

Hello,  UNIVERSITY OF  
SOUTH ALABAMA

# What is a brand?

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More than

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**A LOGO**

**A TAGLINE**

**A CAMPAIGN**

**It's the total experience**

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**we create for all**

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**of our audiences.**

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## Identity



## Message



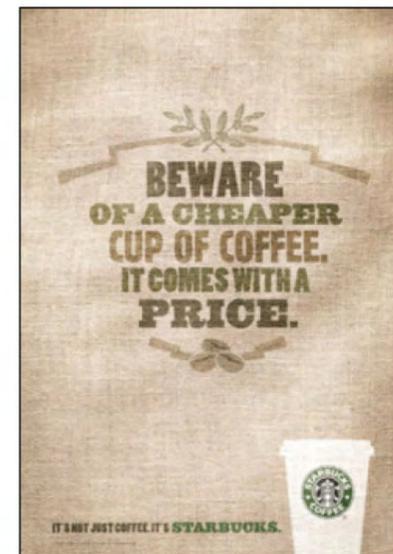
## Place



## Product

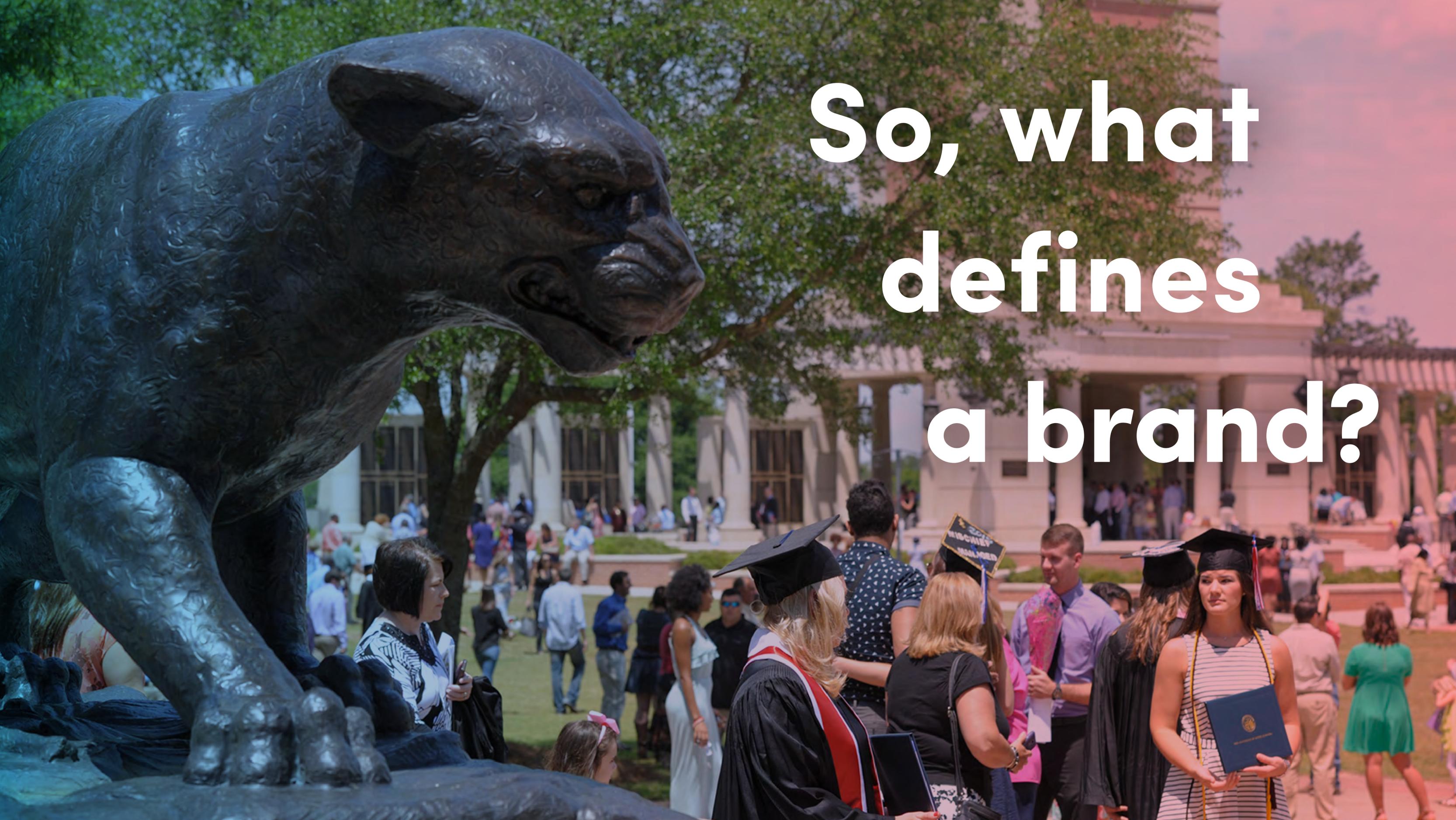


## Voice



## People





**So, what  
defines  
a brand?**

The **promise** we make to our audiences.

