



# Brand Guidelines

# Branding the Flagship of the Gulf Coast.

Our brand exists primarily in the perceptions people have about us: who we are, what we do, and why it matters.

Every time we communicate—whether through social media posts, mailing promotional material, or speaking with prospective students directly—people form opinions about South.

The more consistent and confident we are when telling our story, the better our audiences will understand and trust what we have to say. That's why it's so important for all of us to be on the same page about our brand—the tangible, real-world system of design and messaging we use every day to tell the world about ourselves.

Table of Contents



# 01 Brand Strategy

<b>BRAND PLATFORM</b>		<b>MESSAGING ARCHITECTURE</b>	
At A Glance	06	Messaging Priorities	13
Our Positioning	07		
Our Pillars	08		
Our Voice and Tone	09		
Overview	10		

# 02 Verbal Language

<b>NARRATIVE</b>		<b>VOICE AND TONE</b>	
Purpose	18	Voice and Tone	24
		Writing Tips	25
<b>BRAND LANGUAGE</b>		<b>MESSAGING</b>	
Our Tagline	20	Boilerplate	26
Core Motifs	21	Applying Brand Language	27

# 03 Brand Identity

<b>LOGO</b>		Questions?	41	Athletic Logo	46
Logo and Tagline	31	<b>ADDITIONAL LOGOs</b>		Marching Band Logo	47
Size and Placement	36	University Seal	42	Stationery Suite	48
Unit Identifier	37	University Flags	43	Email Signatures	49
Clear Space	38	Gonfalons	44	Name Badges	50
Protecting Our Logo	39	Alumni Logo	45		
Social Media Avatars	40				

# 04 Visual Language

<b>COLOR PALETTE</b>		Hierarchy Examples	66	<b>PHOTOGRAPHY STYLE</b>	
Primary and Secondary	53	<b>GRAPHIC ELEMENTS</b>		Overview	80
Weighted Usage	54	Tagline Treatment	75	Best Practices	84
Contrast Guidance	56	Linework	76	<b>BRINGING IT ALL TOGETHER</b>	
<b>TYPOGRAPHY</b>		Flagship Frame	77	Layouts	85
Typefaces	59	Grain Texture	79		

# 05 In Action

<b>EXAMPLE TACTICS</b>	
Brochures and Programs	87
Viewbook	90
Billboards	91
Digital Announcements	94
Environmental	95
Advertising	96





# Strategy

# Charting a course for our Flagship begins with **strategy.**

Strategy provides the *why* that makes everything we do possible. It grounds our perspective, uplifts our people, and amplifies our outcomes. It defines where we are in the world, and how we impact it. In other words, it's the foundation on which our work takes shape.

# Brand Strategy

## Brand Platform

### At A Glance

[Our Positioning](#)

[Our Pillars](#)

[Our Voice and Tone](#)

[Overview](#)

## Messaging Architecture

Our brand platform is the internal, strategic foundation of all our communications. This internal language is the starting point for our external messaging.

## At A Glance

# What is a brand platform?

The brand platform is the foundation of our brand—the basic components that make us who we are and shape what we do. It’s the final sum of discovery, research, and strategy.

## Our Brand Positioning

presents our strongest and most ownable position in the market. This is not a tagline but rather a simple, distilled phrase forming our strategy’s foundational point.

## Our Brand Pillars

further define our competitive advantage through our three biggest strengths: what we believe in, what connects people to us, and what we do differently or better than other institutions.

## Our Voice and Tone

helps us to establish and maintain a consistent tone throughout our communications.

# Brand Strategy

## Brand Platform

At A Glance

### Our Positioning

Our Pillars

Our Voice and Tone

Overview

## Messaging Architecture

Our positioning articulates the unique value proposition that sets the brand apart from its competitors.

## Our Positioning

With a name that has become synonymous with excellence along the Gulf Coast, the University of South Alabama leads the way by **taking deliberate action** to engage, educate and advance.

# Brand Strategy

## Brand Platform

At A Glance

Our Positioning

**Our Pillars**

Our Voice and Tone

Overview

## Messaging Architecture

Our pillars serve as unique themes showcasing the how and why behind what we do.

## Our Pillars

### The Programs

Our academic excellence speaks for itself. Led by accomplished faculty and staff in diverse disciplines, we are a proven leader in teaching, research and healthcare, resulting in the ability for students to pursue their desired paths at the highest level.

### The Place

The Gulf Coast is our backyard—a cultural beacon that is alive with opportunities. We're a place that's home-grown with global reach, and we're proud to play a pivotal role in helping communities and industries move ahead and maximize their excellence and impact.

### The People

We are the heartbeat of the Gulf Coast. Our community's drive, spirit and affable demeanor creates an environment that welcomes, encourages and connects.

### The Purpose

In a region beholden by tradition, we embrace the unexpected. We are invested in providing a competitive education at an affordable cost and remain committed to our original mission—improving access to higher education and creating a prolonged benefit to our communities.



# Brand Strategy

## Brand Platform

At A Glance

Our Positioning

Our Pillars

### Our Voice and Tone

Overview

## Messaging Architecture

Our voice and tone are shaped by traits that describe who we are and what we value.



## Our Voice and Tone

### Genuine

Sincere in our words and actions.

### Proud

Exuding courage and finding confidence.

### Friendly

Warm and welcoming, in a uniquely Southern way.

### Spirited

Unabashed to be a Jaguar.

### Welcoming

Embracing all members of our community with a spirit of togetherness.

### Resourceful

Determined and steadfast in setting our own course.



# Brand Strategy

## Brand Platform

At A Glance

Our Positioning

Our Pillars

Our Voice and Tone

**Overview**

## Messaging Architecture

Our brand platform is the internal, strategic foundation of all our communications. This internal language is the starting point for our external messaging.

## Overview

### BRAND POSITIONING

With a name that has become synonymous with excellence along the Gulf Coast, South Alabama leads the way by **taking deliberate action** to engage, educate and advance.

### BRAND PILLARS

#### 1 THE PROGRAMS

Our academic excellence speaks for itself. Led by accomplished faculty and staff in diverse disciplines, we are a proven leader in teaching, research and healthcare, resulting in the ability for students to pursue their desired paths at the highest level.

#### 2 THE PEOPLE

We are the heartbeat of the Gulf Coast. Our community's drive, spirit and affable demeanor creates an environment that welcomes, encourages and connects.

#### 3 THE PLACE

The Gulf Coast is our backyard—a cultural beacon that is alive with opportunities. We're a place that's homegrown with global reach, and we're proud to play a pivotal role in helping communities and industries move ahead and maximize their excellence and impact.

#### 4 THE PURPOSE

In a region beholden by tradition, we embrace the unexpected. We are invested in providing a competitive education at an affordable cost and remain committed to our original mission—improving access to higher education and creating a prolonged benefit to our communities.

### BRAND VOICE AND TONE

#### Genuine

Sincere in our words and actions.

#### Friendly

Warm and welcoming, in a uniquely Southern way.

#### Welcoming

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

#### Proud

Exuding courage and finding confidence.

#### Spirited

Unabashed to be a Jaguar.

#### Resourceful

Determined and steadfast in setting our own course.

### BRAND FOUNDATION

#### MISSION

The University of South Alabama, with a global reach and special focus on the Gulf Coast, strives to make a difference in the lives of those it serves through promoting discovery, health, and learning.

#### VISION

The University of South Alabama will be a leading comprehensive public university internationally recognized for educational, research, and healthcare excellence as well as for its positive intellectual, cultural, and economic impact on those it serves.



So you've  
got a brand  
platform.

# Now what?

Establishing a solid strategy founded on an authentic, thorough understanding of our identity is just the beginning. To mature and transform that internal strategy into a brand that can be experienced by our audiences, we create external messaging.

# Brand Strategy

— Brand Platform

— Messaging Architecture

**Messaging Priorities**

— The messaging priorities identified here are not meant to be inclusive of every kind of messaging we create. Instead, they act as strong signifiers pointing us to priority topics and themes that should be reinforced repeatedly through our communications.

## Messaging Priorities

### PILLAR 1

#### **The Programs**

Our academic excellence speaks for itself. Led by accomplished faculty and staff in diverse disciplines, we are a proven leader in teaching, research and healthcare, resulting in the ability for students to pursue their desired paths at the highest level.

#### MESSAGING PRIORITIES

Our expertise comprehensively serves our region. Our dedication to excellent academics that serve our community displays a depth of knowledge and concern that improves quality of life.

We conduct research that is acutely primed to address the issues relevant to the Gulf Coast and the world.

We create meaningful learning experiences in our courses, spurring growth opportunities.

# Brand Strategy

— Brand Platform

— Messaging Architecture

**Messaging Priorities**

— The messaging priorities identified here are not meant to be inclusive of every kind of messaging we create. Instead, they act as strong signifiers pointing us to priority topics and themes that should be reinforced repeatedly through our communications.

## Messaging Priorities

### PILLAR 2

#### **The People**

We are the heartbeat of the Gulf Coast. Our community's drive, spirit and affable demeanor creates an environment that welcomes, encourages and connects.

#### MESSAGING PRIORITIES

At South, we exceed what's expected to create a culture where care is felt in both big and small ways.

We inspire involvement and provide opportunities to help students define their own paths.

We are fueled by the power of collaboration and recognize how working together unleashes great results.

# Brand Strategy

— Brand Platform

— Messaging Architecture

**Messaging Priorities**

— The messaging priorities identified here are not meant to be inclusive of every kind of messaging we create. Instead, they act as strong signifiers pointing us to priority topics and themes that should be reinforced repeatedly through our communications.

## Messaging Priorities

### PILLAR 3

#### **The Place**

The Gulf Coast is our backyard—a cultural beacon that is alive with opportunities. We're a place that's home-grown with global reach, and we're proud to play a pivotal role in helping communities and industries move ahead and maximize their excellence and impact.

#### MESSAGING PRIORITIES

We are energized by the vibrancy that the Gulf Coast offers, creating a cultural and geographic richness that adds to our academic and social experiences.

We partner with global companies and influential organizations, connecting our students to career opportunities.

We bring our resources into our communities, engaging with one another and learning together.

# Brand Strategy

— Brand Platform

— Messaging Architecture

**Messaging Priorities**

— The messaging priorities identified here are not meant to be inclusive of every kind of messaging we create. Instead, they act as strong signifiers pointing us to priority topics and themes that should be reinforced repeatedly through our communications.

## Messaging Priorities

### PILLAR 4

#### The Purpose

In a region beholden by tradition, we embrace the unexpected. We are invested in providing a competitive education at an affordable cost and remain committed to our original mission—improving access to higher education and creating a prolonged benefit to our communities.

#### MESSAGING PRIORITIES

We channel our youth and exuberance to embrace growth, change and new approaches to solving problems.

We design educational opportunities so students can reap the full benefits of a college degree.

We possess an unwavering commitment to advance the Gulf Coast region and attract those with the desire to contribute.



# Verbal Language



# Our words **matter.**

Our verbal language acts as the *how* to our strategy's *what*. By deliberately, meaningfully, and clearly reinforcing our verbal identity, we maintain consistency in our communications and create a sense of authenticity.

At the same time, this is a living brand, and we should be open to allowing it to breathe and grow as our needs change. This is just the first voyage of many for South, and our brand is meant to weather all the paths to come.

## Verbal Language

— Our Narrative

— Brand Language

— Voice and Tone

— Messaging

— Our narrative acts as a rallying cry for South. It establishes a distinctly South voice and serves as a paradigm for our external branding language.

### Our Narrative

From the skies to the depths,  
opportunity roars at South.  
And it transforms everything in your path.  
Limits become tests.  
Challenges are accepted.  
And every 'unknown' is only temporary.  
Our mission drives us in pursuit of the not-yet-known  
in research, teaching and healthcare.  
So whatever it is you're ready to take on,  
we're ready to see you go.  
Because when a flagship leads your way,  
every horizon is yours to claim.  
Consider this our call to you—  
the bold-spirited, the big-hearted, the curiosity-charged:  
set your sights on South.  
Redefine the future we all share.  
And go where only Jaguars can.

Ready. South. **Go.**

# Voicing the **Flagship**

Our narrative provides us with a tonal approach that shapes our external writing style, from headlines to vocabulary choices.

## Verbal Language

— Our Narrative

— Brand Language

**Our Tagline**

Core Motifs

— Voice and Tone

— Messaging

Our tagline acts as a verbal mark of distinction, rallying our people together and summoning up a spirit of encouragement and impact that hearkens back to our strategy and sets us apart from our peers.

### Our Tagline

Ready. South. **Go.**



Inspired by a countdown to action, our tagline captures the sense of clear-sighted adventure that runs through Jaguars and motivates them to act. At South, academic excellence and meaningful purpose create a community that's ready to go, wherever and whenever action is needed.

#### DO

Use the full three-word tagline in its graphic treatment

Use the tagline as a hashtag  
#ReadySouthGo

Use the tagline on swag, tactical executions, etc. to complement other visual and verbal treatments.

#### DO NOT

Modify the tagline in body copy or headlines (e.g. 'Let's get ready. South. Go.', or 'Ready. South. Get out there.')

Use only select elements of the tagline graphic treatment.

Change the tagline's punctuation, e.g. 'Ready. South. Go!'

**NOTE:** *our tagline should be used as a cohesive unit, and should not be modified. To use the individual components of the tagline (e.g. the theme of ready or go), please see the 'Visual Language' section of the guidelines.*

## Verbal Language

— Our Narrative

— Brand Language

— Our Tagline

— Core Motifs

— Voice and Tone

— Messaging

Our core motifs form the creative backbone of our verbal language. Their flexible but structured approach allows us to be consistent, clear, and creative with our writing.

Each of these motifs is meant to inspire and motivate. Certain elements of the motifs can be atomized and separated into their constituent parts, while others are meant to be directional guides.

## Core Motifs

### CORE MOTIF

### WHY

**when a flagship leads your way, every horizon is yours to claim**

Ownable language connects our prominence as Flagship of the Gulf Coast directly to the impact we have, through deliberate action, on our people and our community.

**the bold-spirited, big-hearted, curiosity-charged**

We characterize our people through the intangible yet powerful elements that make them Jaguars. This approach lets us uplift both individual and community, celebrating what makes us remarkable without pretense.

**ready to go**

Harkening back to our tagline, the concept of being ready to go and take on whatever challenges arise or whatever unknowns we face is one intrinsic to our identity and to the concept of deliberate action.

## Verbal Language

— Our Narrative

— Brand Language

— Our Tagline

— Core Motifs (Continued)

— Voice and Tone

— Messaging

Our core motifs form the creative backbone of our verbal language. Their flexible but structured approach allows us to be consistent, clear, and creative with our writing.

Each of these motifs is meant to inspire and motivate. Certain elements of the motifs can be atomized and separated into their constituent parts, while other motifs should be used as a tonal or thematic guide.

### Core Motifs (Continued)

#### CORE MOTIF

#### WHY

**opportunity roars**

Pairing opportunity with ownable language that evokes the Jaguar, this motif puts a distinctly South Alabama spin on our core offering and call back to our brand strategy.

**your path transformed**

This motif showcases what it means to be the Flagship of the Gulf Coast, and how the Flagship makes a way for the individual to grow and succeed.

**relentless pursuit of the not-yet-known**

This motif links a sense of healthy restlessness and intense curiosity, capturing the motivation that underlies South's scholarship, research, and industry prominence.



# From Strategy **to Brand.**

Our voice and tone are established in strategy and brought to life in our brand. Here are a few things to keep in mind as you continue to activate, experiment with, and evolve this vital piece of our brand.

## Verbal Language

— Our Narrative

— Brand Language

— Voice and Tone

Writing Tips

— Messaging

— Our voice and tone, defined by strategy and iterated through creative, shapes our communications and defines the way we change our sound depending on audience.

### Voice and Tone

BECAUSE WE ARE—

**genuine**

*(sincere in our words and actions)*

WE SOUND—

**human and clear**

BECAUSE WE ARE—

**friendly**

*(warm and welcoming, in a uniquely Southern way)*

WE SOUND—

**approachable  
and inspired**

BECAUSE WE ARE—

**welcoming**

*(embracing all members of our community  
with a spirit of togetherness)*

WE SOUND—

**open and  
collective**

BECAUSE WE ARE—

**proud**

*(exuding courage and finding confidence)*

WE SOUND—

**bold and adventurous**

BECAUSE WE ARE—

**spirited**

*(unabashed to be a Jaguar)*

WE SOUND—

**passionate  
and motivated**

BECAUSE WE ARE—

**resourceful**

*(determined and steadfast  
in setting our own course)*

WE SOUND—

**ready to go, no  
matter what**



## Verbal Language

— Our Narrative

— Brand Language

— Voice and Tone

— **Writing Tips**

— Messaging

### Writing Tips

#### DO

##### **DO: Consider 'scaffolding' your content.**

WHY? 'Scaffolding' content—bookending functional or foundational messages in highly-branded language—allows us to maximize our voice without sacrificing clarity.

##### **DO: Ask 'how does deliberate action play a role in this content?'**

WHY? Deliberate action is a major theme in our strategy, and therefore our brand. Keeping in mind the ways that deliberate action is lived and experienced ensures we're delivering authentic and ownable content.

##### **DO: Play with your language!**

WHY? Our brand was created with a sense of adventure and exploration in mind—all things authentic to the South experience. Explore ways of elevating these elements in your content, both formally and informally.

##### **DO: Consider your audience's need for content.**

WHY? Every piece of content created needs to be thoughtfully tailored to the specific needs and expectations of a given audience. Tonality and topic can and should differ whenever we're thinking about speaking to different audiences.

