INVITE YOU TO

Dinner and Music


WITH THE UNIVERSITY OF SOUTH ALABAMA
BOARD OF TRUSTEES


THURSDAY, MARCH 3, 2016
6:00 PM

1234 OLD SHELL ROAD
MOBILE, ALABAMA 36608

BUSINESS CASUAL

RSVP BY FEBRUARY 25
251-461-1746





PRESIDENT TONY G. WALDROP
REQUESTS THE HONOR OF YOUR PRESENCE

AT THE

*Employee Service
Recognition*

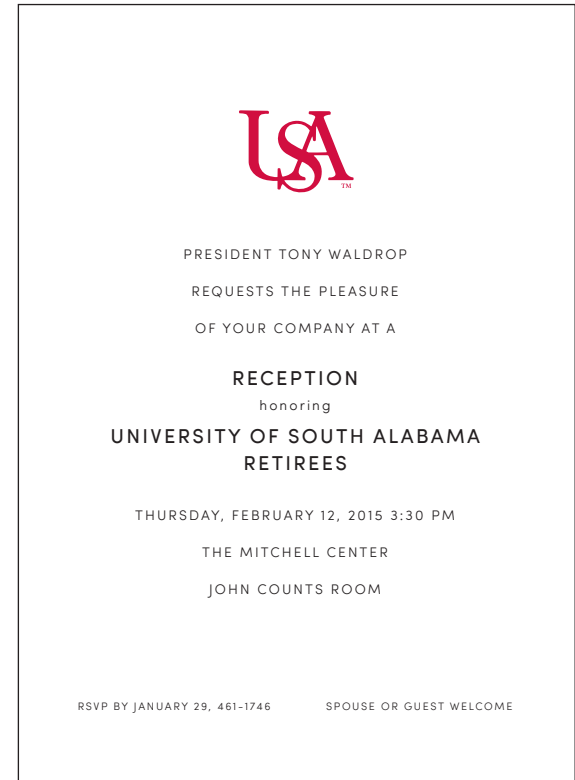
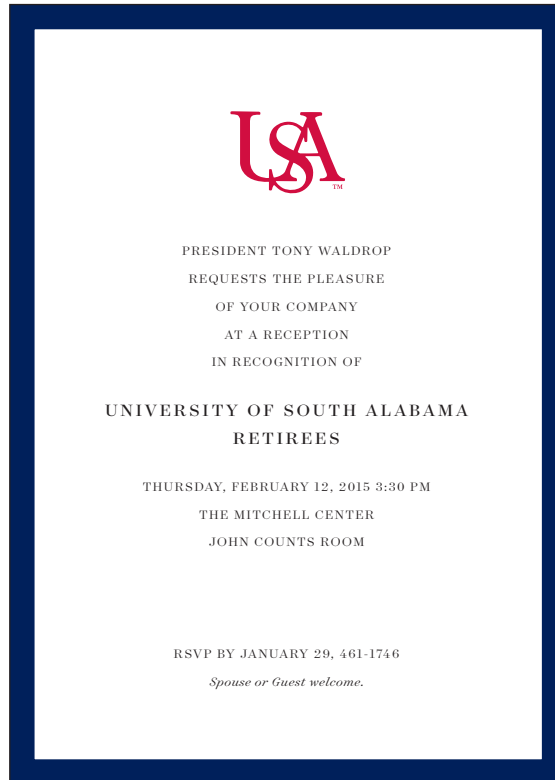
PROGRAM & LUNCHEON

THURSDAY, OCTOBER 22, 2015
11:00 AM
MITCHELL CENTER

*Please sit in the blue seats around the arena floor.
Ushers will be available should you need assistance with seating.*

Marketing Templates

Invitations



Marketing Templates

PowerPoint

The consistent use of a standard for PowerPoint presentations will immediately convey to audiences — especially external audiences who may not be familiar with USA — that there is a relationship and connection among the many departments and offices of the University.

It is not possible to anticipate the many different needs for PowerPoint presentations, so this template may be customized to the user's needs. At a minimum, however, it is strongly recommended that the title slide, section slides, footers and typefaces remain consistent.

These templates may be downloaded from the brand website at southalabama.edu/brand.



Marketing Templates

Rack Cards

The consistent use of a standard for information cards will immediately convey to audiences — especially external audiences who may not be familiar with USA — that there is a relationship and connection among the many departments and offices of the University. In order to maintain consistency and provide flexibility for different types of programs, there are several rack card templates.

For assistance in creating an information card for your office, department or program, contact Publication Services at publink@southalabama.edu or 251/380-2828.

Headline area for intro of the College overview.

Quiscl magnimoditat faciat quatit, solupta fatumquos simetussid lum endisi fe soloeatas audis magni verumquunt as in rem quale nonensi lum re necusamus. Et veliquis ressecearum faceste incito nonem doloribus reped molora nobilem non ra vent hitatenis magnatum, femquas sumique nusda cusam que maionse litaquis vollessequam esequi dero ipsusanitati remperi rattusam res vendam sam ulpari.

Section header
The information can be in paragraph form. Pribus, sendici tempos dolorpos vulparchil into eum ut ad quee voluptus est, odis idntili ussimesencis audam ressit eicil excernatur, nimus, silatem exploreare quis temporepares ma eo debist quosamus.

Section header
Andem reperibuscia di in non nulenda vellent stur aut que nonem. Inint eum laut autam,

qui sunt et esqistium atum quoditibus, suntiae pedipae. Nem verferumqui as doluptaes dolo volaptatur sum quibla core reicatem corenih illicis quis simaiore mod

Section header
ut que pa volorumqui que eucicitest doluptesili lum iur? Onsequilas sinvera es doluptibust quatqui doluptas arum exceper feriam, quiae. Am a doluptatur rem et, nobis eorum, odiceae dolupta commolu pitibus.

USA UNIVERSITY OF SOUTH ALABAMA COLLEGE OF NURSING

Learn more by visiting southalabama.edu/fill_college/



Section header
The information can be in paragraph form. Eprovit quas as di ut volorest amus, eum natibusam siminia venimaio.

Section header
Nos ex es ad quat fugiti vent evelas quam nus volupta aut parum quamus, ut volupictemo ium quandi rat que magnis sequos audae magnate occaecus simusdae ma quosam nosam ut molum nes ent.

Section header
The information can be in paragraph form. Eprovit quas as di ut volorest amus, eum natibusam siminia venimaio.

Section header
The information can be in paragraph form. Eprovit quas as di ut volorest amus, eum natibusam siminia venimaio.

School/College/Program
If a second line is necessary

Building, Room #0000
1234 Address • Mobile, AL 36688-0002
000-000-0000 • name@southalabama.edu
southalabama.edu/fill_college/

Larger area for more of a brand statement.

College Overview

Quiscl magnimoditat faciat quatit, solupta fatumquos simetussid lum endisi fe soloeatas audis magni verumquunt as in rem quale nonensi lum re necusamus. Et veliquis ressecearum faceste incita nonem doloribus reped molora nobilem non ra vent hitatenis magnatum, femquas sumique nusda cusam que maionse litaquis vollessequam esequi dero ipsusanitati remperi rattusam res vendam sam ulpari.

