

UNIVERSITY OF SOUTH ALABAMA

CREATIVE PRESENTATION

OCTOBER 29, 2015

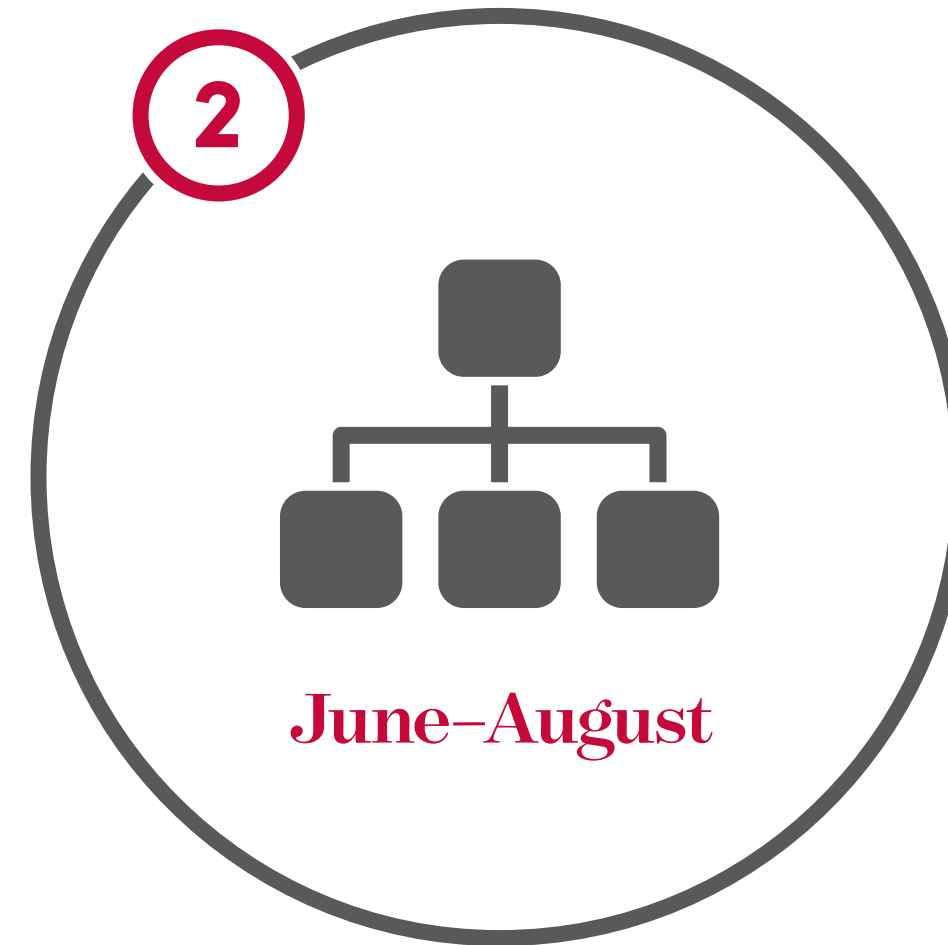
OUR PROCESS

Discover



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

Define



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

Create



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

PROJECT OBJECTIVES

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

THINGS TO KEEP IN MIND

This effort aims to:

- 1** Capture what makes South unique.

THINGS TO KEEP IN MIND

This effort aims to:

- 1** Capture what makes South unique.
- 2** Rally South's community.

THINGS TO KEEP IN MIND

This effort aims to:

- 1** Capture what makes South unique.
- 2** Rally South's community.
- 3** Overturn uninformed perceptions.

