OUR PROCESS

Discover
- Facilitate a kick-off meeting to initiate the project
- Review the background, collateral, and research provided
- Conduct interviews with leaders, faculty, staff, students, and alumni
- Perform a competitor audit
- Review other communications and marketing materials

Define
- Conduct a collaborative workshop with the core team to review insights and brainstorm ideas for messaging, voice, and personality
- Develop a preliminary strategy for messaging and communications flow
- Share the preliminary strategy with the core team
- Refine the strategy and submit it for final approval

Create
- Develop and share two creative concepts that bring the strategy to life
- Identify a single creative direction for further exploration and refinement
- Develop brand guidelines
PROJECT OBJECTIVES

- **Create** a consistent brand image and message
- **Tell** a compelling story
- **Shift** common misperceptions
- **Build** awareness and visibility
- **Advance** the reputation
- **Increase** differentiation
- **Attract** exceptional students
This effort aims to:

1. Capture what makes South unique.
This effort aims to:

1. Capture what makes South unique.
2. Rally South’s community.
This effort aims to:

1. Capture what makes South unique.
2. Rally South’s community.
3. Overturn uninformed perceptions.
Core Message
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 contributors who advance the Gulf Coast region and the world.
The University of South Alabama is... actively engaged contributors 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...

- a dynamic and ambitious community of leaders and learners who support and challenge one another

have the capability and confidence to lead

- carve out a distinct, personal path
- enhance the quality of life for all citizens

- 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
- develop a significant regional innovation ecosystem
- excel because of an education that’s accessible
- enhance the economy as part of a skilled workforce

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

- spirited athletics and an emphasis on student involvement
- opportunities to shape South’s traditions and environment
- 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
Our Creative Platform

GENUINE
Sincere in our words and actions.

FRIENDLY
Warm and welcoming, in a uniquely Southern way.

INCLUSIVE
Embracing the members of our 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.
Brand Narrative
It’s not just 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 are the University of South Alabama.
We are the University of South Alabama.
South for short.
South welcomes the blue-sky thinkers,
bold risk takers,
who want to start things today they’ll be proud of tomorrow.
OUR SOUTH, is what we create for ourselves,
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 the 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.
Creative Elements
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.
Alternate Lockups

UNIVERSITY OF SOUTH ALABAMA

UNIVERSITY OF SOUTH ALABAMA
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.
Our Colors

Primary

Supporting
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 Fonts

Sofia Pro family

*Use this typeface primarily for headlines.*

Surveyor Text family

*Use this typeface primarily for body copy and select headlines.*

United Sans Condensed Family

*Use this typeface for callouts.*
Audiences and Sample Tactics
The Best-Fit South Student

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

*Our message should reinforce:*
Everyone here finds the perfect place for them, with opportunities that foster their interests and people who support and challenge them along the way.
Start something today you’ll be proud of tomorrow.

Start in a place that supports and challenges you.
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.
Whatever you decide to do: MAKE IT JAGGY.
The University Community

- Leadership and administration (also for the Health System)
- Board of trustees
- 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.
The 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 region and our world.
The Potential Partners and Neighbors

80% of the teachers in our region graduated from one university.

South.

Last year, 45,000 vaccines were distributed to the Gulf Coast region by one university.

South.
The Potential Partners and Neighbors

1 in 3 regional doctors. One university.

Bright minds converge here.

We are a $2.5 billion economic engine.
The Influential Leaders

- Local and state government
- Media
- Peer schools
- National admissions organizations and counselors
- Ranking organizations

*Our message should reinforce:*
South makes a tremendous impact on the city, state, and region around us.
You are what you do.

We make a $2.5 billion wave along the Coast every single year. We are South.
Next Steps

• Finalize brand guidelines

• Determine format and timing for brand training

• Develop plan for brand launch