Programs Offered

Academic Program • Academic Program
Academic Program • Academic Program
Academic Program • Academic Program
Academic Program • Academic Program
Academic Program • Academic Program

USA UNIVERSITY OF SOUTH ALABAMA COLLEGE OF NURSING

Learn more by visiting southalabama.edu/fill_college/

Section header
The information can be in paragraph form. Eprovit quas as di ut volorest amus, eum natibusam siminia venimaio.

Section header
Or it could be in bullet format

- Bullet one
- Bullet two
- Bullet three

Section header
Nos ex es ad quat fugiti vent evelas quam nus volupta aut parum quamus, ut volupictemo ium quandi rat que magnis sequos audae magnate occaecus simusdae ma quosam nosam ut molum nes ent.

Section header
Nos ex es ad quat fugiti vent evelas quam nus volupta aut parum quamus, ut volupictemo ium quandi rat que magnis sequos audae magnate occaecus simusdae ma quosam nosam ut molum nes ent.

Section header
Nos ex es ad quat fugiti vent evelas quam nus volupta aut parum quamus, ut volupictemo ium quandi rat que magnis sequos audae magnate occaecus simusdae ma quosam nosam ut molum nes ent.

Section header
Nos ex es ad quat fugiti vent evelas quam nus volupta aut parum quamus, ut volupictemo ium quandi rat que magnis sequos audae magnate occaecus simusdae ma quosam nosam ut molum nes ent. In del eum estius sendi repressitas blocest, nias molorep eristi nos pratum coreum cus maximi, volupientii faccum

School/College/Program
If a second line is necessary

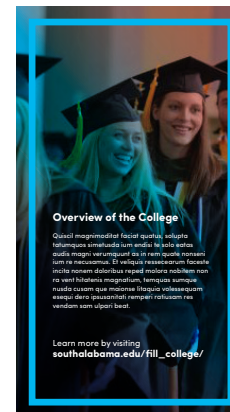
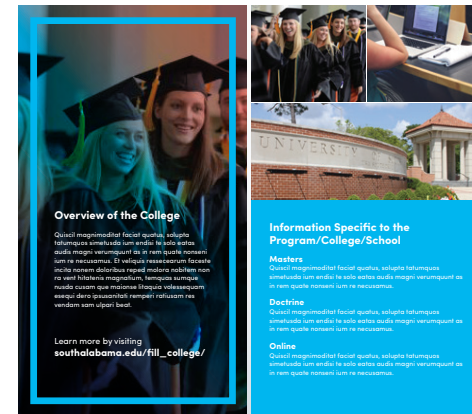
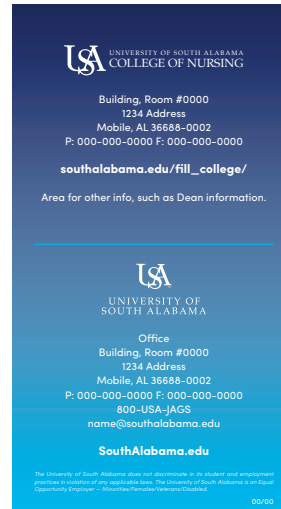
Building, Room #0000
1234 Address • Mobile, AL 36688-0002
000-000-0000 • name@southalabama.edu
southalabama.edu/fill_college/

Marketing Templates

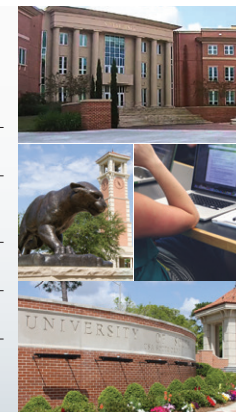
Brochures

The consistent use of a standard for information brochures will immediately convey to audiences — especially external audiences who may not be familiar with USA — that there is a relationship and connection among the many departments and offices of the University. This brochure design is used by the Office of Admissions and should be replicated by all academic departments that require print materials. In order to provide flexibility for different types of programs, the interior pages of the brochure may be modified to fit the desired mix of text, graphics and photos.

For assistance in creating a brochure for your office, department or program, contact Publication Services at publink@southalabama.edu or 251/380-2828.



Fill with College name Areas of Concentration	
Concentration of Study	The information can be in paragraph form. Example: quia de ut volens amet, eum nullibus similia veritas.
Concentration of Study	Or it could be in bullet format: <ul style="list-style-type: none"> • Bullet one • Bullet two • Bullet three
Concentration of Study	Non ex ad qui fugit vent evelis quam no voluptat aut ipsum quibus, ut voluptatem lum quandi no que magna aequo autem magistra occaecus simulae ma quoniam noiam ut molium nea ant.
Concentration of Study	The information can be in paragraph form. Example: quia de ut volens amet, eum nullibus similia veritas.
Concentration of Study	The information can be in paragraph form. Example: quia de ut volens amet, eum nullibus similia veritas.
Concentration of Study	The information can be in paragraph form. Example: quia de ut volens amet, eum nullibus similia veritas.



Marketing Templates

Newsletters

University offices and departments are strongly encouraged to work with Publication Services in developing or updating printed newsletters. The specific design needs for newsletters will vary among units of the University, thus, the templates shown here represent just one way to use the brand guidelines in print.

Every newsletter editor, however, should consult the brand guidelines in making appropriate choices about typefaces, graphics, colors, photography and use of logos. In addition, the Brand Foundation section of these guidelines provides a useful tool for incorporating brand messages into written content.

For assistance in updating or creating a printed newsletter for your office or department, please contact Publication Services at publink@southalabama.edu or 251/380-2828.



LEGACY SOCIETY

Ends and Financial Planning News and Ideas | Spring 2016

A Novel Approach to Giving

Our story begins with a beautiful woman from medieval times in the deep South who defies the odds to become financially successful in her own right. And like our readers, she is a charitable heartbreaker from the South. They never want to read the words, "charitable," "volunteer," and "angel," and when she comes across a story at their own expense, they are in the driver's seat. She has to be a heroine from the South, they think their own story is behind, spelling their own lives, leaving an indelible mark that will inspire generations.

It would be fitting to make Abigail Lee McMichael's life story into a novel. Her love of books was one of the many characteristics that defined her. And like our readers, besides, she had many. In addition to being an avid reader, she loved to hunt and fish, she was a lifetime painter when women didn't work outside of the home. And she was an extremely generous benefactor of education.

"It shows King, she was simply 'Mad' Mad," said her husband and her own great-grandson together. They were CEO's shareholders together and Abigail was homecoming queen," said her son.

Abigail Lee, born in 1825, was raised in Mobile. After high school, she began making her mark in the commercial real estate market. "This was the 1850s and 1860s when there wasn't any money—if any—was in the bank," said her son. In addition to commercial real estate, Abigail owned several McMichael foundations. In fact, her McMichael's were some of the most prominent in the country, which caught the attention of the McMichael CEO's family members.