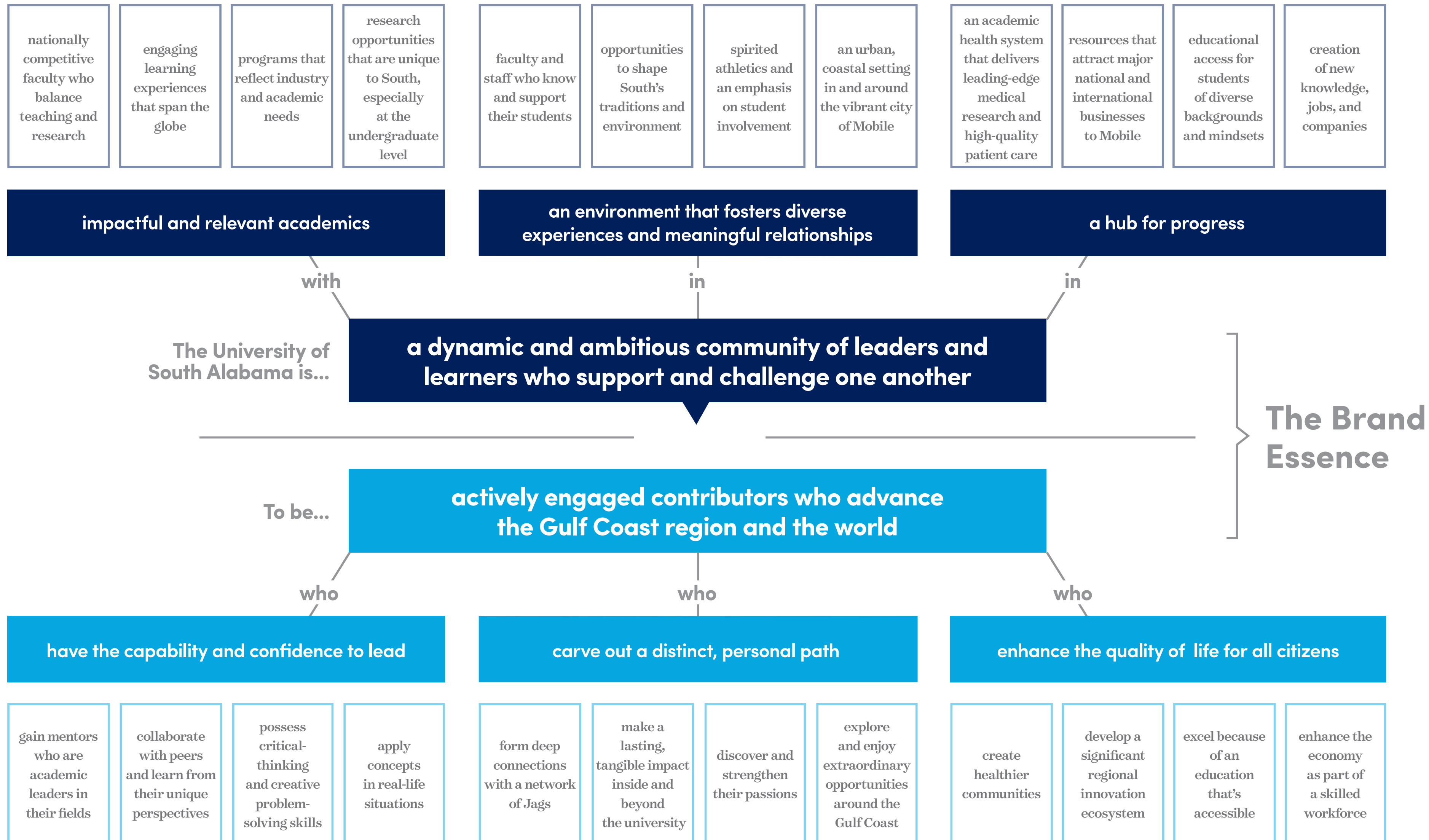
Core Message

Core Message

The University of South Alabama is

a dynamic and ambitious community of leaders and learners who support and challenge one another to be actively engaged contributors who advance the Gulf Coast region and the world.

Our Positioning



Our Creative Platform

GENUINE

Sincere in our words and actions.

PROGRESSIVE

Constantly challenging ourselves to create and try new things.

FRIENDLY

Warm and welcoming, in a uniquely Southern way.

PROUD

Exuding confidence and passion.

INCLUSIVE

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

DARING

Taking calculated risks, unafraid to be different.



Brand Narrative

It's not just

a direction,

or a point on the map.