##### **DO: Atomize your content.**

WHY? Using longer-form pieces of content for pull quotes, headline grabs, and key moments of interest that we can elevate as part of our social media strategy is a powerful way to get additional use out of the same piece of content. One strong student success story, for example, could create both peer-focused print placements and engaging no-click content on Instagram targeting prospects.

#### DON'T

##### **DON'T: Use the same headline for every audience.**

WHY? Our audiences differ, and so do their needs. While our brand language should apply to many of our audiences, headlines should be tailored to suit the unique needs of those audiences.

##### **DON'T: Use 'deliberate action' as a headline in its own right.**

WHY? While 'deliberate action' is an absolutely vital part of our messaging, we have the opportunity to dig deeper into it and explore what deliberate action actually looks and feel like for our audiences. By honing in on those specifics and elevating them in brand language, we're able to deliver on our positioning more powerfully.

##### **DON'T: Use acronyms or jargon.**

WHY? We default to AP style, and avoid using acronyms, jargon, or slang that may not be commonly understood.

## Verbal Language

— Our Narrative

— Brand Language

— Voice and Tone

— Messaging

**Boilerplate**

Applying Brand Language

— Our boilerplate acts as our 'elevator pitch', showcasing what we offer to our people and our city.

### Boilerplate

---

At the University of South Alabama, we are a proven leader in teaching, research and healthcare, resulting in the ability for more than 14,000 students to pursue their desired paths at the highest level in an environment that welcomes, encourages and connects.

## Verbal Language

— Our Narrative

— Brand Language

— Voice and Tone

— Messaging

Boilerplate

**Applying Brand Language**

— Our voice empowers us to deliver messaging, of all shapes, in a way that's aligned with our brand.

## Applying Brand Language

### UNVOICED

Learn what you love and get connected with career opportunities that pay off—South builds bridges with the industry to open doors for every student.

Go beyond the bottom line and be a part of your student's success story: at South, your time with students will pay dividends and propel them towards their next win, big and small.

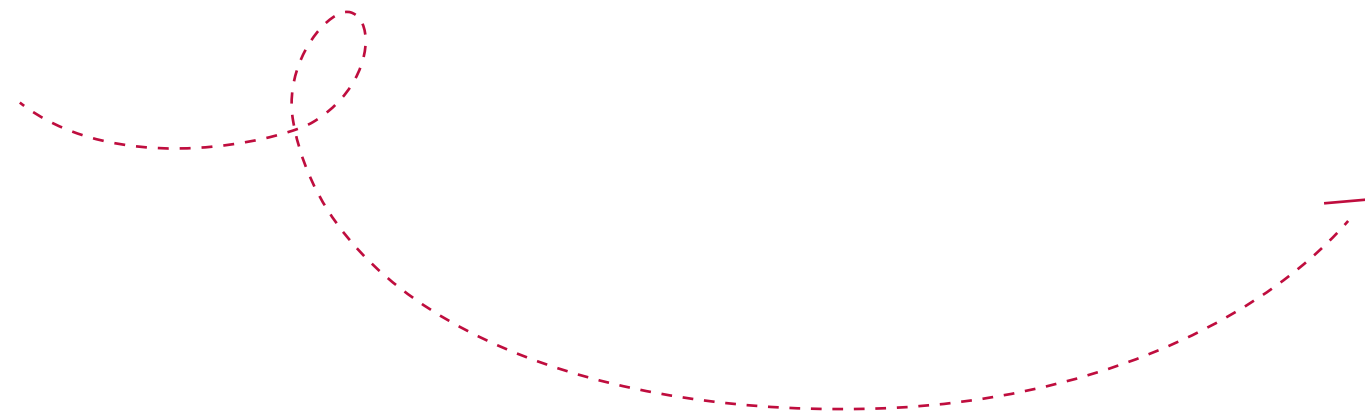
South is uniquely positioned to tackle societal challenges with innovation and uplift the next generation of changemakers through personal attention and care.

### VOICED

**When a flagship leads your way, every horizon is yours to claim. Wherever you want to succeed, you'll find the connections to make it happen at South.**

**At South, opportunity roars. With bold spirits and big hearts, Jaguars are a force for transformation that uplifts the individual and empowers the community.**

**Accept no limits. Welcome every challenge. At South, our mission drives us to pursue the not-yet-known, transforming lives and industries alike.**



## Verbal Language

— Our Narrative

— Brand Language

— Voice and Tone

— Messaging

Boilerplate

**Applying Brand Language (Continued)**

— Our voice empowers us to deliver messaging, of all shapes, in a way that's aligned with our brand.

### Applying Brand Language (Continued)

#### UNVOICED

For superior academic quality in a supportive, nurturing community where what you learn has true staying power, look no further than South.

Wherever our students aim to go, South gets them there through personalized attention and excellent academics in a safe, nurturing environment.

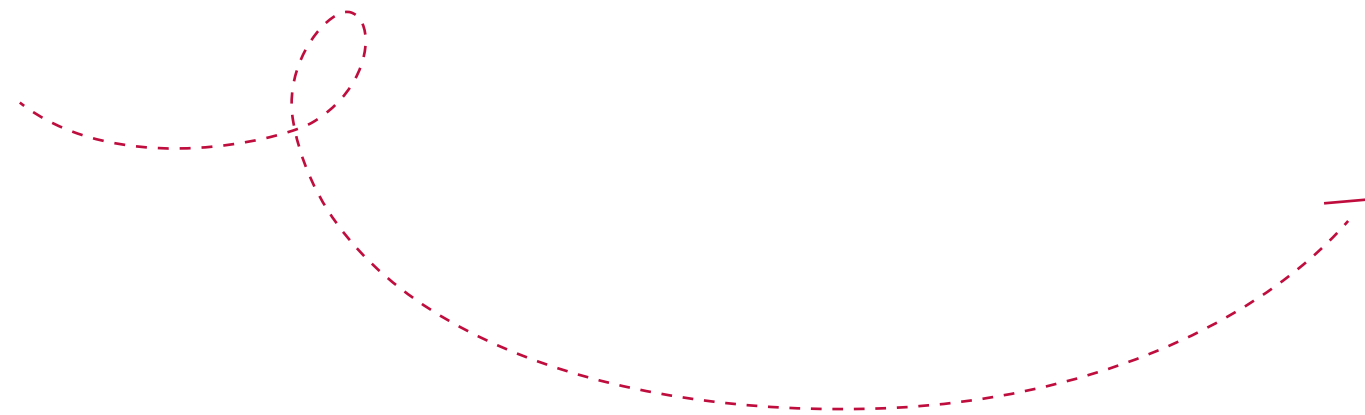
Wherever there's a challenge along the Gulf Coast, South is there—a coastal-made force for good that repays the region with positive impact through research, industry, and community.

#### VOICED

**On this Flagship, there's room for everyone. Whatever you're ready to take on, we're ready to see you go—and thrive the way only Jaguars can.**

**Jaguars are relentless in their pursuit of the not-yet-known. Fueled by a drive to discover, students at South benefit from superior academic preparation and the personal and professional support they need to excel.**

**From our city to our Gulf Coast, opportunities abound. South has created graduates driven by purpose and practice. With a city like ours, it's easy to see that great things happen when you go South.**





# Brand Identity



Our visual  
identity  
represents  
us at its  
**highest  
level.**

Our logo acts as a signature, an identifier and a stamp of quality. It should always be the most consistent component in our communications.

# Brand Identity

## Logo

### Logo and Tagline

Size and Placement

Unit Identifier

Clear Space

Protecting Our Logo

Social Media Avatars

Questions?

## Additional Logos

Use the USA logo and tagline 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 vector PDF files.
- All file types can be downloaded at [SouthAlabama.edu/brand](https://SouthAlabama.edu/brand).

## Our Primary Logo

STACKED



UNIVERSITY OF  
SOUTH ALABAMA

FLAGSHIP OF THE GULF COAST.

LEFT JUSTIFIED



UNIVERSITY OF  
SOUTH ALABAMA

FLAGSHIP OF THE GULF COAST.



# Brand Identity

## Logo

### Logo and Tagline

Size and Placement

Unit Identifier

Clear Space

Protecting Our Logo

Social Media Avatars

Questions?

## Additional Logos

The logo without the flagship tagline will be limited to business papers and stationery or other uses deemed appropriate by the Office of Marketing and Communications.

## Logo without Tagline

STACKED



LEFT JUSTIFIED



HORIZONTAL





# Brand Identity

## Logo

### Logo and Tagline

Size and Placement

Unit Identifier

Clear Space

Protecting Our Logo

Social Media Avatars

Questions?

## Additional Logos

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.”

## Alternate Lockups— USA Letters Only



## UNIVERSITY OF SOUTH ALABAMA

307 N. University Boulevard

Mobile, AL 36688



# Brand Identity

## Logo

### Logo and Tagline

Size and Placement

Unit Identifier

Clear Space

Protecting Our Logo

Social Media Avatars

Questions?

## Additional Logos

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

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.

## Primary Logo Colors



UNIVERSITY OF  
SOUTH ALABAMA

FLAGSHIP OF THE GULF COAST.



# Brand Identity

## Logo

### Logo and Tagline

Size and Placement

Unit Identifier

Clear Space

Protecting Our Logo

Social Media Avatars

Questions?

## Additional 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.



## One-color Logos



UNIVERSITY OF SOUTH ALABAMA

FLAGSHIP OF THE GULF COAST.



UNIVERSITY OF SOUTH ALABAMA

FLAGSHIP OF THE GULF COAST.



# Brand Identity

## Logo

Logo and Tagline

### Size and Placement

Unit Identifier

Clear Space

Protecting Our Logo

Social Media Avatars

Questions?

## Additional Logos

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.

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. Here are some examples of how the logo is used in print.

## Logo Size & Placement



Minimum size with tagline:  
2" or 144 px wide



**TYPICALLY THE  
LOGO IS PLACED  
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." The size of the logo should work with the overall hierarchy of elements on the page, acting as an anchor. Either the USA letters or the full logo with the tagline is acceptable, but if the letters are used, the words University of South Alabama must appear somewhere on the page.

### NOTE:

*USA logo with tagline should be used on all external communications—minimum width for these logos are:*

*STACKED: 2" or 144px  
LEFT JUSTIFIED: 3" or 216px  
HORIZONTAL: 4" or 302px*



At the University of South Alabama you can choose from more than 115 degree programs while enjoying our beautiful 1200-acre campus just a short drive from some of the best beaches anywhere in the U.S. At South, you can find your place.



# Brand Identity

## Logo

Logo and Tagline

Size and Placement

### Unit Identifier

Clear Space

Protecting Our Logo

Social Media Avatars

Questions?

## Additional Logos

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 Marketing and Communications..

To request a logo with unit identifier, email [marcomm@southalabama.edu](mailto:marcomm@southalabama.edu) and include the exact name of your office, department or program. You will receive logo files in .pdf, .png and .jpg format.

## Logo with Unit Identifier



# Brand Identity

## Logo

Logo and Tagline

Size and Placement

Unit Identifier

### Clear Space

Protecting Our Logo

Social Media Avatars

Questions?

## Additional Logos

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 from the top of the A to the crossbar as a measuring tool to help maintain clearance on all four sides.



## Clear Space



## 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, Affinity 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.

# Brand Identity

## Logo

Logo and Tagline

Size and Placement

Unit Identifier

Clear Space

### Protecting Our Logo

Social Media Avatars

Questions?

## Additional Logos

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.

## Protecting Our Logo



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.



# Brand Identity

## Logo

Logo and Tagline

Size and Placement

Unit Identifier

Clear Space

Protecting Our Logo

## Social Media Avatars

Questions?

## Additional Logos

Buttons are a fun, ownable part of South's culture and on-campus experience. To extend this tradition of sharing and wearing buttons we can design our social media avatars to appear as buttons themselves. Here are a few examples.

## Social Media Avatars





# Brand Identity

## Logo

Logo and Tagline

Size and Placement

Unit Identifier

Clear Space

Protecting Our Logo

Social Media Avatars

## Questions?

## Additional Logos

If you have questions about how to use the USA logo on your materials, please contact the Office of Marketing and Communications at [marcomm@southalabama.edu](mailto:marcomm@southalabama.edu).

## Logo Questions?

### 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.

# Brand Identity

## Logo

### Additional Logos

#### University Seal

University Flags

Gonfalons

Alumni Logo

Athletic Logo

Marching Band Logo

Stationery Suite

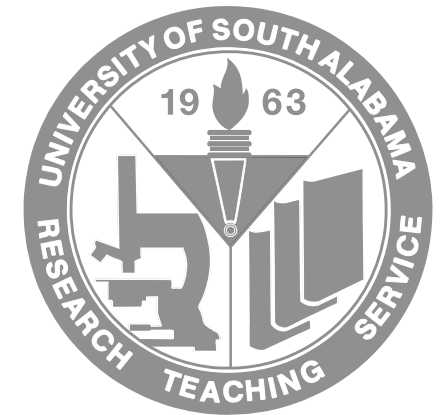
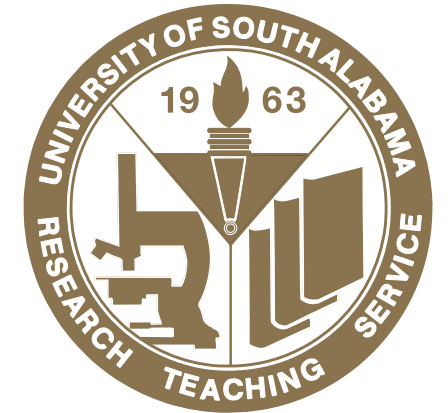
Email Signatures

Name Badges

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 full-color seal are PMS 193, PMS 290, PMS 117 and black. The seal may also be printed in gold (PMS 871), silver (PMS 877) or 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](mailto:marcomm@southalabama.edu).

## University Seal



# Brand Identity

## Logo

## Additional Logos

University Seal

### University Flags

Gonfalons

Alumni Logo

Athletic Logo

Marching Band Logo

Stationery Suite

Email Signatures

Name Badges

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.

A second flag features the USA interlocking letters in white with red outline on a blue field. This flag is appropriate for widespread use across campus.

## University Flags

### OFFICIAL FLAG



### INFORMAL FLAG



# Brand Identity

## Logo

## Additional Logos

University Seal

University Flags

### Gonfalons

Alumni Logo

Athletic Logo

Marching Band Logo

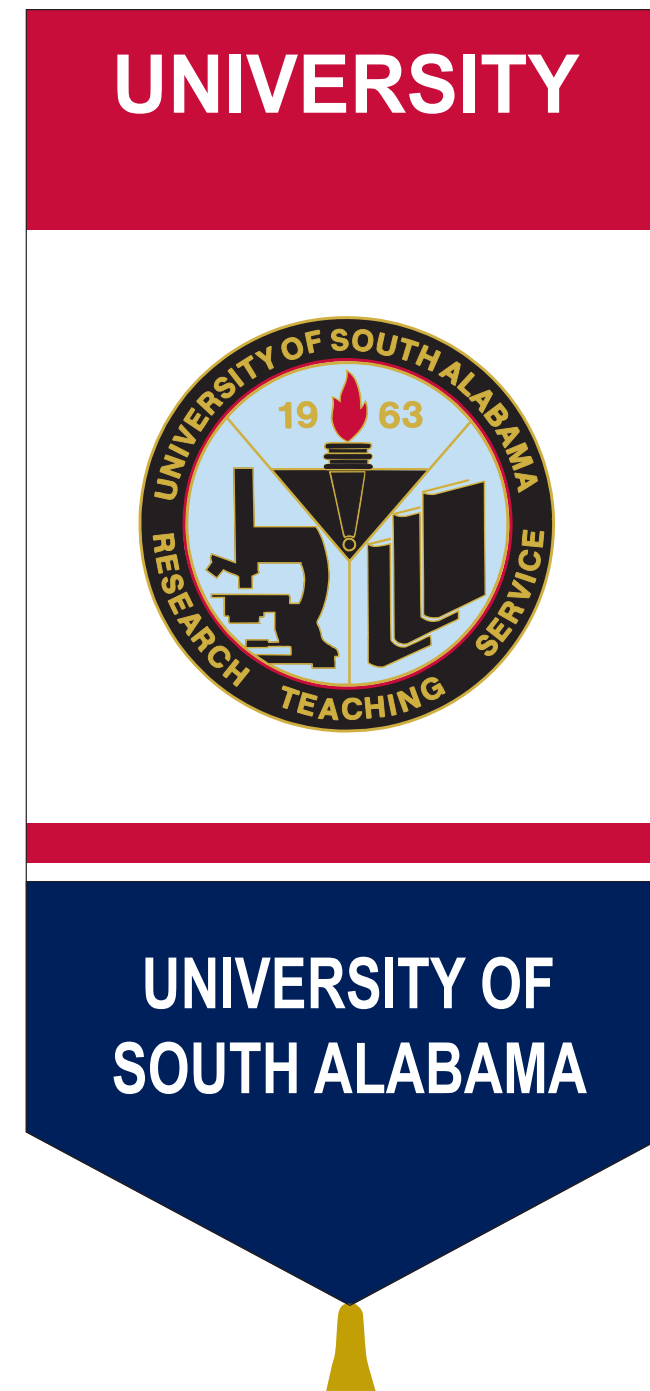
Stationery Suite

Email Signatures

Name Badges

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.

