Our Messaging Map

The University of South Alabama is...

actively engaged citizens who advance the Gulf Coast region and the world

impactful and relevant academics

an environment that fosters diverse experiences and meaningful relationships

a hub for progress

To be...

have the capability and confidence to lead

carve out a distinct, personal path

enhance the quality of life for all citizens

The Brand Essence

nationally competitive faculty who balance teaching and research

engaging learning experiences that span the globe

programs that reflect industry and academic needs

research opportunities that are unique to South, especially at the undergraduate level

faculty and staff who know and support their students

opportunities to shape South’s traditions and environment

spirited athletics and an emphasis on student involvement

an urban, coastal setting in and around the vibrant city of Mobile

an academic health system that delivers leading-edge medical research and high-quality patient care

resources that attract major national and international businesses to Mobile

educational access for students of diverse backgrounds and mindsets

creation of new knowledge, jobs, and companies

gain mentors who are academic leaders in their fields

collaborate with peers and learn from their unique perspectives

possess critical-thinking and creative problem-solving skills

apply concepts in real-life situations

form deep connections with a network of Jags

make a lasting, tangible impact inside and beyond the university

discover and strengthen their passions

explore and enjoy extraordinary opportunities around the Gulf Coast

create healthier communities and an educated populace

develop a significant regional innovation ecosystem

excel because of an education that’s accessible

enhance the economy as part of a skilled workforce
Our Positioning

**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 Creative Platform

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 playmakers 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.
**Personality**

**GENUINE**
Sincere in our words and actions.

**PROUD**
Exuding confidence and passion.

**PROGRESSIVE**
Constantly challenging ourselves to create and try new things.

**FRIENDLY**
Warm and welcoming, in a uniquely Southern way.

**INCLUSIVE**
Embracing the members of our community and a spirit of togetherness.

**DARING**
Taking calculated risks, unafraid to be different.

**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 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 Checklist**
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? Or are key messages buried?
- Is it appropriate for the intended audience?
- Do headlines convey our voice, or are they simply labeling content?
- Does it move beyond stating the facts to reveal something bigger about South?

**Colors**

<table>
<thead>
<tr>
<th>USA Blue</th>
<th>PMS 261 CMYK 100/65/36/30</th>
<th>RGB 0/92/92</th>
<th>HEX 060606</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA Red</td>
<td>PMS 193 CMYK 2/99/62/10</td>
<td>RGB 88/44/44</td>
<td>HEX F0E0B0</td>
</tr>
<tr>
<td>Light Blue</td>
<td>PMS 177 CMYK 0/54/38/0</td>
<td>RGB 225/128/119</td>
<td>HEX F88068</td>
</tr>
<tr>
<td>Pink</td>
<td>PMS 186 CMYK 100/90/13/71</td>
<td>RGB 7/29/73</td>
<td>HEX 007070</td>
</tr>
<tr>
<td>Orange</td>
<td>PMS 238 CMYK 50/60/31/0</td>
<td>RGB 130/206/178</td>
<td>HEX 00CCEE</td>
</tr>
<tr>
<td>Teal</td>
<td>PMS 249 CMYK 0/169/224</td>
<td>RGB 0/169/224</td>
<td>HEX 00A9E0</td>
</tr>
<tr>
<td>Yellow</td>
<td>PMS 438 CMYK 0/169/224</td>
<td>RGB 0/169/224</td>
<td>HEX 00A9E0</td>
</tr>
<tr>
<td>Brown</td>
<td>PMS 438 CMYK 0/169/224</td>
<td>RGB 0/169/224</td>
<td>HEX 00A9E0</td>
</tr>
</tbody>
</table>

**Typography**

**Jaguars**

Sofia Pro Family

This typeface is ideal for text, branding, signage, print and web design primarily for headlines.

**Jaguars**

Surveyor Display Family

Use this typeface primarily for body copy and select headlines.

**JAGUARS**

United Sans Condensed Family

Use this typeface carefully and in limited circumstances, such as callouts.

**Photography**

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

**Academics**

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

**Campus**

Our focus is on people, but 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.

USA brand resources are available at www.southalabama.edu/brand