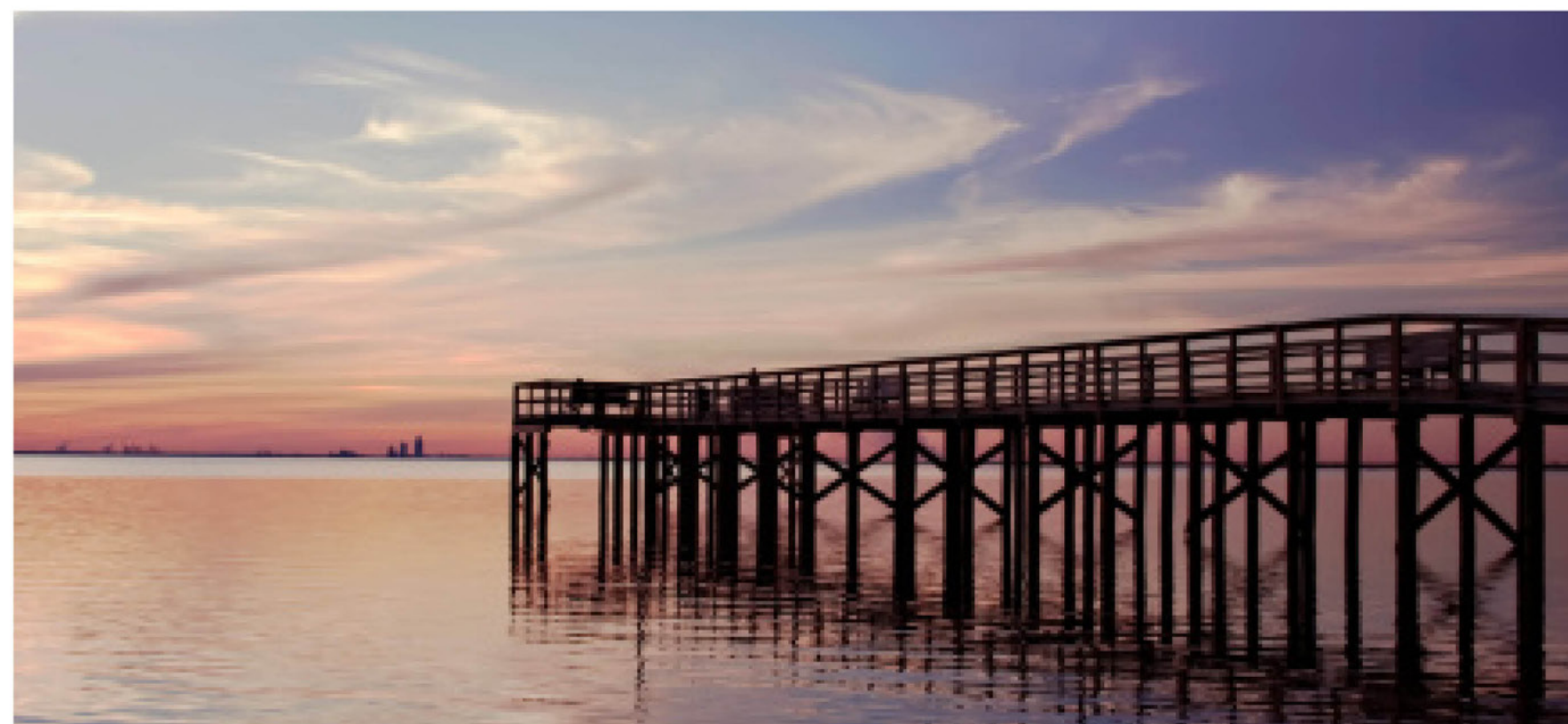
A woman with long, flowing hair is smiling joyfully, her hair blowing in the wind. The background is a warm, golden glow, suggesting a sunset or sunrise. The overall mood is happy and carefree.

SOUTH

IS A STATE OF MIND.



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





So that's exactly what we go out and do
EVERY SINGLE DAY.



We are the University

of South Alabama.

We are the University

of South Alabama.

South for short.

A woman in a blue lab coat and gloves is working in a laboratory. She is holding a large graduated cylinder filled with a blue liquid. The background shows a laboratory setting with a fume hood and fluorescent lights. The text "South welcomes the blue-sky thinkers," is overlaid on the image in a white, serif font.