Though history eventually became the love of Abigail's life, their first meeting got off to a rocky start—"they were skeptical of how commercial young, single Southern women could be so business and hard but I wasn't impressed with Henry's lack of manners that was characteristic of Southern gentlemen," said Drew. "She let him know when she thought he was off, and Henry was confused." It was remarkable, Henry liked Abigail to hang out and read with her, but she was not interested. Henry eventually married.

Abigail and Henry spent the early years of their marriage in Chicago.

"As the wife of a CEO, she frequently entertained important people," said Drew. "These dinners were not just social gatherings."

When McMichael's were pulled, Henry realized Abigail had to be moved to the floor of the New York Stock Exchange, a privilege previously held only by the other founder—the Queen of England.

When her period, the Southwestern moved to Mobile and built an estate on the head of the Gulf of Mexico.

They still had a home in Chicago in the community and prominent newspaper USA, near North's McMichael Center Institute and the College of Medicine. Henry owned an USA's Board of Trustees for a number of years.

Adding a Charitable Dimension to Your Plans

There are many ways to include charitable gifts in your plan as part of your long-term estate and financial planning. Here are suggestions of some ways you may not even know. Use to determine which of the following strategies is right for your situation and other estate plan goals.

Fixed amount
A specific dollar amount may be given. This can be a useful alternative when funding a particular need like scholarships.

Percentage
Providing for a percentage of your estate to be used for a charitable purpose allows your gift to remain in proportion to the size of your estate.

Specific property
It can be good to plan to donate jewelry, artwork or collections of value to charitable recipients. Be cautious, but estate and other property can also be given through your will.

Contingent
A contingent gift occurs only if other beneficiaries are unavailable or in the event of a specific occurrence such as the prior death of a loved one. Unlike a outright gift, contingent gifts are subject to a contingent beneficiary's decision to accept or decline the gift. Contingent gifts can be used to provide for a specific need, such as a scholarship, or to provide for a specific need, such as a scholarship, or to provide for a specific need, such as a scholarship.

What Planned Gifts Accomplish at USA

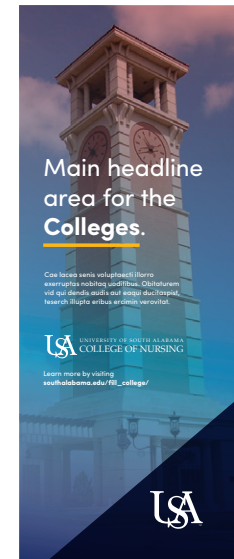
- An Endowment for Ovation Cancer Research at the Michael Center Institute (MCI)
- An Endowment for MCI Cancer Research at the Michael Center Institute (MCI)
- Department Chairs in the College of Medicine
- Medical Oncology Research at the USA Children's & Women's Hospital
- Four central full tuition scholarships for nursing students
- Scholarships in the Michael College of Business
- An Endowment account to enhance the education of Hispanic students
- Scholarships to the College of Medicine
- Scholarships to the College of Education
- Scholarships in the College of Engineering
- Scholarships in the College of Business
- Support of the University Library and the Historical Library

Marketing Templates

Advertisements

All external advertising purchased and/or placed by any USA school, division, department or office should be submitted for review and approval by the Office of Marketing and Communications at least two weeks prior to placement date. This applies to external print publications such as magazines and newspapers, external websites, billboard or other signage mediums, external sponsorships, event programs, and television and radio advertising. This requirement does not apply to job advertising placed by Human Resources.

The Office of Marketing and Communications is available – as time and workload permit – to create advertising for sponsorships, special events, departments and programs. Payment and contracts are the responsibility of the requesting department. To request assistance, fill out the Marketing Services Request Form at southalabama.edu/marcomm.



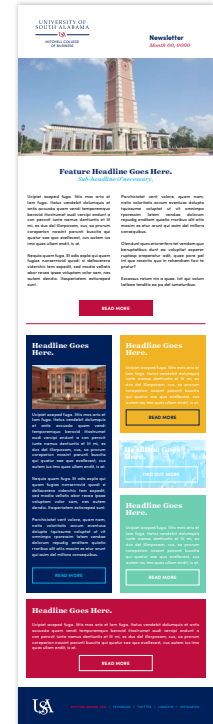
Marketing Templates

E-News

University offices and departments are strongly encouraged to work with Web Services in developing or updating electronic newsletters. The specific design needs for electronic newsletters will vary among units of the University and the software that is being used, thus, the templates shown here represent just one way to use the brand guidelines.

Every e-newsletter editor should consult the brand guidelines in making appropriate choices about typefaces, graphics, colors, photography and use of logos. In addition, the Brand Foundation section of these guidelines provides a useful tool for incorporating brand messages into written content.

For assistance in updating or creating an electronic newsletter for your office or department, please contact Web Services at webmaster@southalabama.edu.



Marketing Templates

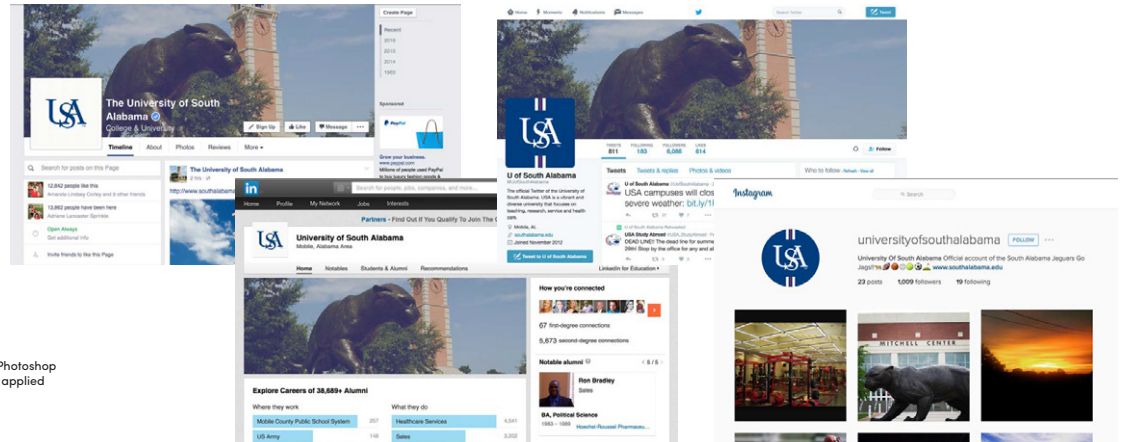
Social Media Assets

Use of standard graphic elements throughout social media platforms such as Facebook, Twitter, Instagram and others will assist in identifying to the user that the account is an official site of the University.

The graphic elements shown here may only be used by USA social media sites that are directly managed or overseen by faculty or staff of the University. Please note that these logos are trademarked and may not be used for anything other than the intended use of identifying official USA social media sites.

These social media assets may be downloaded from the brand website at southalabama.edu/brand.

Collection of Profile Avatars



Mockup of Social Platforms

Cover Image effected in Photoshop with layers. Effect can be applied on other images also.