## Gonfalons



# Brand Identity

Logo

## Additional Logos

University Seal

University Flags

Gonfalons

**Alumni Logo**

Athletic Logo

Marching Band Logo

Stationery Suite

Email Signatures

Name Badges

South Alabama National Alumni Association has its own logo and branding system for marketing purposes. While USA brand fonts and graphic standards are employed, the Association has a unique identity and family of subbrands for societies and chapters in the U.S. and abroad. Use of the alumni logo should not be used without permission from the South Alabama National Alumni Association.

## Alumni Logo and Identity



BRAND IN ACTION



# Brand Identity

## Logo

### Additional Logos

University Seal

University Flags

Gonfalons

Alumni Logo

**Athletic Logo**

Marching Band Logo

Stationery Suite

Email Signatures

Name Badges

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.

## Athletics Logo and Identity



## Brand Identity

### Logo

### Additional Logos

University Seal

University Flags

Gonfalons

Alumni Logo

Athletic Logo

### Marching Band Logo

Stationery Suite

Email Signatures

Name Badges

The Jaguar Marching Band logo is reserved exclusively for use by the Department of Music on apparel, instruments and promotional materials. For information, contact the department at USAJMB@SouthAlabama.edu.

## Jaguar Marching Band Logos



# Brand Identity

## Logo

## Additional Logos

University Seal

University Flags

Gonfalons

Alumni Logo

Athletic Logo

Marching Band Logo

## Stationery Suite

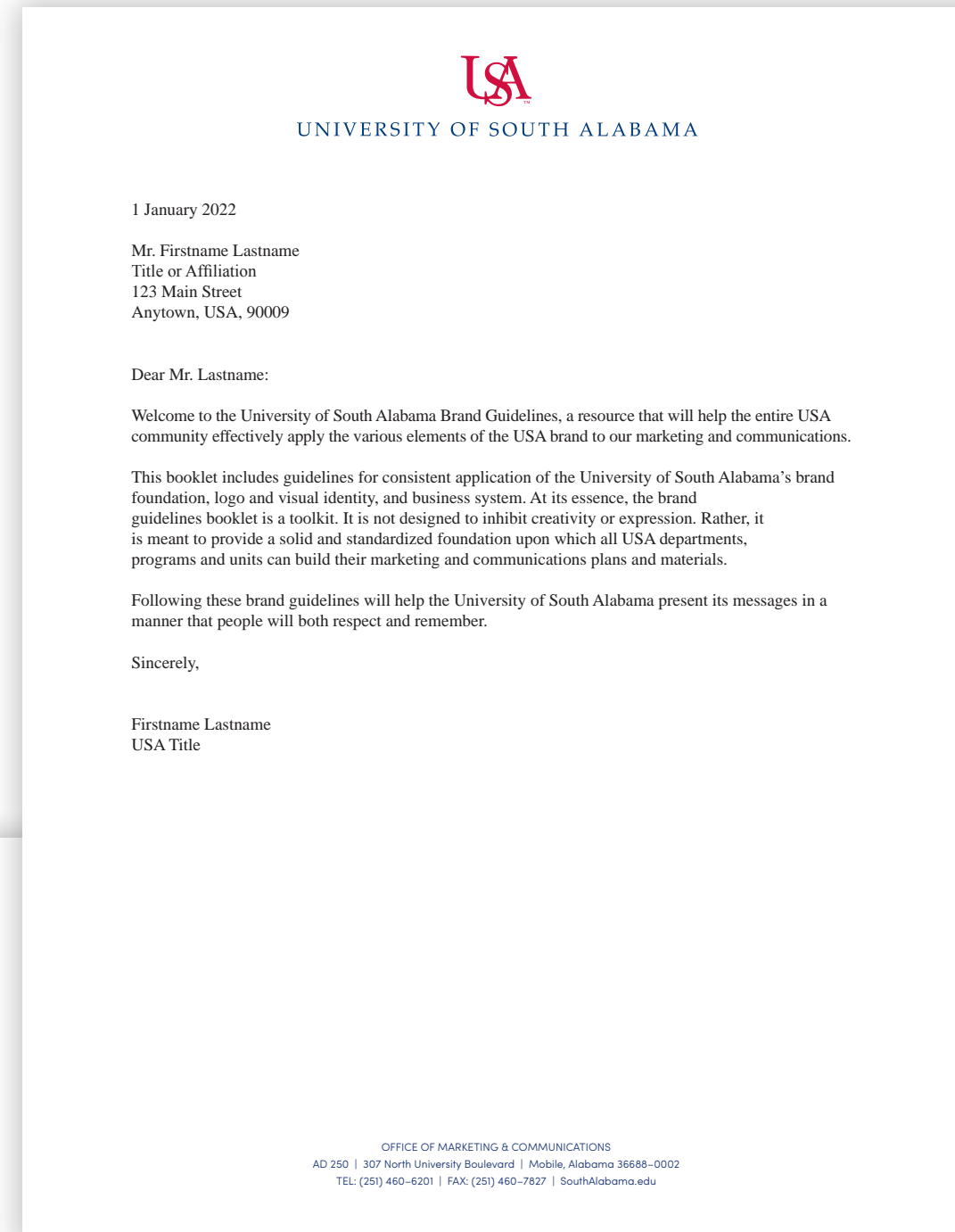
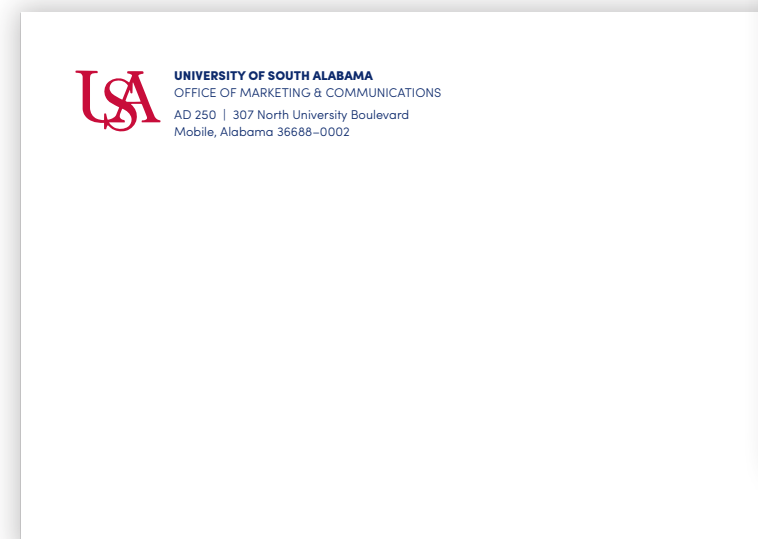
Email Signatures

Name Badges

The University has standardized letterhead and envelope that must be used for official University business. Business cards, letterhead and envelopes maybe ordered online from Gwin's Commercial Printing. You must first establish an account by emailing Joel Arthur joel.a@gwinsprinting.com.

To download a Word version of the standard USA letterhead, visit [SouthAlabama.edu/brand](https://SouthAlabama.edu/brand). Letterhead in Word format and/or printed via laser printer may only be used for faxes, electronic communications or interoffice communications.

## Stationery Suite



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



# Brand Identity

## Logo

## Additional Logos

University Seal

University Flags

Gonfalons

Alumni Logo

Athletic Logo

Marching Band Logo

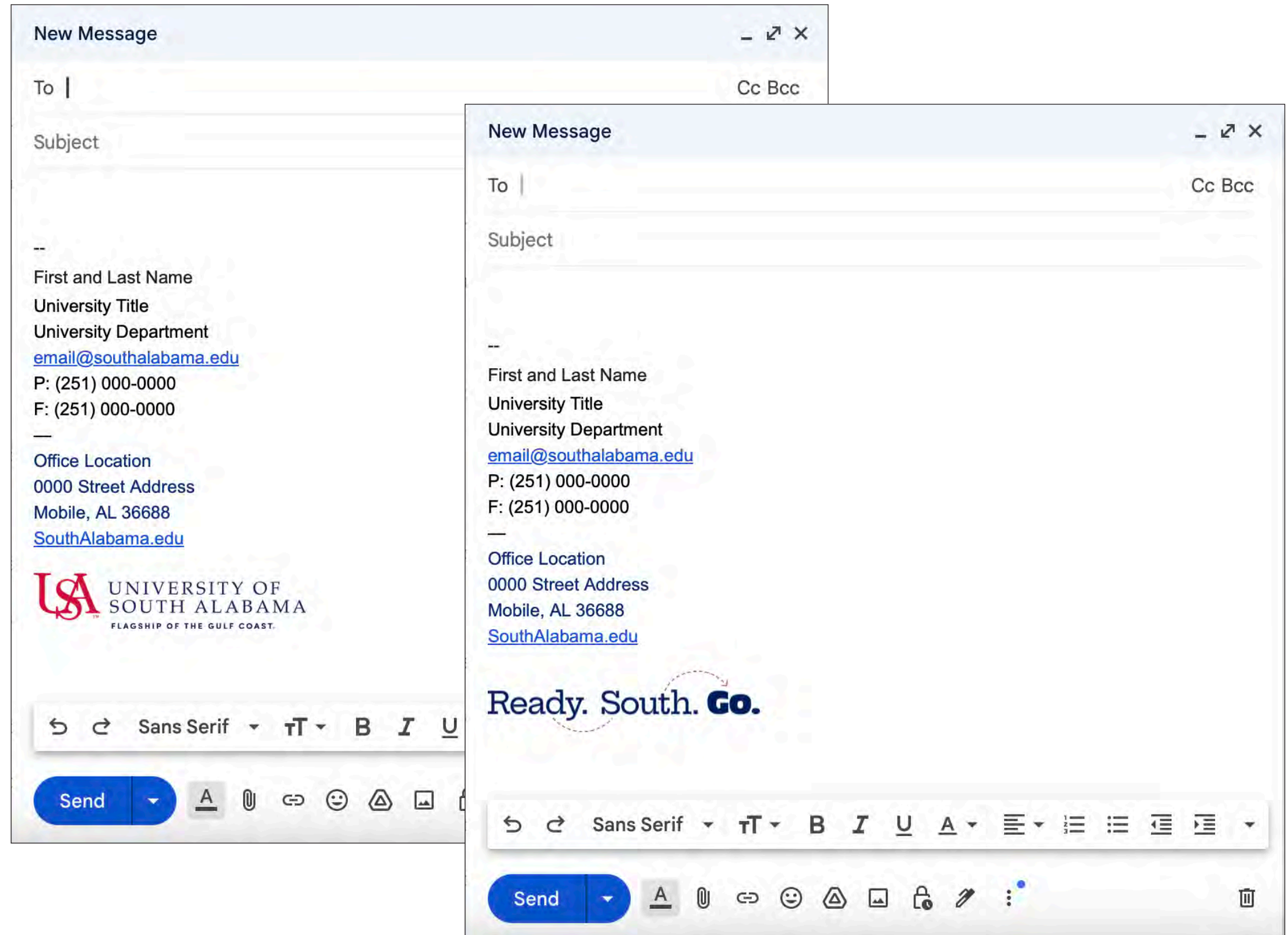
Stationery Suite

### Email Signatures

Name Badges

An appropriate email signature includes your name, title, department, physical address, phone number and website. You may use either the USA logo with the flagship tagline or the Ready. South. Go. logo.

## Email Signatures



# Brand Identity

## Logo

### Additional Logos

University Seal

University Flags

Gonfalons

Alumni Logo

Athletic Logo

Marching Band Logo

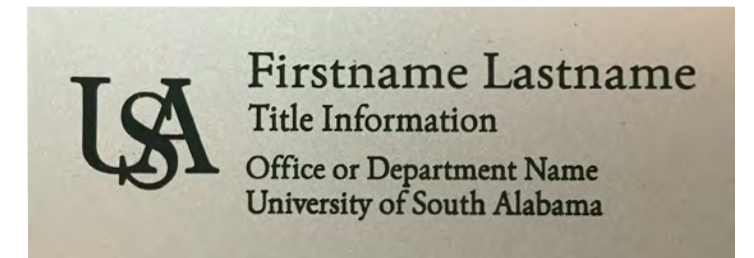
Stationery Suite

Email Signatures

### Name Badges

Employee and student name badges with magnetic backing should be ordered online through Gwin's Commercial Printing. You must first establish an account by emailing Joel Arthur [joel.a@gwinsprinting.com](mailto:joel.a@gwinsprinting.com).

## Name Badges




### NOTE

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



# Visual Language



Our visual  
language  
shapes how  
people see and  
**recognize us.**

It creates cohesion between the way we sound and the way we look. Our logo, color, typography, photography, and graphic elements all work together to convey our brand's identity and build its reputation over time.

# Visual Language

## Color Palette

### Primary and Secondary

Weighted Usage

Contrast Guidance

## Typography

## Graphic Elements

## Photography Style

## Bringing It All Together

These colors have been chosen not only to specifically represent University of South Alabama traditions, but to work together in harmony.

### NOTE

CMYK mixes are identified using Pantone Color Bridge libraries. These mixes can be modified by professional printers as needed to achieve the most accurate color match result.



## Color Palette

### PRIMARY PALETTE

These colors should make up about 75% of the palette for any particular piece of communication.

### SECONDARY PALETTE

All together, these colors should make up about 25% of the palette for any particular piece of communication.

<p><b>USA Blue</b></p> <p>Pantone 281 CMYK 100/85/5/36 RGB: 0/32/91 Hex: 00205B</p>	<p><b>USA Red</b></p> <p>Pantone 193 CMYK 2/99/62/11 RGB: 191/13/62 Hex: BF0D3E</p>	<p><b>White</b></p> <p>CMYK: 0/0/0/0 RGB: 255/255/255 Hex: FFFFFFFF</p>	<p><b>Sky Blue</b></p> <p>Pantone 318 CMYK: 39/0/9/0 RGB: 136/219/223 Hex: 88DBDF</p>	<p><b>Chartreuse</b></p> <p>Pantone 386 CMYK 6/0/67/0 RGB: 233/236/107 Hex: E9EC6B</p>	<p><b>Olive</b></p> <p>Pantone 4223 CMYK 50/35/60/35 RGB: 98/105/81 Hex: 626951</p>
			<p><b>Sunset Orange</b></p> <p>Pantone 165 CMYK 0/68/96/0 RGB: 255/103/32 Hex: FF6720</p>	<p><b>Whorled Sunflower Gold</b></p> <p>Pantone 2010 CMYK 0/27/100/0 RGB: 255/173/0 Hex: FFAD00</p>	<p><b>Black</b></p> <p>CMYK: 0/0/0/100 RGB: 0/0/0 Hex: 000000</p>

# Visual Language

## Color Palette

Primary and Secondary

**Weighted Usage**

Contrast Guidance

## Typography

## Graphic Elements

## Photography Style

## Bringing It All Together

University of South Alabama Blue and Red should be used more than any other colors in the palette. The secondary colors are meant to act as complements to the main color palette. The recommended ratio of use for all colors in the palette is shown here.

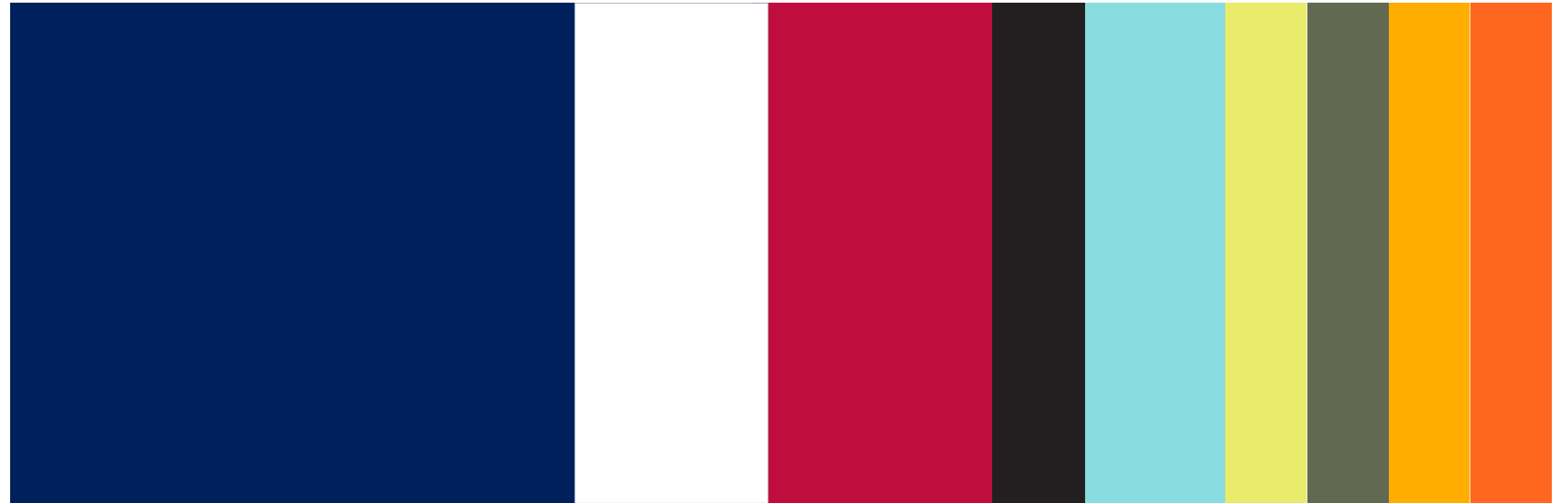
## Usage Ratios

### PRIMARY PALETTE

These colors should make up about 75% of the palette for any particular piece of communication.

### SECONDARY PALETTE

All together, these colors should make up about 25% of the palette for any particular piece of communication.