South welcomes the
blue-sky thinkers,

A bronze statue of a tiger, likely the mascot of a university, stands prominently in the foreground. The tiger is depicted in a walking or prowling pose, with its mouth slightly open and its eyes looking forward. The statue is set on a rocky base. In the background, a large, modern building with a red roof and many windows is visible. The building has the words "MITCHELL CENTER" written on its facade. The scene is set outdoors on a paved walkway, with trees and a clear sky in the distance. The lighting suggests a bright, sunny day.

bold risk takers,

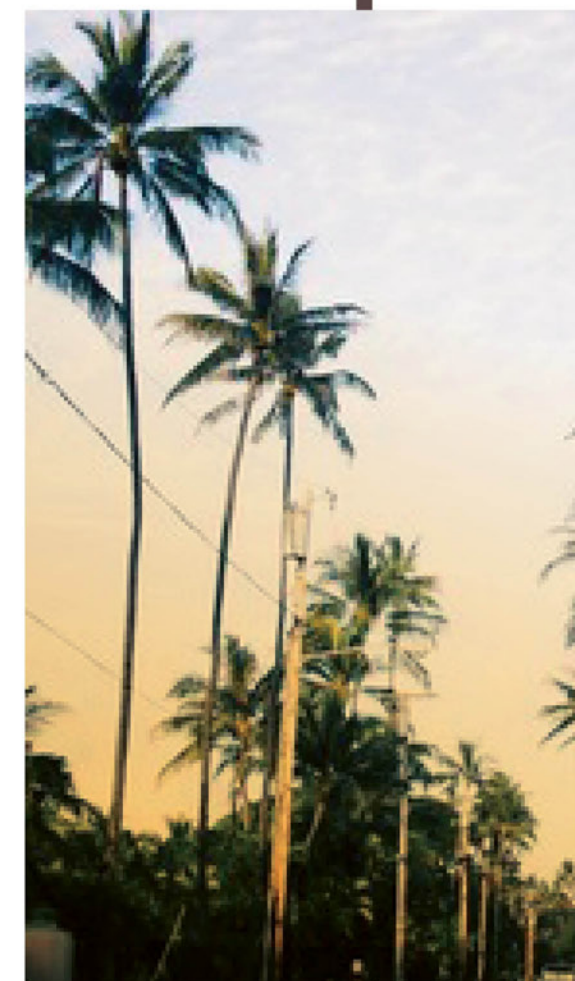


AND BIG PLAY MAKERS

who want to start
things today they'll be
proud of tomorrow.

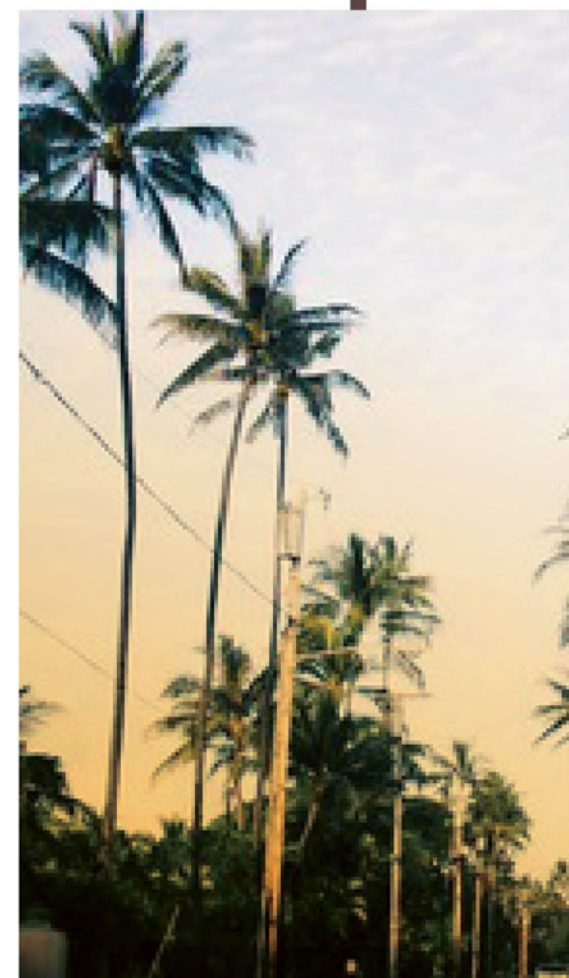
OUR SOUTH,

is what we create
for ourselves,



OUR SOUTH,

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



And when all of us connect right here, we cultivate the intellect and gain the confidence we need to make incredible things possible.