Marketing Templates

Promotional Items

Promotional items provide the opportunity to display USA's brand to a larger, broader audience. For help in selecting promotional items and appropriate use of logos and graphic elements, contact either the USA Bookstore or Publication Services at publink@southalabama.edu or 251/380-2828.



Section 5

Color

Our Color Palette

Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for each of our pieces. Our palette is diverse and flexible, but to maintain visual consistency across all University materials, use only the colors outlined in this section.

Our Color Palette

Our Colors

Our palette is composed of our USA blue and USA red heritage colors, and combine with supporting colors to bring energy to our layouts. Use them to add vibrant accents to our communications.

Primary



Supporting



Our Color Palette

Primary Colors

Our primary colors represent the University of South Alabama at the highest level.

Lean heavily on our USA blue while using USA red in a smaller proportion. Use the supporting palette to build color schemes that are complementary and balanced.

Please see Section 9 of these brand guidelines for examples of how to apply the colors to print and other materials.

NOTE

The CMYK values are equivalent based on their respective Pantone chips and may need adjusting to achieve an optimum color match.

It is best to use spot colors whenever possible, but if not, please use the four-color process builds listed on the next page, as they match our spot colors as closely as possible.

USA Blue

PANTONE
281

COATED
CMYK 100/85/5/36

HEX
00205B

DIGITAL
RGB 0/32/91

USA Red

PANTONE
193

COATED
CMYK 2/99/62/11

HEX
BF0D3E

DIGITAL
RGB 191/13/62

Our Color Palette

Supporting Colors

Our supporting palette complements the primary palette. Never use these colors on their own, and they shouldn't be more prominent than the primary palette.

Our expanded supporting palette draws colors from our Southern atmosphere, our lush surroundings on campus, as well as the sunny skies we experience in Mobile.

When choosing a supporting color for your graphic elements or gradients, let the photography you're using influence your choice. You can use an analogous color for a harmonious layout, or choose a complementary color for a bolder look.

Light Blue	PANTONE 2995	COATED CMYK 83/1/0/0	HEX 00A9E0
		DIGITAL RGB 0/169/224	
Pink	PANTONE 177	COATED CMYK 0/54/38/0	HEX FF808B
		DIGITAL RGB 255/128/139	
Orange	PANTONE 165	COATED CMYK 0/70/100/0	HEX FF671F
		DIGITAL RGB 255/103/31	
Teal	PANTONE 338	COATED CMYK 50/0/31/0	HEX 6ECEB2
		DIGITAL RGB 110/206/178	
Yellow	PANTONE 7409	COATED CMYK 0/31/100/0	HEX F0B323
		DIGITAL RGB 240/179/35	
Brown	PANTONE 438	COATED CMYK 42/56/47/77	HEX 584446
		DIGITAL RGB 88/68/70	

Section 6

Typography

Our Typography

The South typographic palette is simple and sophisticated. When it's used thoughtfully, type becomes a powerful brand tool that can add visual meaning to what is communicated.

Our Typography

Sofia Pro

Sofia Pro is a sans-serif font, with eight weights and matching italic styles, making it an ideal font family for text, branding, signage and print. South uses the entire font family. *Use this typeface primarily for headlines.*

Jaguars

Aa Aa Aa Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa Aa Aa Aa
Thin Light Extra Light Regular Medium Semibold Bold Black

Surveyor Display

Surveyor Display is a family of fonts ideal for smaller sizes, with five weights, each in roman and italic and also italic swashes. *Use this typeface primarily for body copy and select headlines.*

Jaguars

Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa
Light Book Medium Bold Black

United Sans Condensed

Though offered in an expansive range of faces and styles, South will utilize only the Sans Condensed family of United, which is great for more impactful headlines. *Use this typeface carefully and in limited circumstances, such as callouts.*

JAGUARS

Aa Aa Aa Aa Aa Aa AA
Condensed Condensed Condensed Condensed Condensed Condensed Condensed
Thin Light Medium Bold Heavy Black Stencil

Our Typography

Sofia Pro

Sofia Pro is a contemporary sans-serif style that fits perfectly with the bold visual identity established for South. Clean and balanced, it was designed to give an impression of modernism, harmony and roundness. It should be used for text and headlines in core messaging materials.

Sofia Pro is available and approved to use in a variety of weights. If Sofia Pro is unavailable to you, or you need a web-safe alternative, Century Gothic may be substituted.

Sofia Pro may be licensed at [MyFonts.com](https://www.myfonts.com).

CAPITALS — 36 pt.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE — 36 pt.

abcdefghijklmn
opqrstuvwxyz

Small capitals — 36 pt.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Numerals, punctuation and glyphs — 36 pt.

0123456789!@#\$\$%&*?
({["-+=.,;:†‡•""]})

Our Typography

Surveyor Display

Inspired by the charm of traditional maps, yet having the credibility of a textbook, this typeface was designed to master many kinds of content at small sizes. Therefore, we will use Surveyor Display primarily for body copy, which pairs well with our primary typeface, Sofia Pro.

If Surveyor Display is unavailable to you, or you need a web-safe alternative, Georgia may be substituted.

Surveyor Display may be licensed at Typography.com.

CAPITALS — 40 pt.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE — 40 pt.

abcdefghijklmn
opqrstuvwxyz

Small capitals — 40 pt.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Numerals, punctuation and glyphs — 40 pt.

0123456789!@#\$%^&*~
{["-+=.,;:†‡•”]}

Our Typography

United Sans Condensed

United Sans Condensed is a decorative display typeface, making it a great choice for callouts. Use this carefully and in limited circumstances.

Due to its limited use and appearance, there are no substitutions for online use.

United Sans Condensed may be licensed at [HouseInd.com](https://houseind.com).

CAPITALS — 40 pt.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE — 40 pt.

abcdefghijklmn
opqrstuvwxyz

Small capitals — 40 pt.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Numerals, punctuation and glyphs — 40 pt.

0123456789!@#\$%&*?
{["-+=.,,:!+.""]}

Lorem Ipsum Dolor Sit Amet

HEADLINE

Sofia Pro Bold
Size: 60 pt.
Leading: 60 pt.
Kerning: Optical
Tracking: -5

Ignihicit odit modicimodit, et voluptatatem exerum.

SUBHEAD

Sofia Pro Regular
Size: 30 pt.
Leading: 30 pt.
Kerning: Optical
Tracking: 0

Axime vellabo ratiorr ovidunt explab iunto et harum consequam qui blabo. Nis mi, sit pa vel et repedi tem elititem ellandic tempori repro.

LEAD-IN / PULL QUOTE

Surveyor Display Book
Size: 18 pt.
Leading: 18 pt.
Kerning: Optical
Tracking: 0

Uptam ipsam repudi ommoles sincimi, secepta cor aut aeribus destrum asped quam, ut vel ipieniment moditat aut volor reici te expedi antia sequi sanihil luptati rae mos ad quiati doles nobis. Ectinimil ist iumquati odicae et audantium vellorum fuga. Itate vendis que eaquam quidene sendictus si to quis sit voluptiur? Inciaec totaturia consendel es simet volor resto exerum qui dis eossimuscia volorum ea que pro laborepudis molorec eperibus, asim dendi berecabor sum etum sin ex et res qui doluptati veruntinis eos expedit dolo occate optatios et, consequia nonestiam comnis volori aperatur?