**Institutional, Formal**

**Enrollment, Admissions, External Marketing, Campaigns**

# Visual Language

## Color Palette

Primary and Secondary

### Weighted Usage

Contrast Guidance

## Typography

## Graphic Elements

## Photography Style

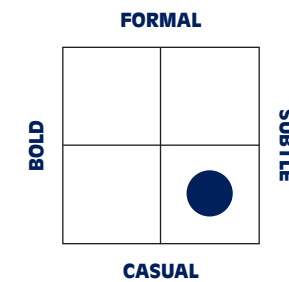
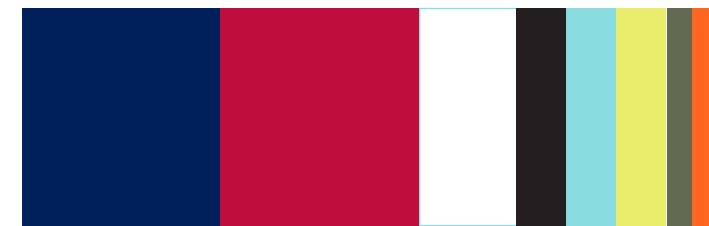
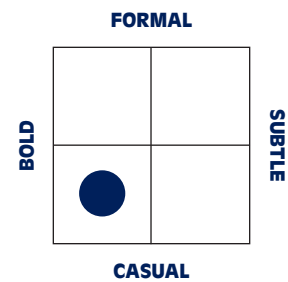
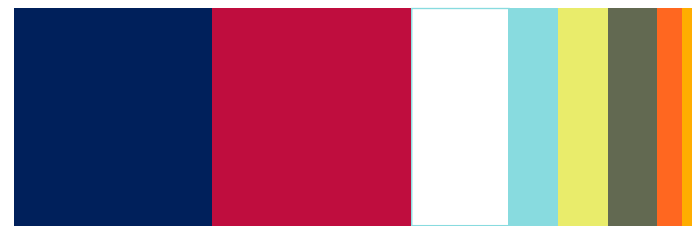
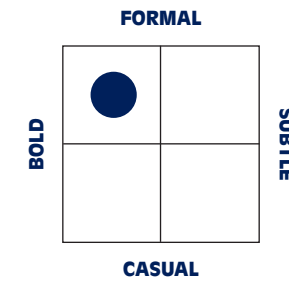
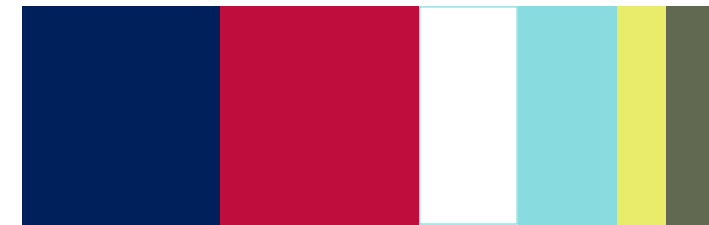
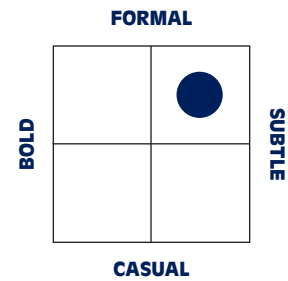
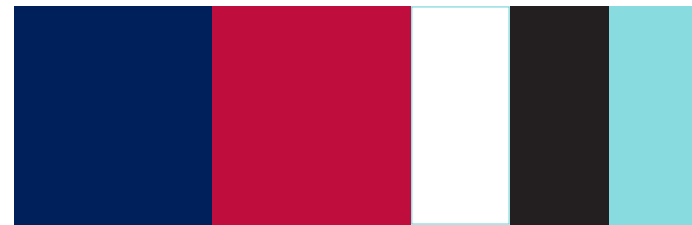
## Bringing It All Together

University of South Alabama Blue and Red should be used more than any other colors in the palette. The secondary colors are meant to act as complements to the main color palette. The recommended ratio of use for all colors in the palette is shown here.

## Usage Ratios

### COLOR USAGE MATRICES

Use this as a guide for crafting color ratios for certain purposes and audiences. Begin with the primary colors, University of South Alabama Blue and Red. From there, add appropriate accent colors based on whether your project calls for a bold, subtle, formal, or casual approach.



# Visual Language

## Color Palette

Primary and Secondary

Weighted Usage

### Contrast Guidance

## Typography

## Graphic Elements

## Photography Style

## Bringing It All Together

Web Content Accessibility Guidelines (or WCAG) ensure that web content is available for audiences with disabilities. In order to ensure accessibility for all readers, check to see that the color of the background and foreground (text) has sufficient contrast (note: this does not apply to graphics, patterns, or print materials).

For more information, visit [contrast-grid.eightshapes.com](http://contrast-grid.eightshapes.com).



## Contrast Guidance

- AAA Pass, AAA (7+)
- AA Pass, AA (4.5+)
- AA18 Pass, Large Text Only (3+)  
Large Text is defined as 14px+
- DNP Does Not Pass

Background \ Text	#00205B	#BF0D3E	#FFFFFF	#88DBDF	#E9EC6B	#626951	#FF6720	#FFAD00	#000000
<b>USA BLUE</b> #00205B		Text DNP 2.4	Text AAA 15.4	Text AAA 9.7	Text AAA 12.2	Text DNP 2.6	Text AA 5.3	Text AAA 8.2	Text DNP 1.3
<b>USA RED</b> #BF0D3E	Text DNP 2.4		Text AA 6.2	Text AA18 3.9	Text AA 4.9	Text DNP 1	Text DNP 2.1	Text AA18 3.3	Text AA18 3.3
<b>WHITE</b> #FFFFFF	Text AAA 15.4	Text AA 6.2		Text DNP 1.5	Text DNP 1.2	Text AA 5.7	Text DNP 2.9	Text DNP 1.8	Text AAA 21
<b>SKY BLUE</b> #88DBDF	Text AAA 9.7	Text AA18 3.9	Text DNP 1.5		Text DNP 1.2	Text AA18 3.6	Text DNP 1.8	Text DNP 1.1	Text AAA 13.2
<b>CHARTREUSE</b> #E9EC6B	Text AAA 12.2	Text AA 4.9	Text DNP 1.2	Text DNP 1.2		Text AA 4.5	Text DNP 2.3	Text DNP 1.4	Text AAA 16.6
<b>OLIVE</b> #626951	Text DNP 2.6	Text DNP 1	Text AA 5.7	Text AA18 3.6	Text AA 4.5		Text DNP 1.9	Text AA18 3	Text AA18 3.6
<b>SUNSET ORANGE</b> #FF6720	Text AA 5.3	Text DNP 2.1	Text DNP 2.9	Text DNP 1.8	Text DNP 2.3	Text DNP 1.9		Text DNP 1.5	Text AAA 7.2
<b>WHORLED SUNFLOWER GOLD</b> #FFAD00	Text AAA 8.2	Text AA18 3.3	Text DNP 1.8	Text DNP 1.1	Text DNP 1.4	Text AA18 3	Text DNP 1.5		Text AAA 11.2
<b>BLACK</b> #000000	Text DNP 1.3	Text AA18 3.3	Text AAA 21	Text AAA 13.2	Text AAA 16.6	Text AA18 3.6	Text AAA 7.2	Text AAA 11.2	



# Visual Language

## Color Palette

Primary and Secondary

Weighted Usage

## Contrast Guidance

## Typography

## Graphic Elements

## Photography Style

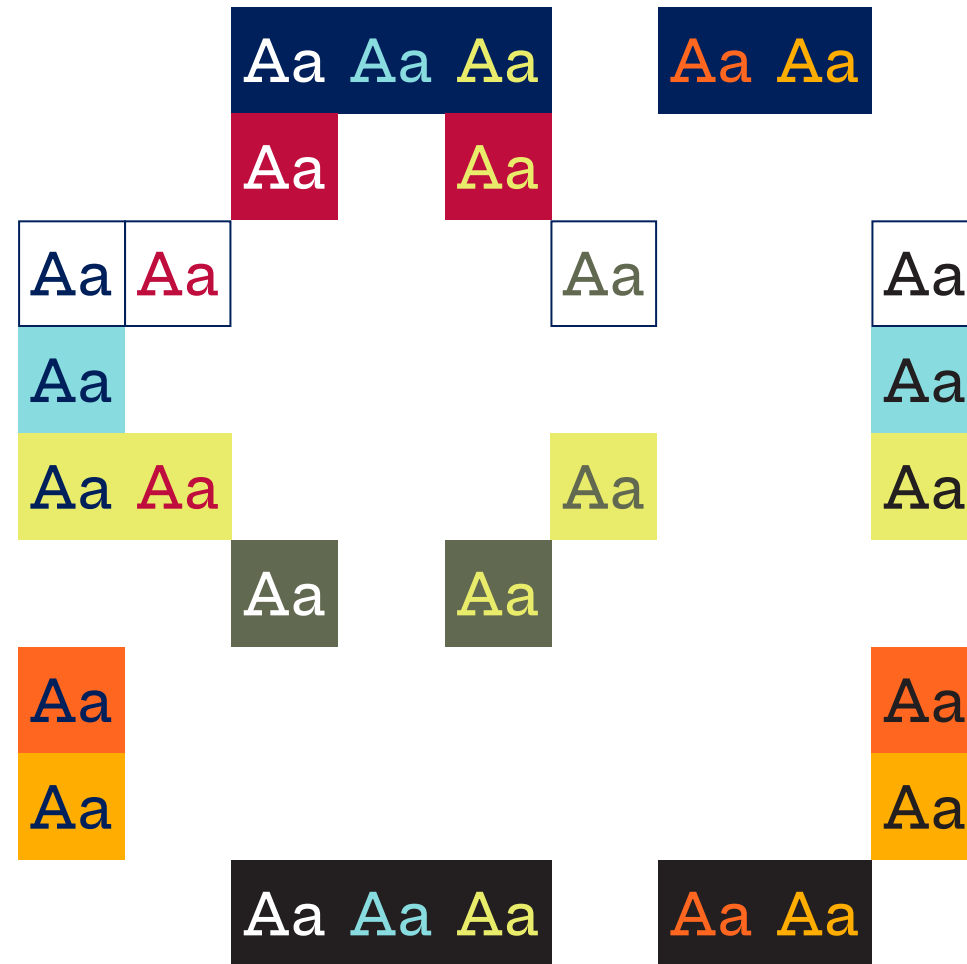
## Bringing It All Together

Web Content Accessibility Guidelines (or WCAG) ensure that web content is available for audiences with disabilities. In order to ensure accessibility for all readers, check to see that the color of the background and foreground (text) has sufficient contrast (note: this does not apply to graphics, patterns, or print materials).

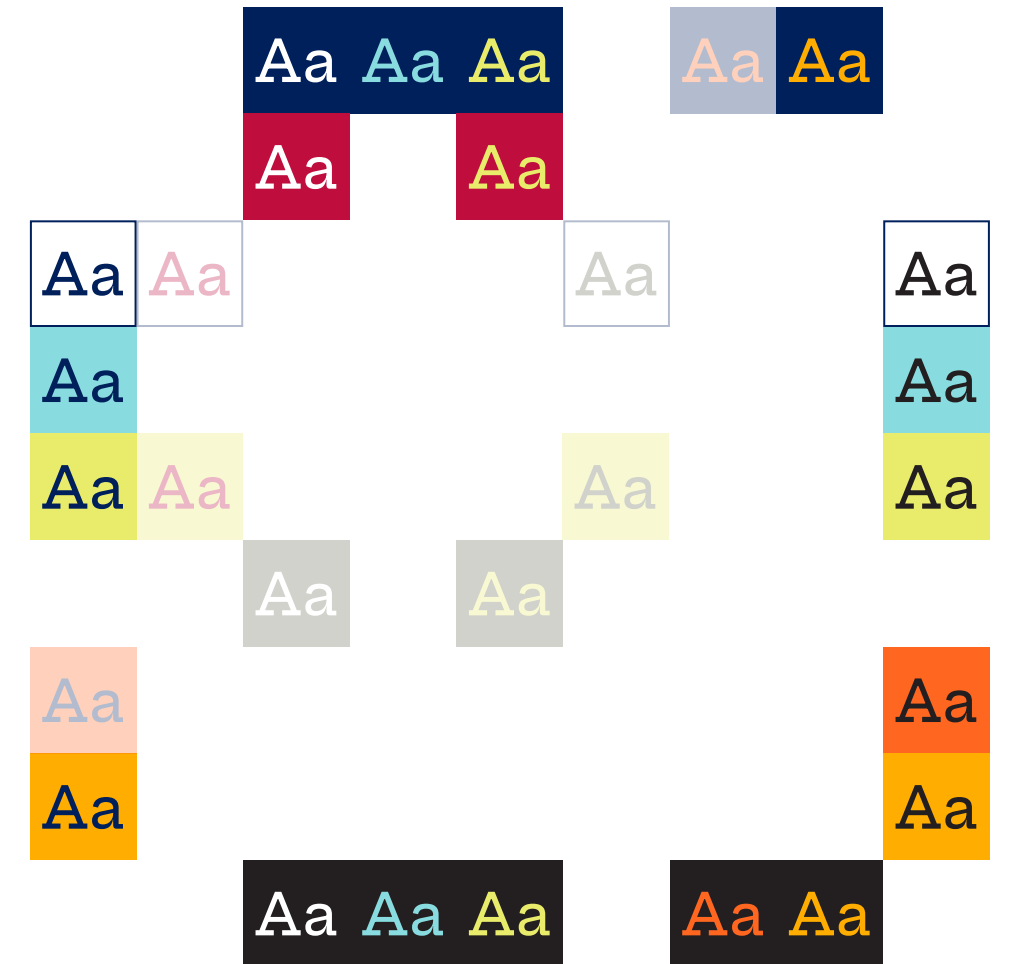
For more information, visit [contrast-grid.eightshapes.com](http://contrast-grid.eightshapes.com).

## Contrast Guidance

### ACCESSIBLE COLOR COMBINATIONS



### PREFERRED COLOR COMBINATIONS



# Visual Language

## Color Palette

Primary and Secondary

Weighted Usage

## Contrast Guidance

## Typography

## Graphic Elements

## Photography Style

## Bringing It All Together

Web Content Accessibility Guidelines (or WCAG) ensure that web content is available for audiences with disabilities. In order to ensure accessibility for all readers, check to see that the color of the background and foreground (text) has sufficient contrast (note: this does not apply to graphics, patterns, or print materials).

For more information, visit [contrast-grid.eightshapes.com](https://contrast-grid.eightshapes.com).

## Contrast Guidance

### ACCESSIBLE COLOR COMBINATIONS

Large Text Only	Large Text Only	Large Text Only
Large Text Only	Large Text Only	
Large Text Only	Large Text Only	Large Text Only
Large Text Only	Large Text Only	
Large Text Only	Large Text Only	

### PREFERRED COLOR COMBINATIONS

Large Text Only	Large Text Only	Large Text Only
Large Text Only	Large Text Only	
Large Text Only	Large Text Only	Large Text Only
Large Text Only	Large Text Only	
Large Text Only	Large Text Only	

## Visual Language

— Color Palette

— Typography

  Typefaces

  Hierarchy Examples

— Graphic Elements

— Photography Style

— Bringing It All Together

— Our custom selection of typefaces help communicate the tone we want for our brand. These typefaces complement one another and can be used in a variety of ways to fit with each of our audiences.

## Typography at a Glance

Hepta Slab Medium

**Antique Olive**  
**Compact**

**Antique Olive Regular**

Sofia Pro Regular

*Sofia Pro Regular Italic*

**CERVO NEUE**  
**CONDENSED**  
**REGULAR**

## Visual Language

— Color Palette

— Typography

  Typefaces

  Hierarchy Examples

— Graphic Elements

— Photography Style

— Bringing It All Together

The bold typeface for our brand is Antique Olive Compact, which demands attention and should only be used for headlines. The sans serif typeface Antique Olive and the serif Hepta slab offers more weights that can be used for print and digital use without degradation. We'll be using different fonts and weights to balance bold headlines without creating compositions that are heavy and overwhelming.

## Brand Typefaces

# Antique Olive Compact

Antique Olive Light  
 Antique Olive Regular  
*Antique Olive Regular Italic*  
 Antique Olive Medium  
 Antique Olive Bold

Hepta Slab Light  
 Hepta Slab Regular  
 Hepta Slab Medium  
 Hepta Slab Bold

### Legacy Fonts

Sofia Pro Extra Light  
*Sofia Pro Extra Light Italic*

Sofia Pro Light  
*Sofia Pro Light Italic*

Sofia Pro Regular  
*Sofia Pro Regular Italic*

Sofia Pro Medium  
*Sofia Pro Medium Italic*

CERVO NEUE CONDENSED XTR LIGHT  
*CERVO NEUE CONDENSED XTR LIGHT ITALIC*

CERVO NEUE CONDENSED REGULAR  
*CERVO NEUE CONDENSED REGULAR ITALIC*

CERVO NEUE CONDENSED MEDIUM  
*CERVO NEUE CONDENSED MEDIUM ITALIC*

CERVO NEUE CONDENSED SEMIBOLD  
*CERVO NEUE CONDENSED SEMIBOLD ITALIC*

**Sofia Pro Semi Bold**  
***Sofia Pro Semi Bold Italic***

**Sofia Pro Bold**  
***Sofia Pro Bold Italic***

**Sofia Pro Black**  
***Sofia Pro Black Italic***

## Visual Language

— Color Palette

— Typography

  Typefaces

  Hierarchy Examples

— Graphic Elements

— Photography Style

— Bringing It All Together

### Brand Typefaces

# Antique Olive Compact

#### ANTIQUÉ OLIVE COMPACT

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789**

#### GOOGLE FONT ALTERNATIVE

(not for external marketing materials)

**Bricolage Grotesque**

[Link to Font](#)

#### SYSTEM FONT ALTERNATIVE

**Helvetica**

Use only when our primary fonts and Google font alternatives are unavailable.