A photograph of two students in a chemistry laboratory. The student on the left is a young man with dark hair, wearing a grey hoodie and clear safety goggles with a green strap. The student on the right is a young woman with blonde hair, wearing a white t-shirt and clear safety goggles with a green strap. They are both looking down at a piece of laboratory equipment, possibly a pipette or a small vial, which the woman is holding. The background shows a typical chemistry lab setting with metal shelving units, various glassware, and equipment. The lighting is bright and even. The text is overlaid in a white, serif font with a slightly distressed or hand-drawn appearance.

We discover our passions
and push others to
pursue theirs.





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



**WE FIND SOLUTIONS TO THE
PROBLEMS THAT MATTER MOST.**

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

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

We are South.



UNIVERSITY OF
SOUTH ALABAMA

Creative Elements

Our Logo

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

Our Logo



UNIVERSITY OF
SOUTH ALABAMA



Alternate Lockups



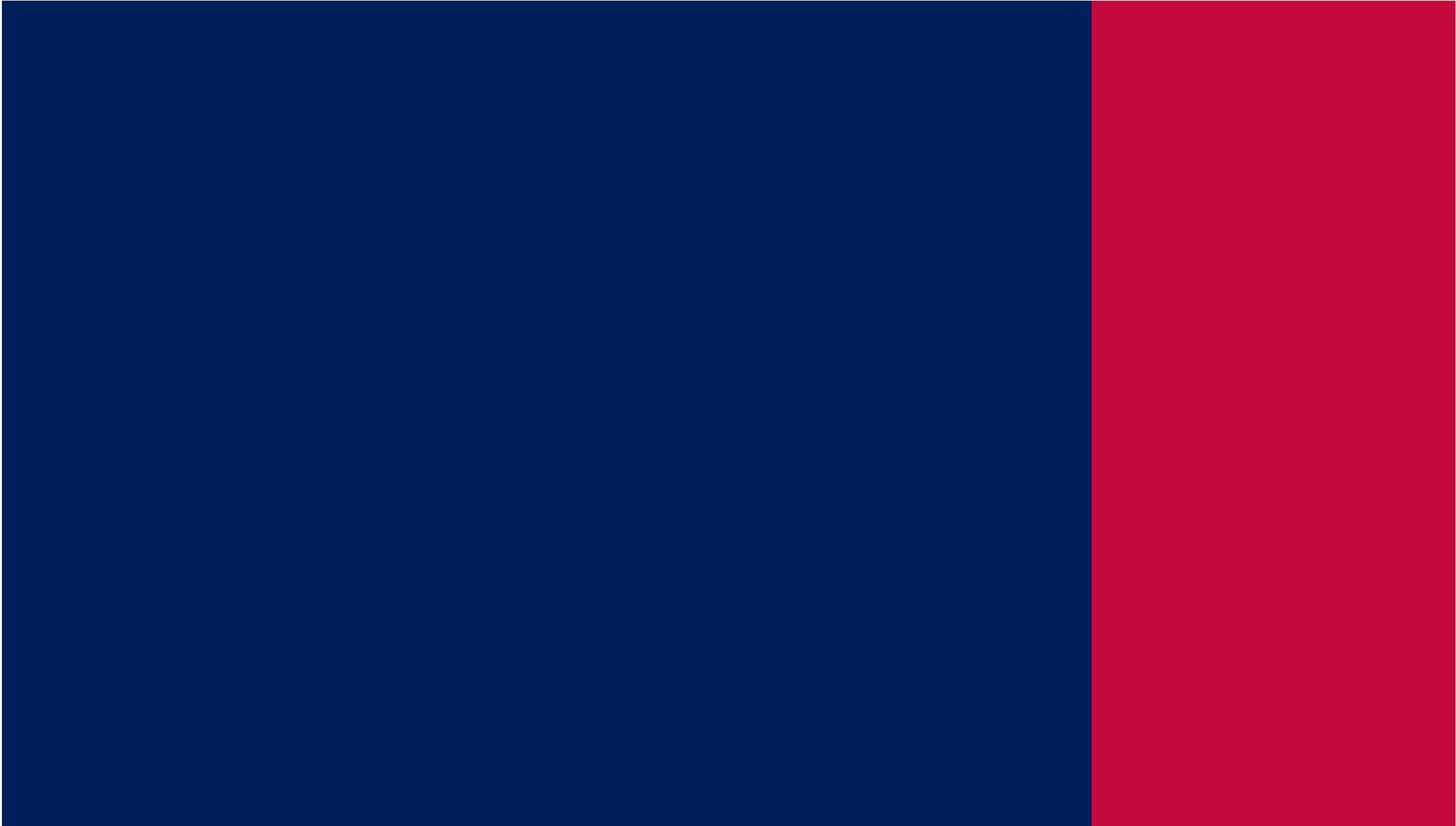
UNIVERSITY OF SOUTH ALABAMA

Our Color Palette

Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for each of our pieces. Our palette is diverse and flexible.