BODY

Surveyor Display Book
Size: 10 pt.
Leading: 12 pt.
Kerning: Optical
Tracking: 0

ME NEST LANIS ACCUMQU ATIONECTIAB

CALLOUT

United Sans Condensed Bold
Size: 10 pt.
Leading: 10 pt.
Kerning: Optical
Tracking: 50

Section 7

Photography

Our Photography

Photography can connect with people in ways that words often can't. While our logo, colors and typography make us recognizable at a glance, it's our photography that adds humanity to our materials. It brings our people and our work to life, and expresses our brand character.

Usage

Rights and Permissions

If you reproduce a photo from a website or publication, you have no guarantee that the proper permissions have been obtained. As with all photo or video reproduction, be sure to obtain written permission from the copyright holder, and from any person whose image is identifiable in the picture, and be prepared to pay the necessary permission fees.

Generally speaking, it is not necessary to obtain the consent of the subject(s) of a photograph to use the image, if the photograph was taken in the context of the individual(s) being in public at the time the photograph was taken. For instance, photographs taken of people at an awards ceremony, in a classroom, or walking down the street can be used without consent.

In some circumstances, however, it may be an invasion of privacy to use photographs of an individual without permission. Such invasion of privacy can be broken down into two major categories: invasion of the personal privacy of an individual; and, use of the image of a public figure for commercial purposes. The first category, invasion of personal privacy, is decided by the courts using a reasonable person standard. If a person is photographed in a private situation without their knowledge or consent, and if those photographs are disseminated, it can constitute an invasion of privacy. With respect to commercialization, if an individual has some public image, and if a picture of that person is used without consent to further a financial or business enterprise, such use may be legally prohibited.

Photos generally are copyrighted whether or not they carry a copyright notice. This legal protection includes photos reproduced for computer transmission, such as in web pages and electronically reproduced documents.

Another situation exists when the photographs taken are in the nature of a video of an educational, theatrical or other performance. In this context, the creator of the presentation being filmed has copyright in the expression of the artistic or educational work itself. In these situations, it is wise to obtain the written consent of the creators of the presentation.

Overview

Photo Style

Our photography style is light, airy and natural. We want to find the honest experiences that are happening on our campus and share them. Aim to capture the moment.

Our photography can be broken down into four subject categories: Academics, Community, Campus and Health System.

A selection of USA photography is available for download and use in University materials at www.southalabama.edu/brand.

Academics

Academic photography captures the students at South, engaged in their personal paths, with faculty and within our learning environments.



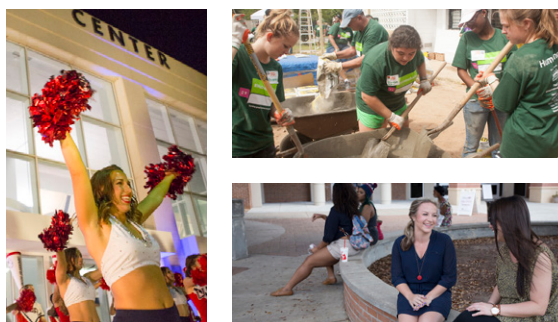
Campus

While the focus of our photography is people, our beautiful campus and the city of Mobile play important roles in portraying South visually.



Community

Community images focus on our vibrant student life and the new traditions we're forming.



Health System

Health system photography showcases learning, research and patient care at its best.



Our Photography

Academics

Our academic photography documents peer-to-peer collaborations, along with faculty and student interaction. Balance these group shots with individuals who are engaged in their activity or area of study. Capture South students learning and developing their skills, being mentored by faculty and becoming leaders. And remember, it's important to show a diverse mix of students in an accepting and supportive environment. Document the close-knit South community by showing a balance of hard work and fun.



Our Photography

Community

People also play a key role in our community photography. This is how we show our collaboration, diversity and rich student life. The South experience is full of students pursuing their own paths, but also those who are part of the larger community. Our community photography should primarily show the students' efforts in groups.

Additionally, South is still a young school, creating and building our traditions to this day. Images should reflect this through our athletics and campus events.

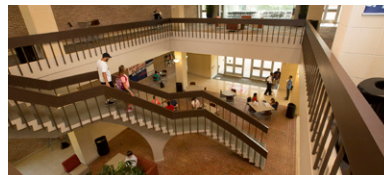


Our Photography

Campus

The beauty of our campus draws students in, so it should be celebrated. However, include people in these images whenever possible. It is hard to convey South's energy and dynamic community solely through architecture, but our publications also begin to look the same when we repeatedly use similar photos of our campus.

Additionally, Mobile's historic downtown and the white-sand beaches along the Gulf of Mexico are part of the charm that South is connected to. Though our campus isn't in the heart of the city, we can't forget to highlight these assets when showing off our location.



Our Photography

Health System

The University of South Alabama Health System is composed of the USA Children's & Women's Hospital, the USA College of Medicine, the USA Medical Center, the USA Mitchell Cancer Institute and the USA Physicians Group.

Images will show everything from our beautiful health facilities to our care-giving. Portray employees working on research, as well as the one-on-one care we provide.



Our Photography

Photography Traits

Our goal is to authentically capture images that show the depth and immersion of our experience. While our subject matter is broad, there are a few traits that unite our photography. Keep these traits in mind when shooting new photos.

Focus

Every image should have a distinct foreground, middle ground and background. Use depth of field to keep the subject in focus and other objects out of focus. This creates a sense of hierarchy and direction.



Lighting

Try to have a natural source of light, even if it's from a window or doorway. If at all possible, use strong, directional light—like sunrise or sunset. Images should feel warm, but not washed out.



Natural angles

When shooting or placing photographs, keep the horizon level. Avoid unnatural angles achieved by rotating the camera to anything other than 90 degrees.



Authenticity

Our photography should always feel natural, honest and relaxed. Observe and shoot authentic situations. Avoid scenes that feel staged.



Our Photography

Cropping

How an image is cropped can have a tremendous impact on the story you're telling. Select wide shots to emphasize the expanse of an image, and use closer shots to capture emotion.



Section 8

Graphic Elements

Our Design Elements

The South brand uses a variety of graphic tools to create a unique look and make us recognizable.

These elements can be dialed up or down individually to add visual interest and enhance storytelling.

Overview

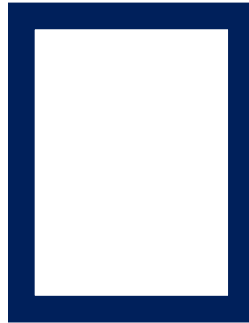
Our design elements are diverse and rooted in our South spirit. These elements appear whole when seen together, but can be broken apart and explored individually.

When used consistently, these elements create continuity among families of materials. For example, a department could adopt one of these elements to be its primary visual direction, or could use a mix of two elements for all of its communications. Alternately, it could use all four, but focus on one element for a campaign, event or initiative.