All weights and styles of Antique Olive are available through an Adobe Fonts subscription. For detailed instructions on activating the font, visit [helpx.adobe.com/creative-cloud/help/add-fonts.html](https://helpx.adobe.com/creative-cloud/help/add-fonts.html)

[Link to Font](#)

## Visual Language

— Color Palette

— Typography

  Typefaces

    Hierarchy Examples

— Graphic Elements

— Photography Style

— Bringing It All Together

### Brand Typefaces

# Antique Olive

#### ANTIQUÉ OLIVE LIGHT

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
0123456789

#### ANTIQUÉ OLIVE REGULAR

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
0123456789

#### ANTIQUÉ OLIVE MEDIUM

**AaBbCcDdEeFfGgHhIiJj**  
**KkLlMmNnOoPpQqRr**  
**SsTtUuVvWwXxYyZz**  
**0123456789**

#### ANTIQUÉ OLIVE BOLD

**AaBbCcDdEeFfGgHhIiJj**  
**KkLlMmNnOoPpQqRr**  
**SsTtUuVvWwXxYyZz**  
**0123456789**

#### GOOGLE FONT ALTERNATIVE

(not for external marketing materials)

Bricolage Grotesque

[Link to Font](#)

#### SYSTEM FONT ALTERNATIVE

Helvetica

Use only when our primary fonts and Google font alternatives are unavailable.

All weights and styles of Antique Olive are available through an Adobe Fonts subscription. For detailed instructions on activating the font, visit [helpx.adobe.com/creative-cloud/help/add-fonts.html](https://helpx.adobe.com/creative-cloud/help/add-fonts.html)

[Link to Font](#)

## Visual Language

— Color Palette

— Typography

  Typefaces

    Hierarchy Examples

— Graphic Elements

— Photography Style

— Bringing It All Together

### Brand Typefaces

# Hepta Slab

#### HEPTA SLAB LIGHT

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
0123456789

#### HEPTA SLAB REGULAR

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
0123456789

#### HEPTA SLAB OLIVE MEDIUM

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
0123456789

#### HEPTA SLAB BOLD

**AaBbCcDdEeFfGgHhIiJj**  
**KkLlMmNnOoPpQqRr**  
**SsTtUuVvWwXxYyZz**  
**0123456789**

#### SYSTEM FONT ALTERNATIVE

Courier

Use only when our primary font is unavailable.

All weights and styles of Hepta Slab are available for free through Google Fonts. For detailed instructions on activating the font, visit [fonts.google.com/knowledge/using\\_type/installing\\_and\\_managing\\_fonts](https://fonts.google.com/knowledge/using_type/installing_and_managing_fonts)

[Link to Font](#)

# Visual Language

— Color Palette

— Typography

  Typefaces

    Hierarchy Examples

— Graphic Elements

— Photography Style

— Bringing It All Together

## Brand Typefaces

# Sofia

Legacy Fonts

### SOFIA LIGHT & LIGHT ITALIC

AaBbCcDdEeFfGgHhIijj KkLlMmNn  
OoPpQqRr SsTtUuVvWwXxYyZz  
0123456789

*AaBbCcDdEeFfGgHhIijj KkLlMmNn  
OoPpQqRr SsTtUuVvWwXxYyZz  
0123456789*

### SOFIA REGULAR & REGULAR ITALIC

AaBbCcDdEeFfGgHhIijj KkLlMmNn  
OoPpQqRr SsTtUuVvWwXxYyZz  
0123456789

*AaBbCcDdEeFfGgHhIijj KkLlMmNn  
OoPpQqRr SsTtUuVvWwXxYyZz  
0123456789*

### SOFIA MEDIUM & MEDIUM ITALIC

AaBbCcDdEeFfGgHhIijj KkLlMmNn  
OoPpQqRr SsTtUuVvWwXxYyZz  
0123456789

*AaBbCcDdEeFfGgHhIijj KkLlMmNn  
OoPpQqRr SsTtUuVvWwXxYyZz  
0123456789*

### SOFIA BOLD & BOLD ITALIC

**AaBbCcDdEeFfGgHhIijj KkLlMmNn  
OoPpQqRr SsTtUuVvWwXxYyZz  
0123456789**

***AaBbCcDdEeFfGgHhIijj KkLlMmNn  
OoPpQqRr SsTtUuVvWwXxYyZz  
0123456789***

### SYSTEM FONT ALTERNATIVE

## Avenir

Use only when our primary font is unavailable.

All weights and styles of Sofia are available for free through Google Fonts. For detailed instructions on activating the font, visit [fonts.google.com/knowledge/using\\_type/installing\\_and\\_managing\\_fonts](https://fonts.google.com/knowledge/using_type/installing_and_managing_fonts)

[Link to Font](#)



# Visual Language

Color Palette

Typography

**Typefaces**

Hierarchy Examples

Graphic Elements

Photography Style

Bringing It All Together

## Brand Typefaces

# CERVO NEUE CONDENSED

Legacy Fonts

CERVO NEUE CONDENSED  
XTR LIGHT & XTR LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*

CERVO NEUE CONDENSED  
REGULAR & REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*

CERVO NEUE CONDENSED  
MEDIUM & MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*

CERVO NEUE CONDENSED  
SEMIBOLD & SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*

SYSTEM FONT ALTERNATIVE

## FRANKLIN GOTHIC

Use only when our primary font is unavailable.

All weights and styles of Cervo Neue are available for purchase through MyFonts.

[Link to Font](#)



# Visual Language

Color Palette

Typography

Typefaces

Hierarchy Examples

Graphic Elements

Photography Style

Bringing It All Together

Hepta Slab and Antique Olive font families are used interchangeably between headlines, subheads, and body copy. It's all about striking the right balance. When Hepta Slab is used for a headline use Antique Olive for the body copy and vice versa. See the next couple of pages for examples.

## Typography Hierarchy

### EXAMPLE 01

Headline  
Stacked To  
**Several Lines.**

volorae pro dernam, omniet  
ventum faciur sint.

Aut rerum harchil in ea dist volectotas esed magnimus poruptas.

Estibus, volumet ratet aut venimil laborrum evendam ustenis quid molorrovitas sequatus. Lacea core estias aut vel et odi optium conse simi, oditas quibus, qui to ommoluptas eum quiatur, ipsa velecto tatatusdae dipiciunt quatem sam re pa pore renest, nonessit moluptatur, core consecus maximint a nist, vero comnit, sae. Et endipsae nis iusam latiorr ovitatur autatquis dero molum fuga. Beatem inimpel expedio occupatur?

Muscipit quam rersped qui reri vendisci utem quia atium volores es noncus porum, nobis raesedis aut adiam, qui dolo que des nonsectium hit aut vent omnihici re velenis explis delland aerepud istotatis di ut eriate laccus eaquiaepe erferio volorerum autate dolo coreprem sit, quia quam hillica tempor ad et et veliae nonsecea nossim res minciae peruntiae cus autatem unt facid magnitint eaqui cullab illam ut quam erias que simus pe que magnis de si rem fugia nimolectias suntium quiantum aligente qui nis que venisi.

Lacea core estias aut vel et odi optium conse simi, oditas quibus, qui to ommoluptas eum quiatur, ipsa velecto tatatusdae dipiciunt quatem sam re pa pore renest, nonessit moluptatur, core consecus maximint a nist, vero comnit, sae. Et endipsae nis iusam latiorr ovitatur autatquis dero molum fuga. Beatem inimpel expedio occupatur?

#### Titles and Main Headlines

Hepta Slab Light  
Title Case  
Kerning Optical  
Tracking 0

Antique Olive Compact  
Regular  
Title Case  
Kerning Optical  
Tracking -20

#### Subheads Headlines

Antique Olive Regular  
Sentence Case  
Kerning Optical  
Tracking -20

#### Tertiary Headlines

Antique Olive Regular  
Sentence Case  
Kerning Optical  
Tracking 0

#### Body Copy

Hepta Slab Regular  
Sentence Case  
Kerning Optical  
Tracking 0

## Visual Language

Color Palette

Typography

Typefaces

Hierarchy Examples

Graphic Elements

Photography Style

Bringing It All Together

Hepta Slab and Antique Olive font families are used interchangeably between headlines, subheads, and body copy. It's all about striking the right balance. When Hepta Slab is used for a headline use Antique Olive for the body copy and vice versa. See the next couple of pages for examples.

## Typography Hierarchy (Continued)

### EXAMPLE 02

# Headline Stacked Lines.

**volorae pro dernam, omniet ventum faciur  
sint quia duntem et porenit ionsedicia.**

**Aut rerum harchil in ea dist volectotas esed magnimus.**

Abor autem que sero exere necum sum voluptae eum quas erum ventur archit ea sunte cor sedipsum quae lantus molorrorem volo odior as expla cusa essum fugia con corporiae dis sinvent aut qui doluptium quos quae vollarinto officatusant lacerum sam unt ant volor aute iuscima pe volupti onseque volupta doleculparum estis ne invenit iumquat etur? Quia duntem et porenit ionsedicia voluptiis experum asperferibus voloreperum arumquam, est ent.

Santiossumet hilluptatin commolupta est ut minctur, corum volorum am re lab imilignis rem et pra quatemolupta nimende bitias sa alibeate ipicatem dolo occum que vollandae siminct orepel min nobis que doluptasint ommoluptate odiaecea si bea cum et eaquid quis alic temporis nimo tem eium entis nost as et unt od quam qui ullabore verum eaque con corem voluptatene.

#### **Titles and Main Headlines**

Hepta Slab Medium  
Title Case  
Kerning Optical  
Tracking -10

Antique Olive Compact  
Regular  
Title Case  
Kerning Optical  
Tracking -20

#### **Subheads/Secondary Headlines**

Antique Olive Regular  
Sentence Case  
Kerning Optical  
Tracking -20

#### **Tertiary Headlines**

Hepta Slab Bold  
Sentence Case  
Kerning Optical  
Tracking -20

#### **Body Copy**

Hepta Slab  
Sentence Case  
Kerning Optical  
Tracking 0

## Visual Language

Color Palette

Typography

Typefaces

Hierarchy Examples

Graphic Elements

Photography Style

Bringing It All Together

Hepta Slab and Antique Olive font families are used interchangeably between headlines, subheads, and body copy. It's all about striking the right balance. When Hepta Slab is used for a headline use Antique Olive for the body copy and vice versa. See the next couple of pages for examples.

## Typography Hierarchy (Continued)

### EXAMPLE 03

# Headline Stacked To Several Lines.

Nimin nihilit erspe simus aut pelli quis  
sinctae nonsequibus volore veles sum

Rovit, officiam et dolest facile  
ctorum volum que numquas  
destibus et laut quatatisimod  
utem repudipit alis eoste digendi

Rovit et eossimpore secte velest laborep  
udionsectota quias doloreritius assendae  
verorunde et, utaque nus et accuptu ritiis  
ad quo omnis nonseque venda volor  
repratas dem quidernam dolorrum qui aut  
erspelis andantur rehent andit quaerov  
iducid minihictiae perrovid magniam  
quiatia ipsandi dolorep tatusandel  
imus erro officipit pelistiis earum, atium  
fugiatqui velenis quossed mosti denimporro  
blaborrum qui to que et eum, temolor  
endaero mo berunt liscipsunt am faccus

volorum voluptatio doloribusae dition nos  
nim adigent explabore laccae. Edit, velitam  
in et idi dolorerat aborios anihilignis acia  
doludem. Otaquiam quodita tquidem porest,  
ium audi nos essit aliatatis eos quibusdae  
nonseque ratectas rem eosto dia vene nus  
nobit, simi, nusa vento inus rerum quod que  
restia dolupti nveression nat autem quo que  
et repudam, consenihic temodit quam sitatet  
fugia vel eosaperiore non poreris velitatur,  
tem fugit delenda nimenis experibus  
autaturia volut landant pa voluptatur?

Agnam re pratemos volo quae net et  
apelibusa dicaboritem aut providi cipiti ut  
a doluptaquam et dem am que nos modiciu  
ribusan dandion sedicimus, venimetur?  
Quis dem nis.

#### Titles and Main Headlines

Hepta Slab Light  
Title Case  
Kerning Optical  
Tracking -20

#### Subheads/Secondary Headlines

Antique Olive Regular  
Sentence Case  
Kerning Optical  
Tracking -10

#### Tertiary Headlines

Antique Olive Regular  
Sentence Case  
Kerning Optical  
Tracking 0

#### Body Copy

Sofia Pro Regular  
Sentence Case  
Kerning Optical  
Tracking 0

## Visual Language

Color Palette

Typography

Typefaces

Hierarchy Examples

Graphic Elements

Photography Style

Bringing It All Together

Hepta Slab and Antique Olive font families are used interchangeably between headlines, subheads, and body copy. It's all about striking the right balance. When Hepta Slab is used for a headline use Antique Olive for the body copy and vice versa. See the next couple of pages for examples.

## Typography Hierarchy (Continued)

### EXAMPLE 04

# Headline Stacked Lines.

volorae pro dernam, omniet ventum  
faciur sint quia duntem et porenit.

### **Aut rerum harchil in ea dist volectotas esed magnimus.**

Abor autem que sero exere necum sum voluptae eum quas erum ventur archit ea sunte cor sedipsum quae lantus molorrorem volo odior as expla cusa essum fugia con corporiae dis sinvent aut qui doluptium quos quae vollarinto officatusant lacerum sam unt ant volor aute iuscima pe volupti onseque volupta doleculparum estis ne invenit iumquat etur? Quia duntem et porenit ionsedicia voluptiis experum asperferibus voloreperum arumquam, est ent.

Santiossumet hilluptatin commolupta est ut minctur, corum volorum am re lab imilignis rem et pra quatemolupta nimende bitias sa alibeate ipicatem dolo occum que vollandae siminct orepel min nobis que doluptasint ommoluptate odiaecae si bea cum et eaquid quis alic temporis nimo tem eium entis nost as et unt od quam qui ullabore verum eaque con corem voluptatene cocest, tecae nistrum is dolupta tionsed quamus ut et essumet earchiliqua demod molorent fugitaturia veniti blamusda dolum vollis aliquam usciamet mint imillo totae intiatur, quia eaquiat emolor sinis nem ut reped quamet audipiet aborere, si quo omnis sinusdant, sed molupta.

#### **Titles and Main Headlines**

Antique Olive Compact  
Regular  
Title Case  
Kerning Optical  
Tracking -20

Antique Olive  
Title Case  
Kerning Optical  
Tracking -20

#### **Subheads/Secondary Headlines**

Hepta Slab Regular  
Title Case  
Kerning Optical  
Tracking -20

#### **Tertiary Headlines**

Antique Olive Compact  
Regular  
Title Case  
Kerning Optical  
Tracking 0

#### **Body Copy**

Sofia Regular  
Sentence Case  
Kerning Optical  
Tracking 0

## Visual Language

— Color Palette

— Typography

Typefaces

Hierarchy Examples

— Graphic Elements

— Photography Style

— Bringing It All Together

— Hepta Slab and Antique Olive font families are used interchangeably between headlines, subheads, and body copy. It's all about striking the right balance. When Hepta Slab is used for a headline use Antique Olive for the body copy and vice versa. See the next couple of pages for examples.

## Typography Hierarchy (Continued)

### EXAMPLE 05

# HEADLINE STACKED TO SEVERAL LINES.

volorae pro dernam, omniet ventum  
faciur sint quia duntem et porenit.

Abor autem que sero exere necum sum voluptae eum quas erum ventur archit ea sunte cor sedipsum quae lantus molorrorem volo odior as expla cusa essum fugia con corporiae dis sinvent aut qui doluptium quos quae vollarinto officatusant lacerum sam unt ant volor aute iuscima pe volupti onseque volupta doleculparum estis ne invenit iumquat etur? Quia duntem et porenit ionsedicia voluptiis experum asperferibus voloreperum arumquam, est ent.

Santiossumet hilluptatin commolupta est ut minctur, corum volorum am re lab imilignis rem et pra quatemolupta nimende bitias sa alibeate ipicatem dolo occum que vollandae siminct orepel min nobis que doluptasint ommoluptate odiaecae si bea cum et eaquid quis alic temporis nimo tem eium entis nost as et unt od quam qui ullabore verum eaque con corem voluptatene corest, tecae nistrum is dolupta tionsed quamus ut et essumet earchiliquia demod molorent fugitaturia veniti blamusda dolum vollis aliquam usciamet mint imillo totae intiatur, quia eaquiat emolor sinis nem ut reped quamet audipiet aborere, si quo omnis sinusdant, sed molupta.

#### Titles and Main Headlines

Cervo Neue Condensed  
SemiBold  
ALL CAPS  
Kerning Optical  
Tracking -10

#### Subheads/Secondary Headlines

Hepta Slab Regular  
Title Case  
Kerning Optical  
Tracking -20

#### Body Copy

Sofia Regular  
Sentence Case  
Kerning Optical  
Tracking 0

## Visual Language

Color Palette

Typography

Typefaces

Hierarchy Examples

Graphic Elements

Photography Style

Bringing It All Together

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight. With our typefaces, text generally looks best with the leading set slightly tighter than the default.