Our Colors

Primary



Supporting



Our Typography

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

Our Fonts

Sofia Pro family

Use this typeface primarily for headlines.

Jaguars

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

Surveyor Text family

Use this typeface primarily for body copy and select headlines.

Jaguars

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

United Sans Condensed Family

Use this typeface for callouts.

JAGUARS

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

Audiences and Sample Tactics

The Best-Fit South Student

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

Our message should reinforce:

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



Start something
today you'll be
proud of tomorrow.

USA
UNIVERSITY OF
SOUTH ALABAMA



Start in a place
that supports and
challenges you.

3 4

Welcome to Jag Nation.

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

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



Lisa Estrada

Obtinenti ipsam. Vending nati tisse valor sedent labore, nisi tem facere sunt postquam essit eum adis ac alioris. Et esseque et ante? Ad aut, volare in illam nate nos et etiam.



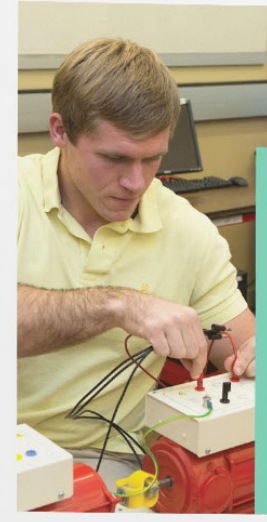
Scott Alvarado

Obtinenti ipsam. Vending nati tisse valor sedent labore, nisi tem facere sunt postquam essit eum adis ac alioris. Et esseque et ante? Ad aut, volare in illam nate nos et etiam.



Bonne Riddick

Obtinenti ipsam. Vending nati tisse valor sedent labore, nisi tem facere sunt postquam essit eum adis ac alioris. Et esseque et ante? Ad aut, volare in illam nate nos et etiam.

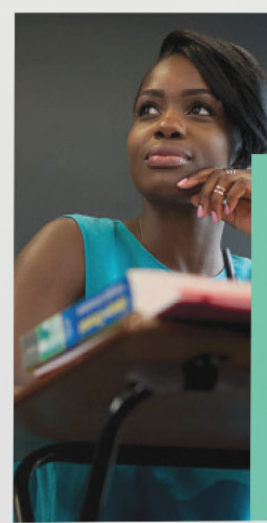


Richard Reddington

Obtinenti ipsam. Vending nati tisse valor sedent labore, nisi tem facere sunt postquam essit eum adis ac alioris. Et esseque et ante? Ad aut, volare in illam nate nos et etiam.

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

Aliquia voloruptae nem eiusam quis nonsequat laboratio tem id untem qui te qui omninimulles ex es dolest arci nist volorem aute ea dis nihi ta conse nobit faccus, cusanti nctaspe rspelit eos experio remolo mi, tem aute ped qui sunt aditae sincia voluptam, eum escipsaere omniae



Isabel Whitley

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Whatever you decide to do:

**MAKE IT
JAGGY.**



Whatever you

**MAKE IT
JAGGY.**

The University Community

- Leadership and administration (also for the Health System)
- Board of trustees
- Faculty and staff
- Current students
- Alumni, donors, and friends

Our message should reinforce:

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

WE
—
ARE
—
SOUTH.

UNIVERSITY OF
SOUTH ALABAMA



We are
—
cancer
fighters.