Please consult with the Office of Marketing and Communications to discuss the best use of these design elements.

Frames

Frames focus our attention and highlight photography or content.



Underlines

Certain text and headlines need to be highlighted, and these bold underlines help achieve that.



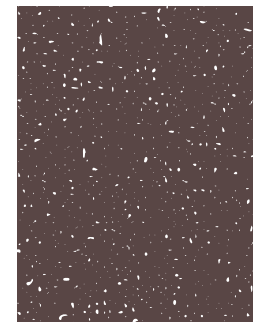
Gradients

Gradients bring in the lighting found at South and add depth to our designs.



Grit

Texture gives certain layouts character and also hints at the hard work we put in.



We Are South

The "We Are South" graphic is intended to add an additional visual element to spirit items, such as banners, merchandise and apparel. In very limited circumstances, it may be appropriate to add this graphic to print materials that are primarily directed to prospective and current students, such as recruitment materials, orientation materials or posters.

Please consult with the Office of Marketing and Communications on appropriate use of this graphic.

WE ARE SOUTH



Our Design Elements

Frames

Frames and borders can be used in a wide variety of ways, whether it's outlining headlines, text and photos or bordering entire layouts. They should be used at thicker weights to emphasize bold visuals and statements, and can appear in any color from our palette.

For assistance in applying frames to your design, please consult with the Office of Marketing and Communications.



Large, bold frames can be used to add emphasis to covers or to frame designs in large images.



A frame can act as a design or as a container for logos or text. The frame can also break to allow text or graphics to sit within it.

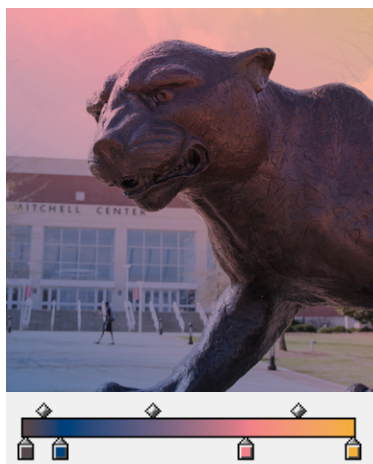
Our Design Elements

Gradients

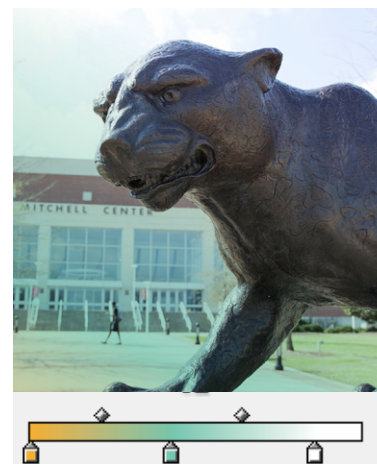
Adding gradients to our existing photography helps enhance the South story. Reflecting the beautiful, sunny skies we experience in Mobile, the gradients provide depth, texture and interest to our visuals.

Use approved colors in our palette to build varieties that mimic the “golden hour” of light, when the sun is rising or setting, creating warm tones in the skies. Some sample gradients are shown at right.

For assistance in applying gradients to your design, please consult with the Office of Marketing and Communications.



When creating and placing your gradient, select colors that reflect the mood you are going for, and then set the layer to “Multiply” in your Effects palette (in Adobe applications).



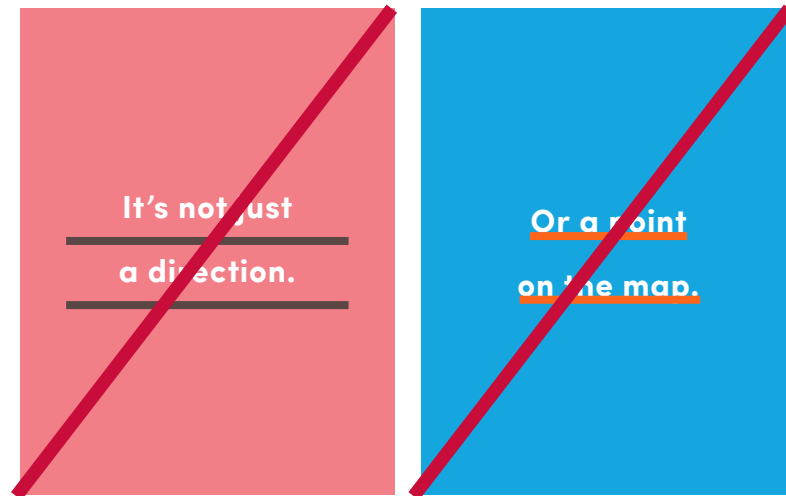
Note that when you drop white into your gradient, it fades out over your image. Also, play with the opacity of your gradient, knocking it back so that it doesn't overpower the image.

Our Design Elements

Underlines

Underlines are used for headlines and words we want to highlight. Similar to how we treat our frames and borders, create these underlines at thicker weights to emphasize statements.

For assistance in applying underlines to your design in an appropriate way, please consult with the Office of Marketing and Communications.



DO NOT extend the underlines beyond or less than the length of the text. The lines should extend exactly to the end of each phrase.

DO NOT obstruct the copy with underlines or place them directly under text. Instead, space out the underlines to fill the space between the text.

Our Design Elements

Grit Texture

Grit textures can be used with our photography to lend character to our visuals and to convey the story of the determination we put into our work.

However, the element should not be used in every communication. For materials that will be held, use the textures only in select spreads so that our brand remains bold and modern.

A large collection of grit textures can be purchased from Creative Market: creativemarket.com.

For assistance in correctly applying textures to your design, please consult with the Office of Marketing and Communications.



DO NOT scale the grit texture too large so that the grit flakes overpower the photography or visuals.



DO NOT place the texture at 100% transparency as it will look too rough for our style. Aim for a transparency of 50% so that the texture isn't distracting.

Section 9

Guidelines in Practice

Sample Print Materials

Prospective students

Elements Used

Cover

Typography
Sofia Pro Bold

Color
PMS 193 + PMS 281 + PMS 2995

Pages

Typography
Sofia Pro Semibold
Surveyor Text Book

Color
PMS 193 + PMS 281 + PMS 2995
+ PMS 1645 + PMS 438 + PMS 7409
+ PMS 338

Elements

Gradient
Grit texture
Frames
Underlines

NOTE

Select images shown in these examples are stock photography and have not been purchased by USA. These images are used for reference only and should not be used without purchasing the appropriate rights.



Sample Print Materials



Collateral spread

Sample Print Materials

Welcome to Jag Nation.

We're the University of South Alabama.
South, for short.

But to us, South is more than a direction or a point on the map. It's more like a shared mindset that drives each of us to make a big mark on the world. It's the unmistakable Jag Spirit that brings together so many incredible people all in one incredible place to make incredible things possible. Together.



7



Lisa Estrada

— Oligipsum ipsamque

Vendebat natus nascere volent
solent laboris, nulli non facere
sunt postquam esset cum adis
as aliorum. Et exequit et atque?
Ad aut, volent nullamque nate
nos et vivunt.