The **essence** of our institution.

The **experience** we create.

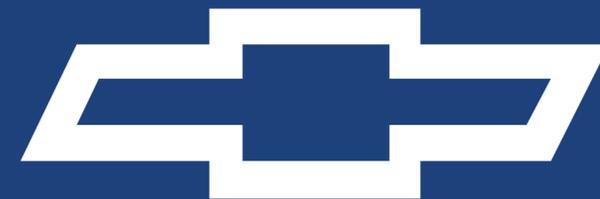
The **personality** we convey.

The **message** we deliver.

Great brands

don't just happen.

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Great brands are built on  
**a clear position**  
and **a great story.**

How do we tell  
a great story?



Our story is

**everything we say,**

**everything we do,**

**everything we are.**



By keeping this story

**consistent—**

sharing one story, repeatedly, with a variety of

audiences, across all media — we can have an

**incredibly powerful impact.**

*A good brand story, told consistently over time,*

**helps create a great  
brand experience.**

A great brand experience helps

**create alignment,**

**boost our reputation,**

**increase loyalty,**

**engage with our audiences,**

**build consistency.**

**We are South**

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**brand ambassadors.**

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**That means it's our job to champion the South brand in everything we do.**

Interactions

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Conversations

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Communications

**We are**  

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**story tellers.**  

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**The South story only exists in the minds of our audience. And we have to put it there.**

Every time we tell our story—whether in print or in person—we have a responsibility to represent our brand in a way that conveys our authentic voice and personality.

# Voice Checklist

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# When writing any communication, ask yourself:

- Does it relate to the brand narrative?
- Does it lead with audience benefits?
- Does it sound like something a person with our brand's personality would say?
- When you read it out loud, does it sound even better?
- Does it include at least one of our key messages?
- Does it get to the point, without burying the key messages?
- Is it appropriate for the intended audience?
- Do headlines convey our voice, instead of simply labeling content?
- Does it move beyond stating the facts to reveal something bigger about South?

# Elevator Speech

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## Worksheet

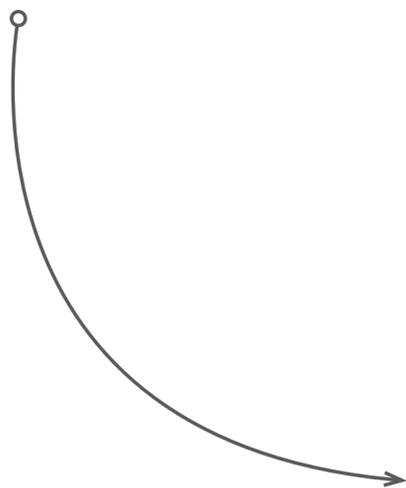
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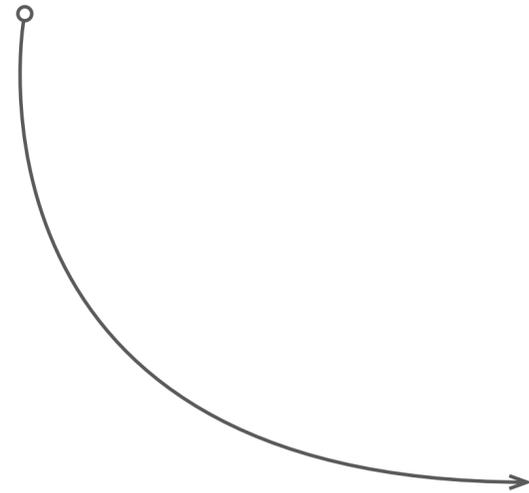