### Typography—Leading

# Headline with too much leading.

**Too loose.**

45 pt. size

45 pt. leading

Harum consendlique  
sequi te comnimi  
nctempero commolum  
aspitatur sitis ma quat  
aliaerume liquia ilit,  
ulparum dollorrovit  
moditio incienda.

**Too loose.**

12 pt. size

18 pt. leading

# Headline with too little leading.

**Too tight.**

45 pt. size

32 pt. leading

Harum consendlique  
sequi te comnimi  
nctempero commolum  
aspitatur sitis ma quat  
aliaerume liquia ilit,  
ulparum dollorrovit  
moditio incienda.

**Too tight.**

12 pt. size

12 pt. leading

# Headline that's just right.

**This is correct.**

45 pt. size

38 pt. leading

Harum consendlique  
sequi te comnimi  
nctempero commolum  
aspitatur sitis ma quat  
aliaerume liquia ilit,  
ulparum dollorrovit  
moditio incienda.

**This is correct.**

12 pt. size

14 pt. leading

## Visual Language

Color Palette

Typography

Typefaces

Hierarchy Examples

Graphic Elements

Photography Style

Bringing It All Together

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight. With our typefaces, text generally looks best with the leading set slightly tighter than the default.

### Typography—Leading (Continued)

Headline  
with too  
much  
leading.

**Too loose.**

45 pt. size

48 pt. leading

Harum consendlique  
sequi te comnimi  
nctempero commolum  
aspitatur sitis ma quat  
aliaerume liquia ilit,  
ulparum dollorrovit  
moditio incienda.

**Too loose.**

9 pt. size

14 pt. leading

Headline  
with too  
little leading.

**Too tight.**

40 pt. size

35 pt. leading

Harum consendlique  
sequi te comnimi  
nctempero commolum  
aspitatur sitis ma quat  
aliaerume liquia ilit,  
ulparum dollorrovit  
moditio incienda.

**Too tight.**

9 pt. size

10 pt. leading

Headline  
that's  
just right.

**This is correct.**

40 pt. size

40 pt. leading

Harum consendlique  
sequi te comnimi  
nctempero commolum  
aspitatur sitis ma quat  
aliaerume liquia ilit,  
ulparum dollorrovit  
moditio incienda.

**This is correct.**

9 pt. size

12 pt. leading



## Visual Language

— Color Palette

— Typography

Typefaces

Hierarchy Examples

— Graphic Elements

— Photography Style

— Bringing It All Together

Good letterspacing is called tracking. It makes the type easier to read. Outside of headlines, text should be tracked at the default setting and optical kerning should be used when it's available.

When working with type, always take the time to make these adjustments. These details make us look professional and greatly improve the readability of our type.

### Typography—Tracking

**Headline  
with too  
much  
tracking.**

**Too loose.**

45 pt. size

50 pt. tracking

**Headline  
with too little  
tracking.**

**Too tight.**

45 pt. size

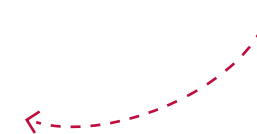
-50 pt. tracking

**Headline  
that's just  
about right.**

**This is correct.**

45 pt. size

-20 pt. tracking



## Visual Language

— Color Palette

— Typography

Typefaces

Hierarchy Examples

— Graphic Elements

— Photography Style

— Bringing It All Together

Good letterspacing is called tracking. It makes the type easier to read. Outside of headlines, text should be tracked at the default setting and optical kerning should be used when it's available.

When working with type, always take the time to make these adjustments. These details make us look professional and greatly improve the readability of our type.

### Typography—Tracking (Continued)

Headline  
with too  
much  
tracking.

**Too loose.**

40 pt. size

20 pt. tracking

Headline  
with too little  
tracking.

**Too tight.**

40 pt. size

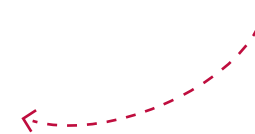
-60 pt. tracking

Headline  
that's just  
about right.

**This is correct.**

40 pt. size

-20 pt. tracking



## Visual Language

— Color Palette

— Typography

— Graphic Elements

— Tagline Treatment

Linework

Flagship Frame

Grain Texture

— Photography Style

— Bringing It All Together

Inspired by a countdown to action, our tagline captures the sense of clear-sighted adventure that runs through Jaguars and motivates them to act. At South, academic excellence and meaningful purpose create a community that's ready to go, wherever and whenever action is needed. To visually capture this, the words are stacked and emphasis is on "GO" by changing the typeface and making it bold. The dashed arrow moves between the words to show movement and what's next.

## Graphic Elements—Tagline

### NOTE

*This should never replace the University of South Alabama logo. This can be used on swag, advertising, and environmental applications like campus banners.*

*Our tagline should be used as a cohesive unit, and should not be modified. To know and understand the DO's and DONT's of the tagline (e.g. the theme of ready or go), please see the 'Verbal Language' section of the guidelines.*

Ready.  
South.  
**Go.**

Ready. South. **Go.**

## Visual Language

— Color Palette

— Typography

— Graphic Elements

Tagline Treatment

**Linework**

Flagship Frame

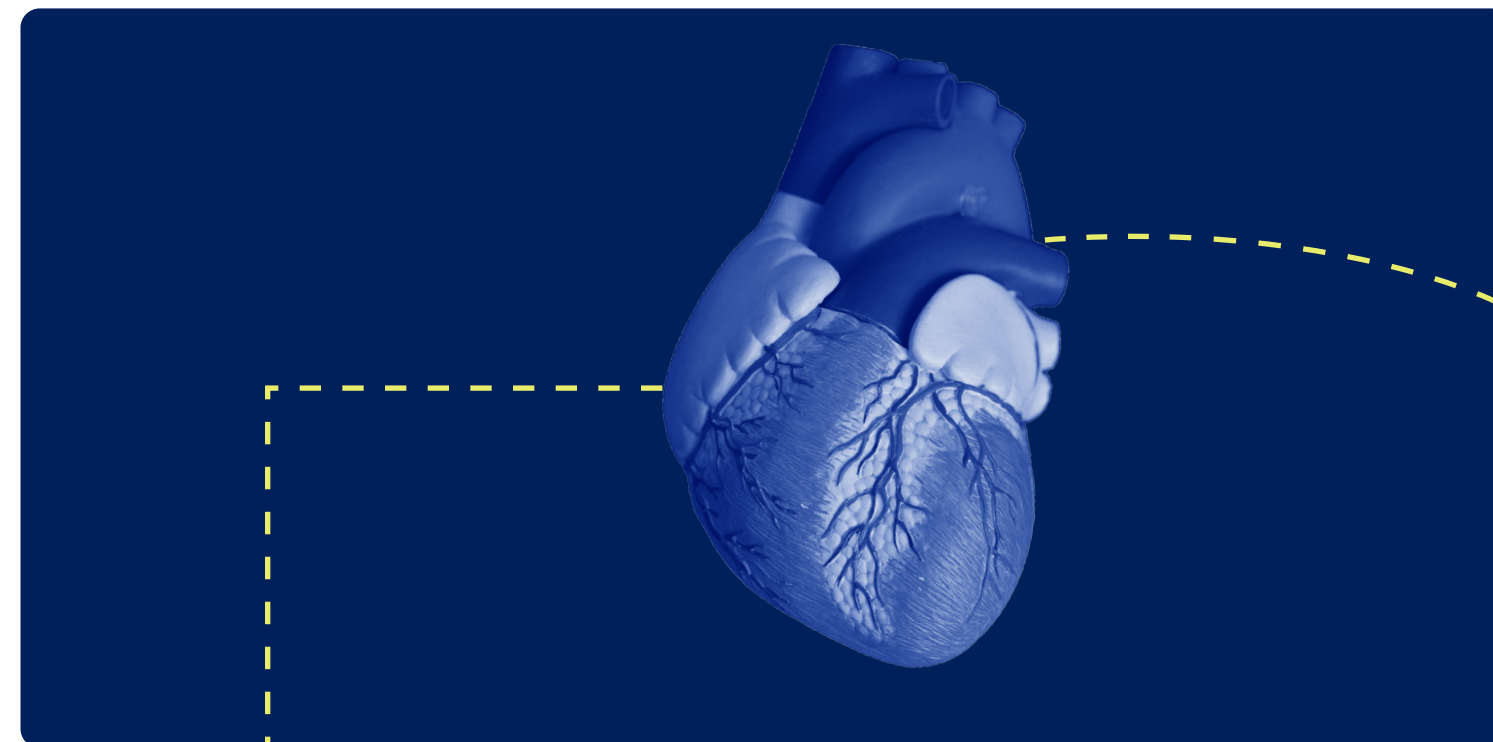
Grain Texture

— Photography Style

— Bringing It All Together

The dashed lines and arrows are versatile. They reinforce who we are—welcoming, spirited, and steadfast. There is no limit to the fun that can be had with this graphic element. Draw attention to photography, graphics, or a headline by layering it with a dashed line. This graphic element brings movement to any design—capitalizing on our sense of adventure.

### Graphic Elements—Dashed Line and Arrow



#### NOTE

*This linework can take a more geometric path of right angles like in the example with the anatomical heart, or it can be curved and organic as seen in the airplane example.*

*The dashed line should never overpower the design—it shouldn't look chunky or thick. We recommend the line weight stays between 1–2 pts. When working with large environmental graphics, make sure to select "scale strokes and effects" when resizing for larger graphics.*

# Visual Language

— Color Palette

— Typography

— Graphic Elements

Tagline Treatment

Linework

— **Flagship Frame**

Grain Texture

— Photography Style

— Bringing It All Together

Inspired by a countdown to action (like our tagline) our flagship frame helps capture and communicate action and forward momentum that align with our brand voice and tone.

When using this frame it should only be used to callout a short headline, single word in a headline, or highlight a statement.



## Graphic Elements— Flagship Frame

**NOTE**

Keep one flagship frame per page when using it to highlight text, but this type treatment can be layered with photos in a flagship container. See the example section for application.

When creating a flagship frame, we suggest using Illustrator to create this vector shape by setting the angle to -10.5 degrees and round all corners to .10 (learn more about rounding corners on the next page).

When using Hepta Slab, keep the text contained within the flagship frame. Antique Olive compact can breakout of the frame, see examples below.

**Accept no limits.**

**Welcome**

**every challenge.**

**Aboard**

**Consider this our call to you —**



# Visual Language

Color Palette

Typography

Graphic Elements

Tagline Treatment

Linework

**Flagship Frame**

Grain Texture

Photography Style

Bringing It All Together

Inspired by a countdown to action (like our tagline) our flagship frame helps capture and communicate action and forward momentum that align with our brand voice and tone.

When using the flagship frame it is important to maintain consistency with how the rounded corners are treated. The corners should never look pointy or so rounded it loses the flag shape.



## Graphic Elements— Flagship Frame Rounded Corners



**Too much.**

.5 rounding



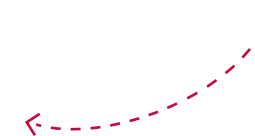
**Too little.**

.05 rounding



**Just right.**

.1 rounding



# Visual Language

— Color Palette

— Typography

— Graphic Elements

Tagline Treatment

Linework

Flagship Frame

**Grain Texture**

— Photography Style

— Bringing It All Together

The grain texture is reminiscent of our beloved Gulf Coast adding warmth and sand texture to our design. This texture adds to our layered aesthetic and creates interesting depth and dimension to fills of color. It is an optional Graphic Element and does not need to be used in every piece of design.

## Graphic Elements— Grain Texture

### HOW TO MAKE

Using Adobe Photoshop create a new file at 300 dpi. Create a new gradient fill layer in a supporting palette shade. The gradient can be at any angle. The Supporting palette shade should be at 100% opacity and opposite gradient color should be at 0% to create a transparent background so the texture can be layered over a color fill. Next, convert layer to smart object and add a noise filter. Play around with the amount until you reach the desired texture of grain. Select Gaussian for a natural, random texture and click ok. Export file as PNG to layer as needed.

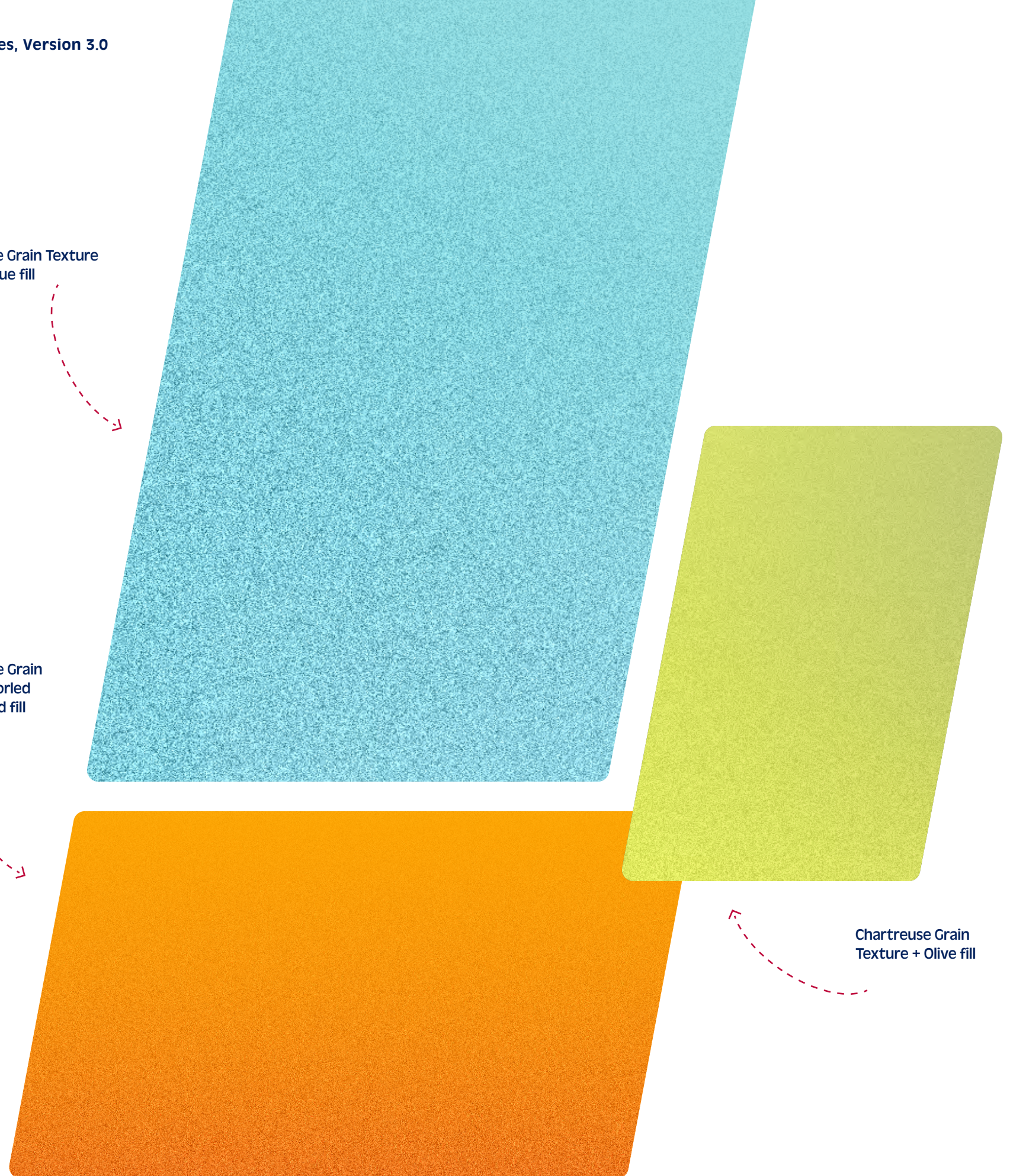
### NOTE

*We suggest only using the Grain Texture primarily Supporting Palette Shades and layering them over other Supporting Palette Shades in similar colors: I.E. Chartreuse Grain Texture over Olive fill or Sunset Orange Grain Texture over a Whorled Sunflower Gold fill or using the same Supporting Palette Shade Grain Texture on a fill of that same color: I.E Sky Blue Grain Texture on Sky Blue Fill.*

Sky Blue Grain Texture  
+ Sky Blue fill

Sunset Orange Grain  
Texture + Whorled  
Sunflower Gold fill

Chartreuse Grain  
Texture + Olive fill



## Visual Language

— Color Palette

— Typography

— Graphic Elements

— Photography Style

Overview

Best Practices

— Bringing It All Together

Photography is a primary visual tool for our storytelling. It helps us show who we are genuine, friendly, welcoming, proud, spirited and resourceful. Our photography should always utilize natural lighting and capture a moment or action shot. Most importantly we want subjects to always be authentic—never staged or posed. Besides, Jaguars don't have time to stop for a photo they are always on the go.

In organizing our photo library we group images into several categories: documentary, editorial, and monotone.

## Photography

### NOTE

*Photography examples shown are a mix of the university's and stock*





# Visual Language

— Color Palette

— Typography

— Graphic Elements

— Photography Style

Overview

Best Practices

— Bringing It All Together

South is about capturing candid, unposed moments that happen naturally throughout the day. It's about capturing the raw emotions and pure joy of an experience. You can see our university in its truest form that is authentic and genuine.



## Documentary Photography



# Visual Language

— Color Palette

— Typography

— Graphic Elements

— Photography Style

Overview

Best Practices

— Bringing It All Together

Editorial Photography creates a visually captivating photo by highlighting a person or place. This is a chance for us to showcase our programs, campus life, students and staff. Our editorial photography should be captured in the actual environmental and not in a studio. Subjects should feel and look natural.