Scott Alvarado

— Oligipsum ipsamque

Vendebat natus nascere volent
solent laboris, nulli non facere
sunt postquam esset cum adis
as aliorum. Et exequit et atque?
Ad aut, volent nullamque nate
nos et vivunt.



Bonne Riddick

— Oligipsum ipsamque

Vendebat natus nascere volent
solent laboris, nulli non facere
sunt postquam esset cum adis
as aliorum. Et exequit et atque?
Ad aut, volent nullamque nate
nos et vivunt.



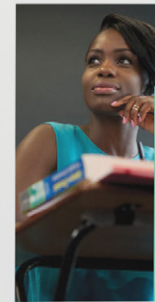
Richard Reddington

— Oligipsum ipsamque

Vendebat natus nascere volent
solent laboris, nulli non facere
sunt postquam esset cum adis
as aliorum. Et exequit et atque?
Ad aut, volent nullamque nate
nos et vivunt.

Sunt quam, sa sequodi nam vitem
que experferum fugitio nsecaerit,
am elenimi nulparum eatqu idueid
cum aliae velibus.

Aliquia voloruptae nem eiusam quis
nonsequat laboratio tem id untem
qui te qui omniminulles ex es dolest
arei nist volorem aute ea dis nihi
ta conse nobit faccus, cusanti ne-
taspe rspelit eos experio remolo mi,
tem aute ped qui sunt aditae sinicia
voluptam, cum escipsaere omniae



Isabel Whitley

— Oligipsum ipsamque

Vendebat natus nascere volent
solent laboris, nulli non facere
sunt postquam esset cum adis
as aliorum. Et exequit et atque?
Ad aut, volent nullamque nate
nos et vivunt.