**How it comes  
to life.**

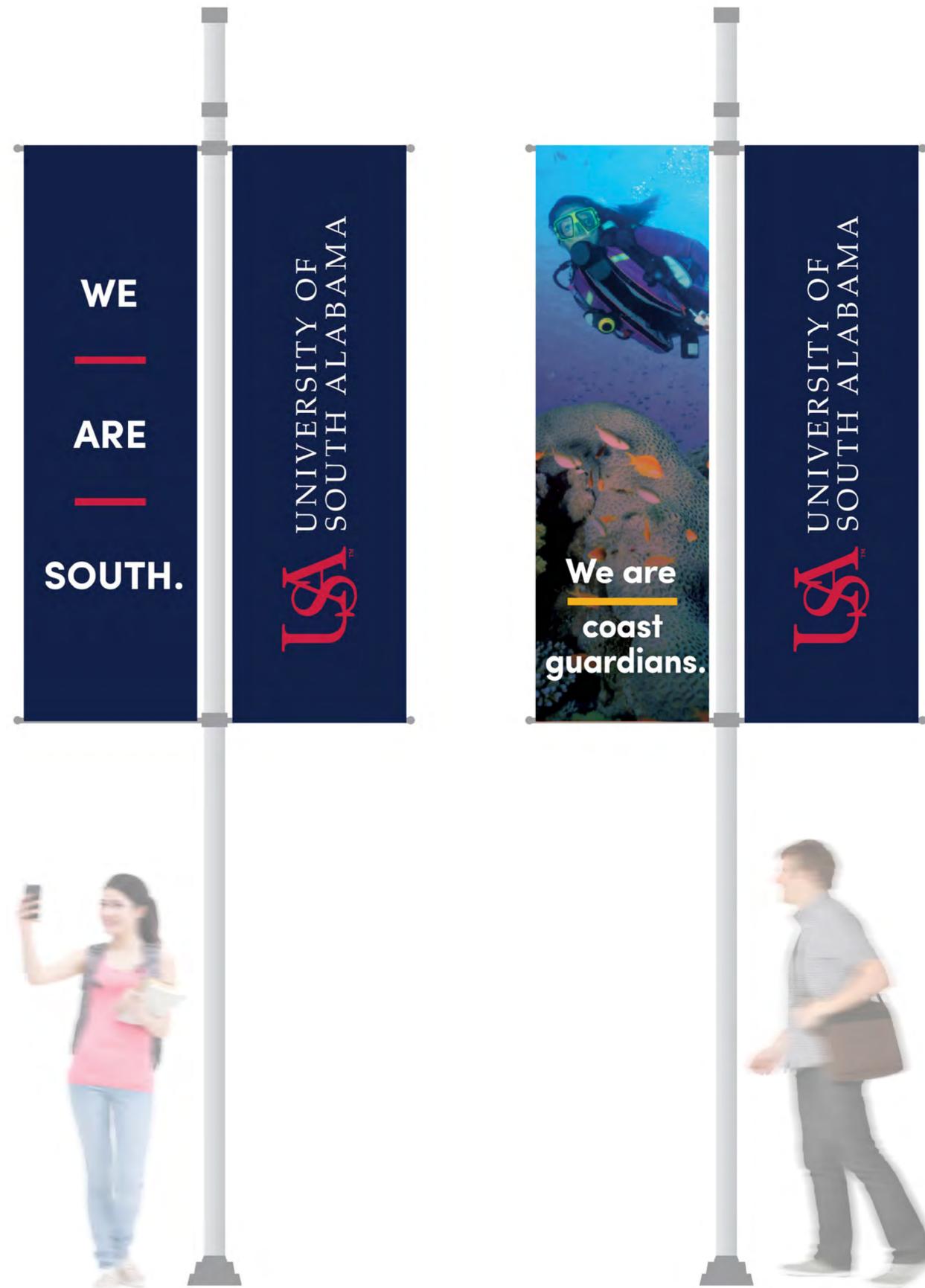
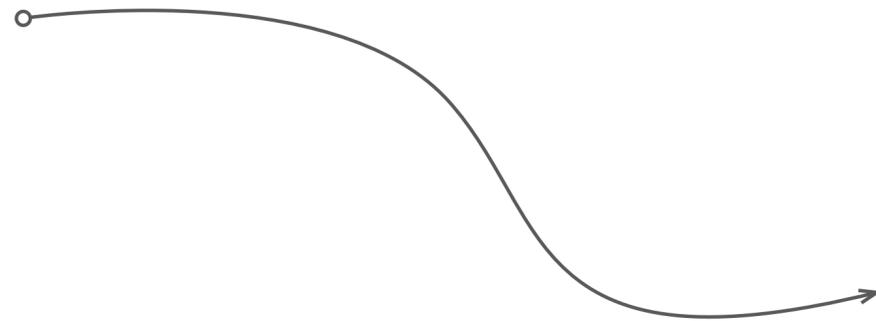
Headline and photo should work together.



Show our distinct culture by using words and ideas that already mean something to students, faculty and staff.



Cliches are never daring.  
Try new pairings of words and  
ideas to make a bolder statement  
about South.



**OK, great.**

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**Now what?**

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# Now it's our time to share the real South story.

That means showing people how South:

- Empowers our students to find their own path.
- Builds the confidence necessary to thrive.
- Works together to make an impact on our region and our world.

**South is not a**

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**University in South Alabama**

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**South is THE**

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**University of South Alabama**

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**We're not only a great option for students in our region—we're the best choice for leaders and learners to make a positive difference in the world around us.**

**What can we do?**

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- 1. Keep talking about South—proudly.**
- 2. Live the spirit embodied in our brand narrative.**
- 3. Make it Jaggy.**

**Thank you.**

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**You're the best.**

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# Questions?

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