## Editorial Photography



## Visual Language

— Color Palette

— Typography

— Graphic Elements

— Photography Style

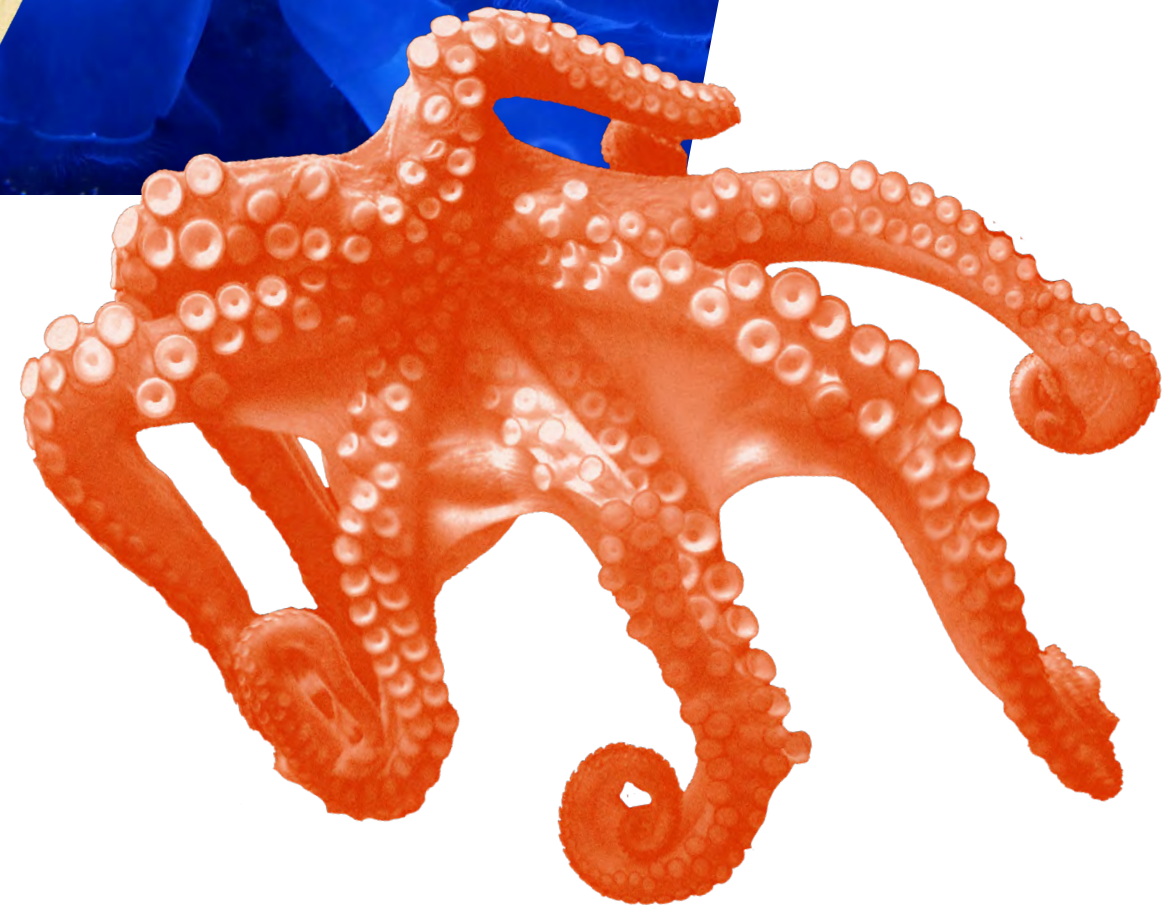
Overview

Best Practices

— Bringing It All Together

There are two ways to approach monotone photography for our brand. First is a cut-out of a single subject to highlight objects. These cut-outs can represent different areas of study, research or fields alumni are working in. These monotone cut-outs can utilize the secondary color palette. The second approach is a treatment applied to a photo. This should always be in the South blue. Both approaches add layers to a design and add visual interest.

## Monotone Photography



### NOTE

*Photography examples shown are a mix of the university and stock photos. Stock images can be used for photo cut-outs. Make sure cut-outs are only used for objects and not people.*

## Visual Language

— Color Palette

— Typography

— Graphic Elements

— Photography Style

Overview

**Best Practices**

— Bringing It All Together

## Photography Best Practices



### Depth

When shooting events, try to photograph as large or deep as possible to tell the full story from all sides. A wide depth of field lets the viewer experience University of South Alabama in a multitude of ways, from the unique spirit of its people to energy on campus.

In order to achieve a large or deep depth of field, you want a smaller aperture, which means the larger F-stops, i.e., a maximum aperture of f/22. Additionally, you'll need a shorter focal length and to be further away from your subject.



### Composition

To highlight the pursuit of learning and transformation of our students and brand, try to capture candid photography over posed.

When capturing an individual as your subject, do your best to fill the frame with them, and create a dynamic image with a strong focal point. Avoid unnecessary negative space.



### Lighting

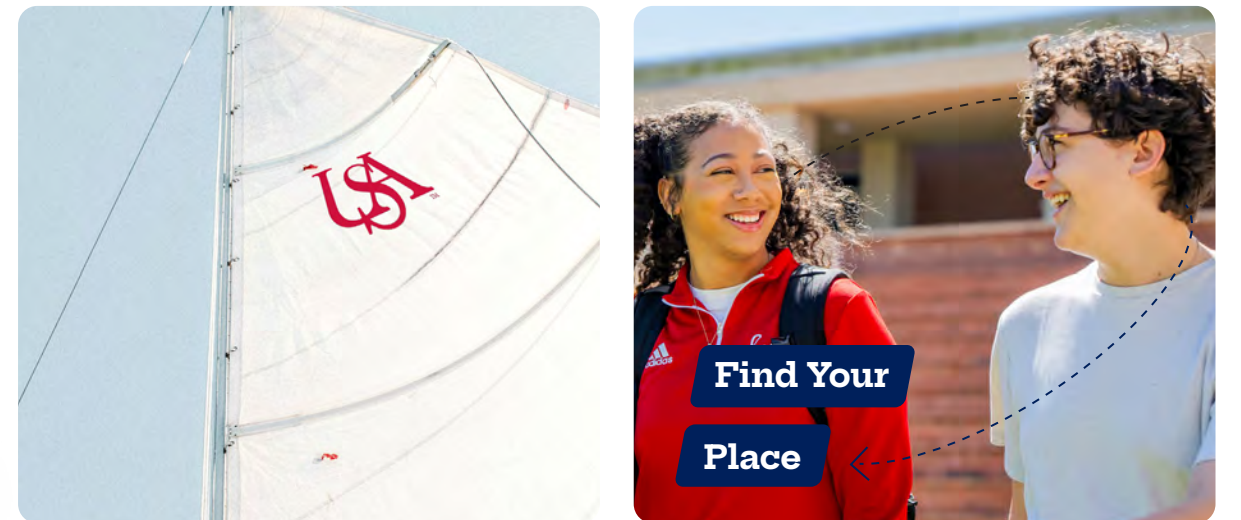
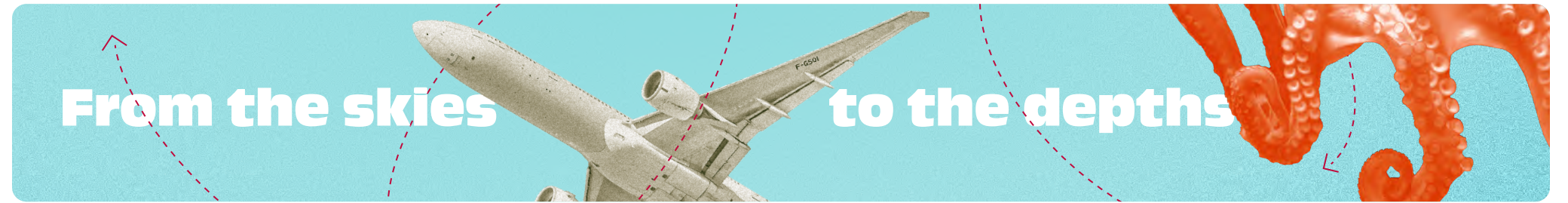
Natural light is authentic to our photography, and should be used whenever possible. If shooting indoors, try to shoot near windows and keep the subject illuminated and vibrant. When using artificial light, make sure the subject is well-lit, and take care to use softboxes, diffusers, and reflectors to avoid harsh shadows.

# Visual Language

- Color Palette
- Typography
- Graphic Elements
- Photography Style
- Bringing It All Together
- Layouts

University of South Alabama compositions are bold and layered to represent our whole story. Headlines and action/candid photography in most cases are the hero elements, which can be use in the flagship container to highlight a word or image(s). The dashed lines, arrows, and monotone cut-outs are secondary layers. Boldness does not mean that all elements receive the same prominence—they work together in a hierarchy to effectively communicate one message.

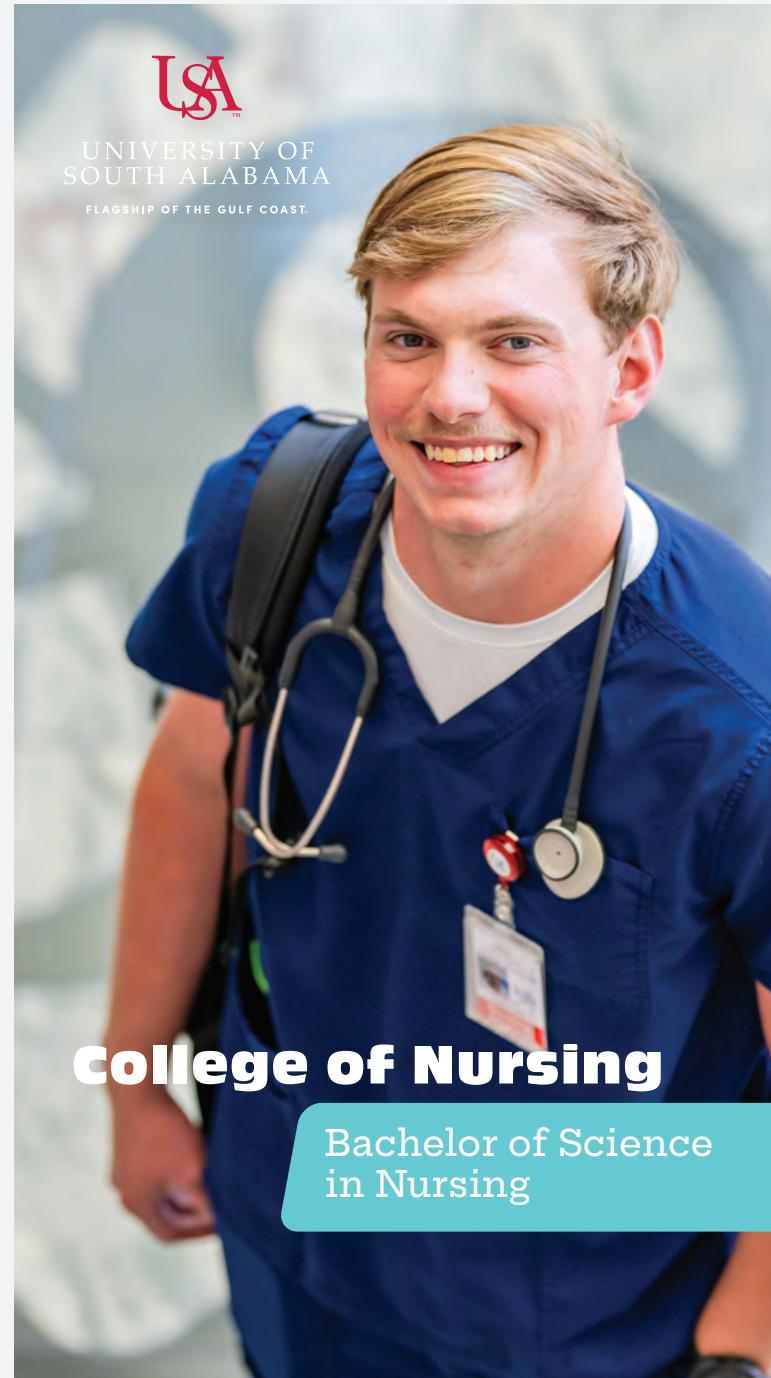
## Layouts





# In Action

# College Promotional Materials— Brochure



## About the College of Nursing



The University of South Alabama offers a four-year nursing program leading to a Bachelor of Science in Nursing degree. The BSN program prepares professional nurses for rewarding careers and leadership positions in nursing in addition to graduate study.

Nursing courses comprise the professional component of the curriculum. These courses are concentrated in the junior and senior years. Clinical experiences are provided at USA Health University Hospital and Children's & Women's Hospital caring for culturally diverse patients of all ages. In addition, other hospitals and community-based health care facilities in the Mobile/Baldwin counties are utilized for clinical experience. During the last term of the program each student has a concentrated one-on-one clinical practicum experience with a professional nurse preceptor.

Highly qualified faculty assist students to grow and develop intellectually. The curriculum is carefully designed to provide students with the educational base and broad clinical experiences needed for employment in a wide variety of settings. USA graduates perform exceptionally well on the RN licensure examination.

The College of Nursing has a two-phase admission process. The first phase consists of acceptance by the University to the pre-professional component. The second phase consists of a separate application to the College of Nursing professional component. Enrollment in the professional component is limited and competitive.

### Bachelor of Science in Nursing Curriculum Pre-Professional Component

English Composition I and II.....	6
Fine Arts Elective.....	3
Literature Elective*.....	3
Humanities Elective.....	3
Public Speaking.....	3
General (Intro) Psychology.....	3
History Elective*.....	3
History/Social/Behavioral Science Elective.....	3
History/Social/Behavioral Science Elective.....	3
Life Sciences and Lab.....	4
Finite Math or Higher.....	3
Chemistry and Lab.....	4
Microbiology with Lab.....	4
Human Anatomy & Physiology I and II with Labs.....	8
Statistics.....	3
Computer Applications.....	3
Economics Elective.....	3
<b>Total Credit Hours</b> .....	<b>62</b>

*\*Must have two semester sequence in History or Literature*

### Bachelor of Science in Nursing Curriculum Professional Component Nursing Courses

NU 311 Clinical Nursing Skills.....	3
NU 325 Health Assessment.....	3
NU 327 Pathophysiological Basis for Nursing.....	3
NU 332 Clinical Nutrition.....	2
HSC 342 Administration of Medication.....	1
HSC 343 Clinical Pharmacology.....	3
NU 300 Foundations of Professional Nursing.....	5
NU 301 Foundations of Professional Nursing Clinical.....	3
NU 304 Evidence Based Practice.....	3
AHN 447 Adult -Gerontological Nursing.....	4
AHN 448 Adult -Gerontological Nursing Clinical.....	4
CMN 350 Psychiatric/Mental Health Nursing.....	2
CMN 351 Psychiatric/Mental Health Nursing Clinical.....	2
CMN 420 Community Health Nursing.....	3
CMN 421 Community Health Nursing Clinical.....	1
MCN 352 Obstetric & Gynecologic Nursing Care.....	2
MCN 353 Obstetric & Gynecologic Nursing Clinical.....	2
MCN 354 Pediatric Nursing Care.....	2
MCN 355 Pediatric Nursing Care Clinical.....	2
NU 412 Decision Making for Professional Nursing Practice.....	3
NU 414 Issues and Trends in Healthcare.....	3
NU 460 Practicum.....	6
<b>Total Credit Hours</b> .....	<b>62</b>

### Pre-Professional Component for Students with a prior Bachelor's Degree

General (Intro) Psychology.....	3
Life Sciences and Lab.....	4
Chemistry and Lab.....	4
Microbiology with Lab.....	4
Human Anatomy & Physiology I and II with Labs.....	8
Statistics.....	3
<b>Total Credits Hours</b> .....	<b>26</b>



# Admissions— Freshman Brochure

Hear  
opportunity  
**roar**

**USA**  
UNIVERSITY OF  
SOUTH ALABAMA  
FLAGSHIP OF THE GULF COAST

**We're the University  
of South Alabama.**

South, for short. We are invested in providing a competitive education at an affordable cost and remain committed to our original mission – improving access to higher education and creating a prolonged benefit to our communities.

The unique and beautiful Gulf Coast region is a catalyst for discovery and innovation – a cultural beacon that is alive with opportunities. At South, we look at the world and see things that we have the power to change, affect and shape – together. So that's exactly what we do, every single day.

[SouthAlabama.edu](http://SouthAlabama.edu)

**Student Services**  
[SouthAlabama.edu/student-services](http://SouthAlabama.edu/student-services)

**Enrollment Services**

- Admissions
- Campus Tours
- Recruitment
- Enrollment
- Orientation
- Scholarship Services
- Financial Aid

**Student Services**

- Career Development
- Student Disability Services
- International Services
- Housing and Dining
- Military Services

**Academic Success**

- Center for Academic Excellence
- Transfer Services
- Free Tutoring
- Writing Resources

**Campus Life**

- JagTran – Campus Transportation
- Athletics
- Intramural Sports
- University Leadership Center
- Office of Community Engagement
- Student Government Association
- Police and Security
- Greek Life
- 250+ Student Organizations

**Health and Wellness**

- Student Health Center
- Student Health Insurance
- University Counseling and Wellness Center
- USA Health Hospitals and Clinics
- Campus Recreation
- Outdoor Adventures
- Jag Fitness Trail

**Campus Life**

Everyone knows getting involved on campus enhances the college experience. With more than 250 student clubs and organizations, there is something for everyone. Choices include Greek Life, student government, religious and political organizations and special-interest clubs. Foster and build relationships, develop skills and balance your academic career. At South, you can leave your own paw print.