8

Collateral spread

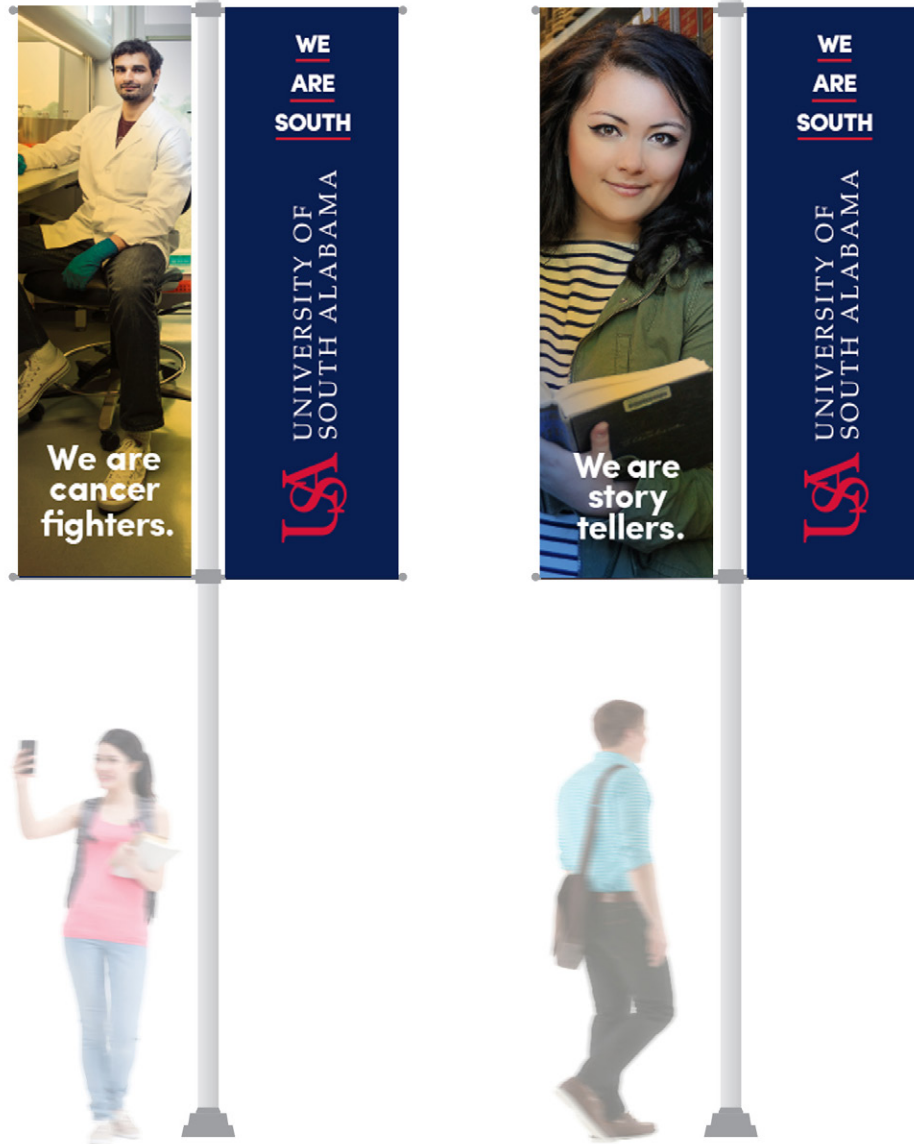
Sample Campus Banners

Elements Used

Typography
Sofia Pro Bold

Color
PMS 193 + PMS 281 + PMS 338
+ PMS 1645 + PMS 7409

Elements
Gradients
Underlines



Sample Campus Banners

Elements Used

Typography

Sofia Pro Bold

Color

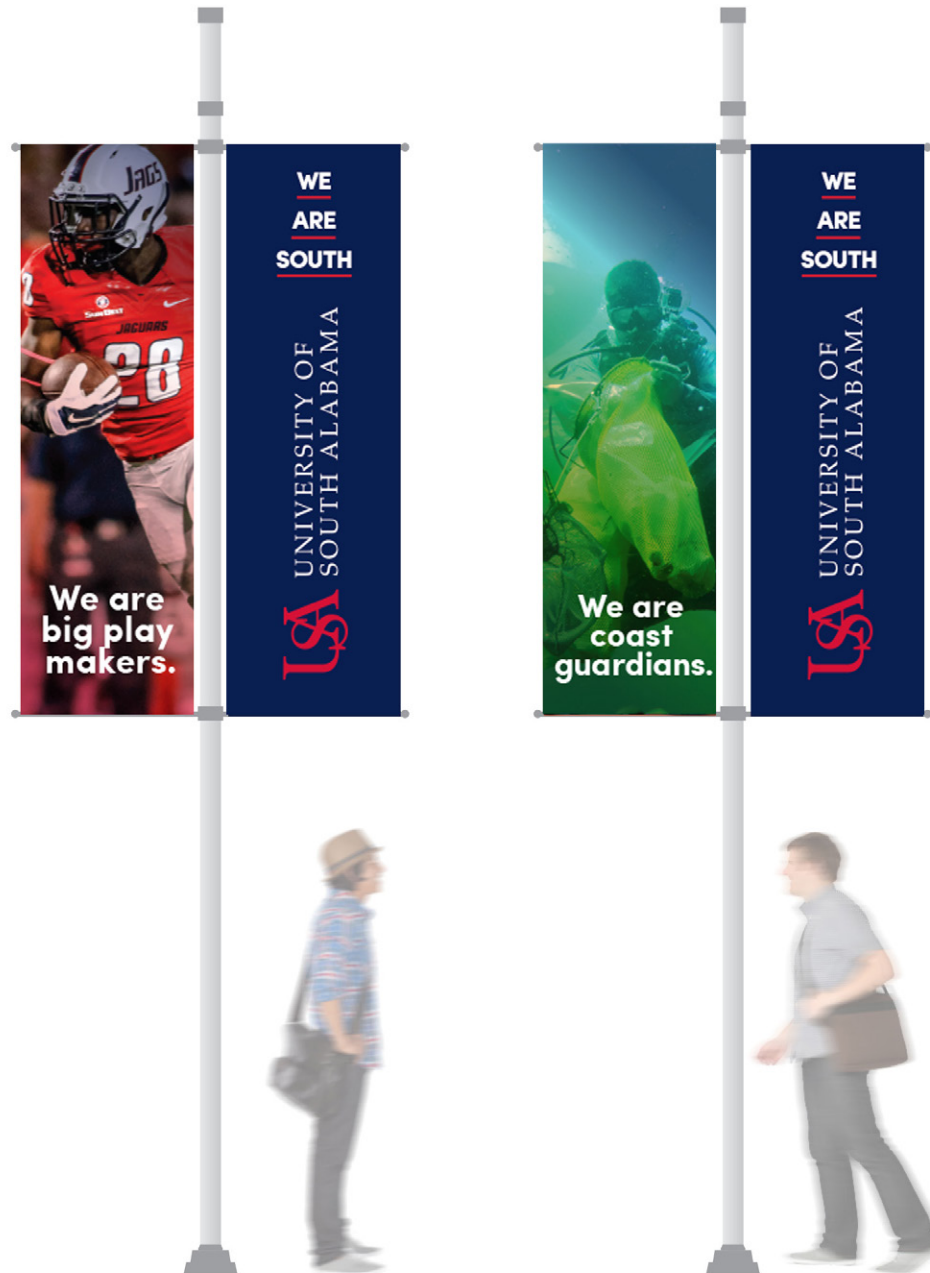
PMS 193 + PMS 281 + PMS 338

+ PMS 1645 + PMS 7409

Elements

Gradients

Underlines



Sample Outdoor Ads

Elements used

Typography
Sofia Pro Bold

Color
PMS 193 + PMS 281 + PMS 338
+ PMS 1645 + PMS 7409

Elements
Gradients
Underlines



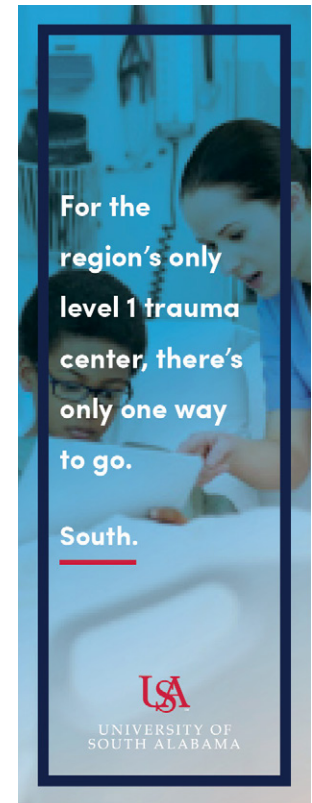
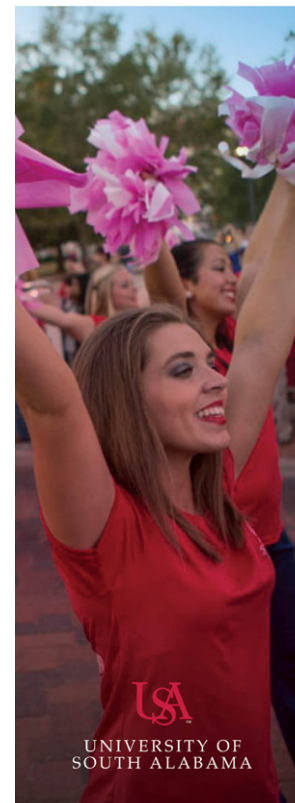
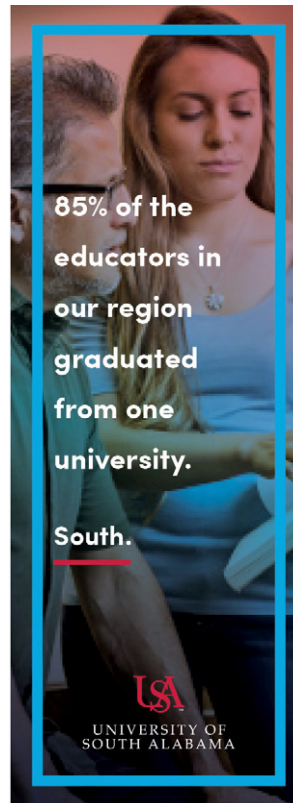
Sample Outdoor Ads

Elements Used

Typography
Sofia Pro Bold

Color
PMS 281 + PMS 193 + PMS 2995

Elements
Gradient
Frames
Underlines



Sample Outdoor Ads

Elements Used

Typography

Sofia Pro Bold

Surveyor Display

United Sans Condensed Bold

Color

PMS 1645 + PMS 7409 + PMS 2995

Elements

Gradients

Grit texture

Frames



Sample Awareness Ads

Elements Used

Typography

Sofia Pro Bold

Sofia Pro Regular

Color

PMS 2995

Elements

Gradient



**WHERE DISCOVERY
FINDS DIRECTION.**

THE UNIVERSITY OF SOUTH ALABAMA is a place of unlimited possibilities, unrestrained ideas and exceptional accomplishments. Every day, our faculty and students think beyond boundaries in fields as diverse as archaeology, cancer research, disaster recovery, cybersecurity, history, marine science, nanomaterials, and the visual arts. Strategically located in the coastal city and commercial hub of Mobile, the University of South Alabama stands as a catalyst for innovation and discovery. **HOW FAR WILL YOU GO? GO SOUTH.**

USA
SouthAlabama.edu

Sample Awareness Ads

Elements Used

Typography

Sofia Pro Bold

Sofia Pro Regular

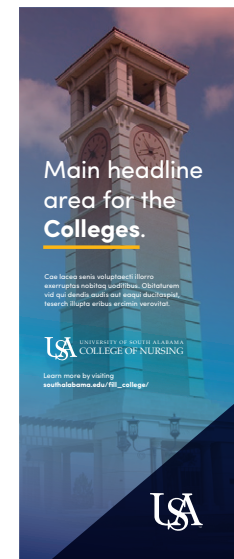
Color

PMS 281 + PMS 7409

Elements

Gradient

Underlines





UNIVERSITY OF
SOUTH ALABAMA