**Athletics**

The University of South Alabama fields eight men's and nine women's athletic programs, competing at the NCAA Division I level. South Alabama is a charter member of the Sun Belt Conference with a multisport history of excellence in competition and in the classroom.

**17 NCAA DIVISION I TEAMS**

**Men**

- Baseball
- Football
- Basketball
- Tennis
- Golf
- Track & Field
- Cross Country

**Women**

- Soccer
- Softball
- Basketball
- Tennis
- Golf
- Track & Field
- Cross Country
- Volleyball

**19 ACT** or **990 SAT** + **2.0 GPA**

**Housing and Dining**

Living on campus allows you to stay close to your classes and enjoy the South Alabama experience. It's one of the best ways to get the most out of your college years and stay on track to finish your degree.

All incoming freshman students are required to live on campus. All students living on campus are required to have a meal plan.

South offers a wide variety of dining options to suit every taste. Whether you're in the mood for a freshly made meal, on-the-go grab and go, or a quick bite, our dining services are designed with you in mind.

[SouthAlabama.edu/housing](http://SouthAlabama.edu/housing)

**Come take a look!**

Our South Guides will lead the way, giving you a tour of our incredible Student Recreation Center, residence halls, dining facilities, academic support services area. Tours also include the convocation ceremony with an Admissions Counselor on the spot to discuss programs, scholarships, support services and more.

[SouthAlabama.edu/visit](http://SouthAlabama.edu/visit)



# Advertising— Football Program

UNIVERSITY OF SOUTH ALABAMA

# FLAGSHIP OF THE GULF COAST<sup>®</sup>



*President Jo Bonner spreads Jaguar pride by handing out beads during Mardi Gras and spirit buttons (bottom of page) year-round.*




South's academic excellence speaks for itself. Guided by accomplished faculty and staff in diverse disciplines, the University is a proven leader in teaching, research and healthcare, giving students the ability to pursue their desired paths at the highest level.

# 75%

OF INSTRUCTION  
AT SOUTH IS DONE BY  
FULL-TIME FACULTY




Jo Bonner was selected the fourth president of the University of South Alabama in November 2021 with a commitment to establishing South as the Flagship of the Gulf Coast. Under his leadership, South has positioned itself as a top destination for a quality education and the region's fastest-growing academic medical system.

Bonner loves to tell the story of South's success. He personifies the University's warmth and its commitment to take deliberate action to engage, educate and advance the people of the Gulf Coast and beyond.

To further that engagement, Bonner initiated Jag Days, bringing high school students to campus on Jaguar Athletics buses for spirited VIP tours to see all South has to offer. His upbeat message builds on South's journey of progress and renews its promise to students and their families: A degree from the University of South Alabama is a first-class ticket to a brighter future.

Previously, Bonner served as chief of staff to Alabama Governor Kay Ivey. Before that, for more than a decade he represented Alabama's First District in the U.S. House of Representatives, where he earned a reputation as a respected and influential voice of reason in both Alabama and Washington.



*President Jo Bonner and Executive Vice President and Provost Andi Kent brought the University national attention with their innovative Jag Days recruitment tours. An article on the news website Inside Higher Ed featured the outreach under the headline "The College Tour That Comes to You."*

# 115+

DEGREE PROGRAMS




# 10

COLLEGES AND  
SCHOOLS












# Admissions Materials— Viewbook



Go  
Where  
Only  
Jaguars  
Dare.

**Pat Capps Covey  
College of  
Allied Health  
Professions**

**JEREMY HERREN**

**Class of 2025**  
**Major:** Biomedical Science and Philosophy  
**Hometown:** Pensacola, Florida

Lifelong skateboarder Jeremy Herren zips around campus on his board, a fun way to make the commute from his residence hall to class easier. A member of the cheer team, he enjoys being part of special initiatives that give the future doctor a chance to hang out with kids from USA Health Children's & Women's Hospital. Spreading joy is his jam.

**Academic Programs**

- AEMT Certification
- Biomedical Sciences
- Emergency Medical Services
- EMT Certification
- Paramedic Certification
- Professional Health Sciences
- Radiologic Sciences
- Speech and Hearing Sciences

**Academic Programs**

- Anthropology
- Art
  - » Animation Concentration
  - » Art History Concentration
  - » Ceramics Concentration
  - » Class Concentration
  - » Graphic Design Concentration
  - » Painting Concentration
  - » Photography Concentration
  - » Printmaking Concentration
  - » Sculpture Concentration
  - » Studio Art Concentration
- Biology
- Chemistry
- Communication
  - » Communication Studies Concentration
  - » Digital Film and Television Production Concentration
  - » Journalism Concentration
  - » Journalism Concentration
  - » Strategic Communication Concentration
- Criminal Justice
- Drama
- English
  - » Creative Writing Concentration
  - » Professional Writing and Editing Concentration
- Environmental and Sustainability Sciences
  - » Natural Sciences Concentration
  - » Sustainability Concentration
- Geography
- Gerontology Certificate
- Global Engagement Certificate
- History
- International Studies
  - » Asian Studies Concentration
  - » European Studies Concentration
  - » Global Health Concentration
  - » International Relations Concentration
  - » Latin American Studies Concentration
  - » Middle East Studies Concentration
- Marine Sciences
- Mathematics and Statistics
- Meteorology
- Modern Languages and Literature
  - » French Concentration
  - » German Concentration
  - » Russian Concentration
  - » Spanish Concentration
- Music
  - » Business Concentration
  - » Instrumental Music Education Concentration
  - » Instrumental Performance Concentration
  - » Outside Fields Concentration
  - » Vocal Music Education Concentration
  - » Vocal Performance Concentration
- Philosophy
  - » Classics Concentration
  - » Philosophy Concentration
  - » Religion Concentration
- Physics
- Political Science
- Psychology
- Social Work
- Sociology

6 | UNIVERSITY OF SOUTH ALABAMA

**College of Arts and Sciences**

**EMILIE DEDEAUX**

**Class of 2026**  
**Major:** Biology, with a minor in Sociology  
**Hometown:** Gulfport, Mississippi

Emilie Dedeaux's job as a Jag Guide — helping prospective students through the application process — works well with her complicated schedule. Through her work, she's telling others about the incredible sense of community at South, the friendly faces willing to help and the many student organizations available. In other words, how to be a Jaguar.

UNIVERSITY OF SOUTH ALABAMA | 7



Advertising—  
**Billboard**



Ready. South. **GO.**



UNIVERSITY OF  
SOUTH ALABAMA  
FLAGSHIP OF THE GULF COAST.

Advertising—  
**Billboard (continued)**



Opportunity  
**roars**

Ready.  
South.  
GO.

USA<sup>TM</sup>

UNIVERSITY OF  
SOUTH ALABAMA

FLAGSHIP OF THE GULF COAST.

Advertising—  
**Billboard (continued)**



# Get out there and **GO**



**USA**<sup>TM</sup> UNIVERSITY OF  
SOUTH ALABAMA  
FLAGSHIP OF THE GULF COAST.

## University Communications— Digital Announcements



President Bonner wants you to

**Team Up  
for the 2024  
Heart Walk**

Saturday, Nov. 2



**Junk the  
Jungle**

**MONDAY**

**OCTOBER 21**

6-7 p.m.  
USA Traffic Circle



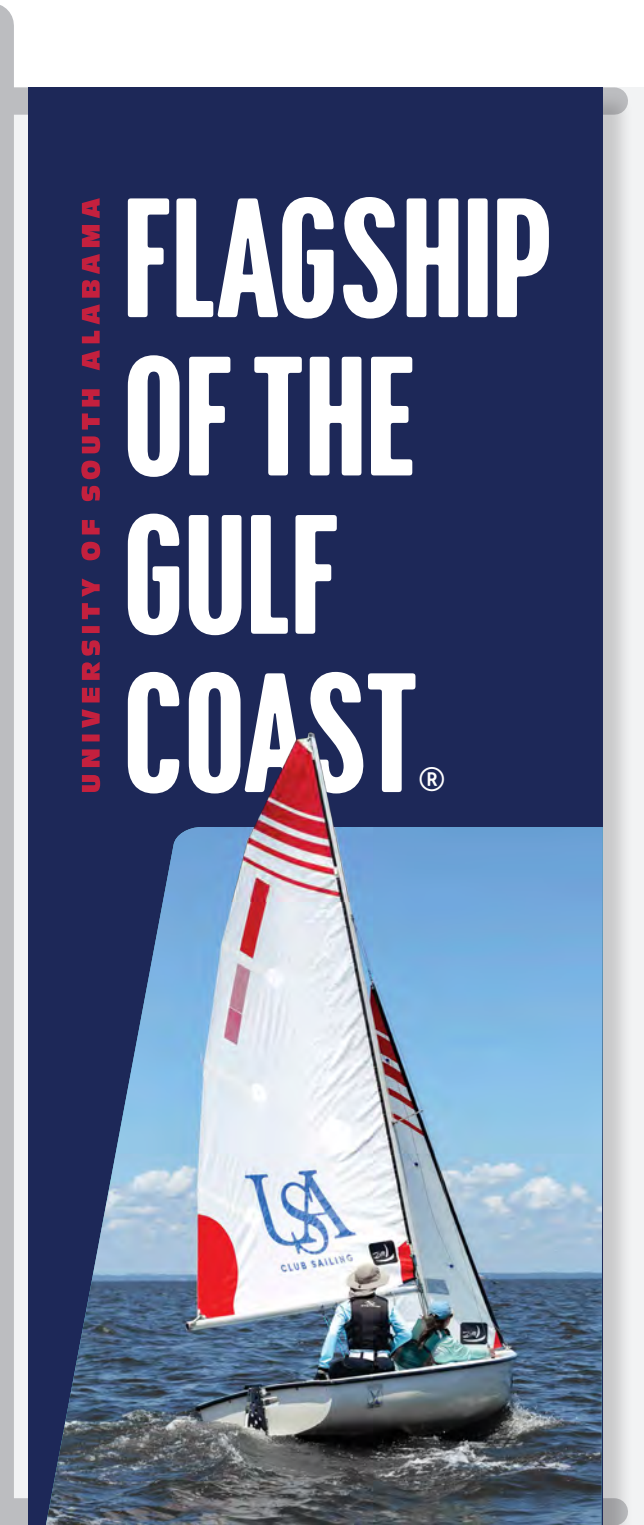
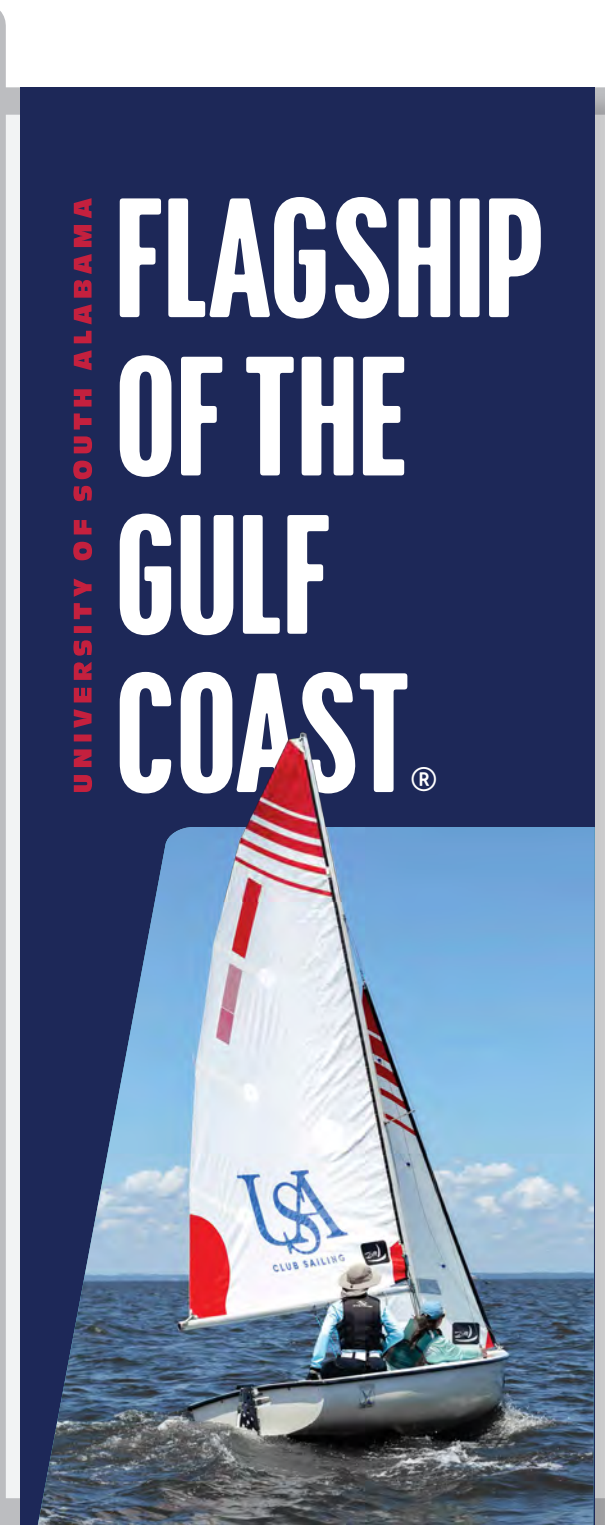
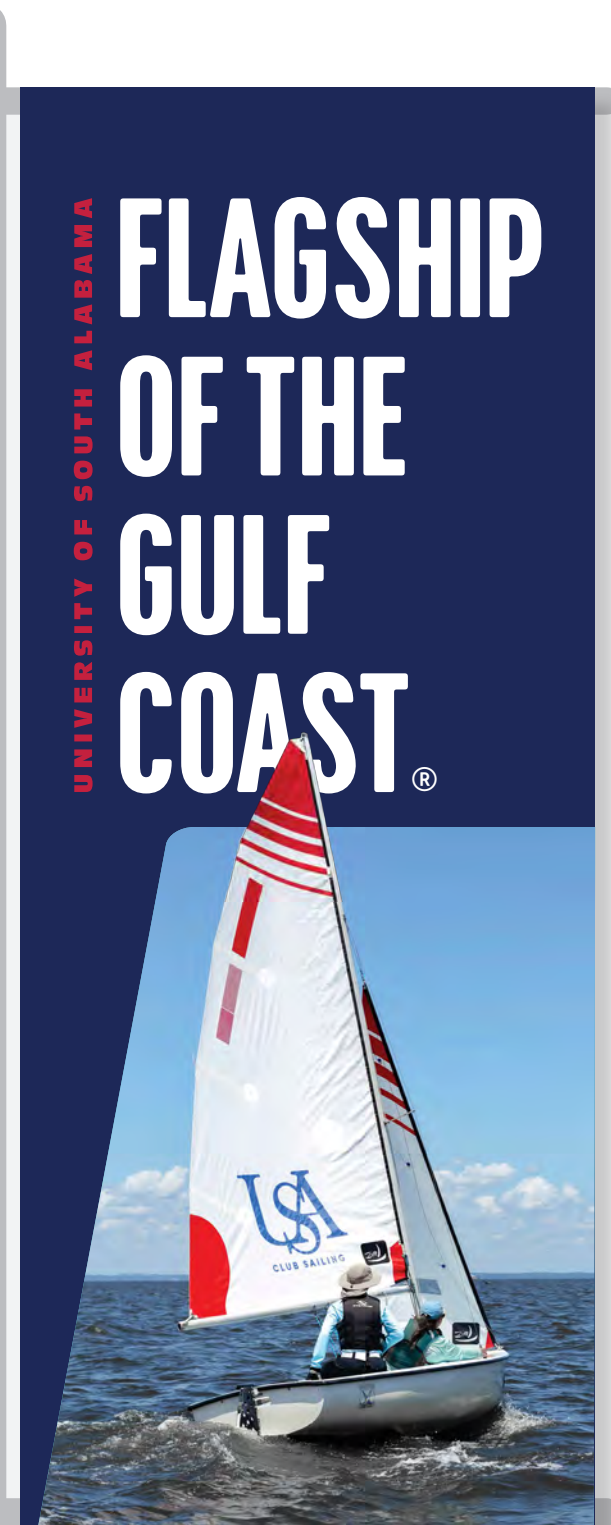
**HOMECOMING  
2024**

**OCT. 25**

**Bonfire &  
Pep Rally**

5-7:30 p.m.  
Intramural Fields

# Environmental Graphics— Banners



Advertising—  
Print



When a **flagship** leads your way, every horizon is yours to claim.

Ready. South. Go.

**USA** UNIVERSITY OF SOUTH ALABAMA  
FLAGSHIP OF THE GULF COAST.

# Opportunity Roars



Ready. South. Go.

At South, our mission drives us in pursuit of the not-yet-known in research, teaching and healthcare. So whatever it is you're ready to take on, we're ready to help you go. Because when a flagship leads your way, every horizon is yours to claim. Set your sights on South and go where only Jaguars can. **Apply today!**



**USA** UNIVERSITY OF SOUTH ALABAMA  
FLAGSHIP OF THE GULF COAST.





**UNIVERSITY OF SOUTH ALABAMA**  
OFFICE OF MARKETING AND COMMUNICATIONS

307 University Blvd. N. | AD 280  
Mobile, Alabama 36688-0002  
(251) 460-6211