UNIVERSITY OF
SOUTH ALABAMA



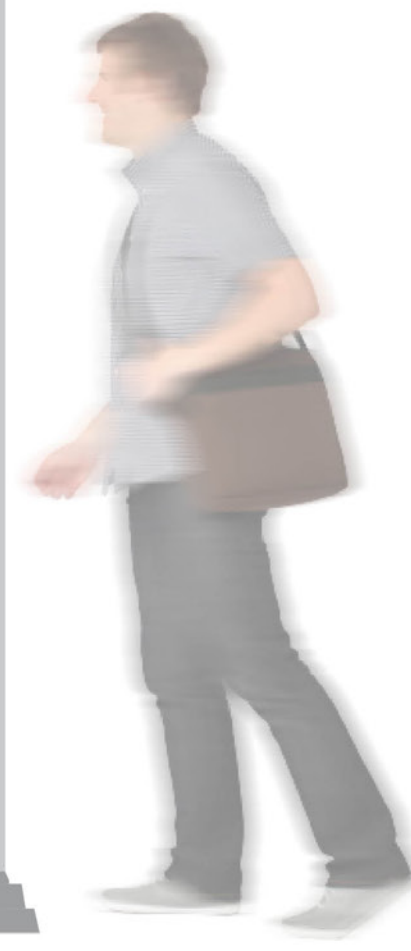
We are
—
play-
makers.

UNIVERSITY OF
SOUTH ALABAMA



We are
—
coast
guardians.

UNIVERSITY OF
SOUTH ALABAMA



The Potential Partners and Neighbors

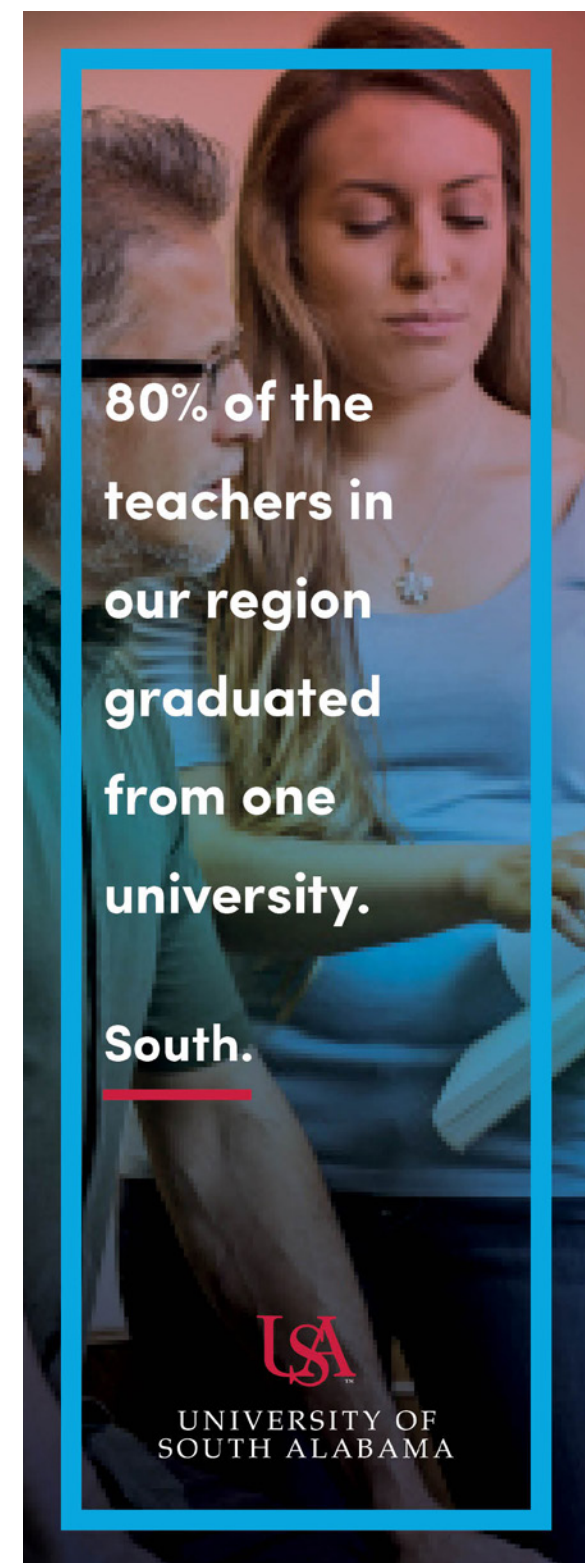
- Referring physicians
- Patients
- Businesses, employers, and industry partners
- Gulf Coast community

Our message should reinforce:

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

WELCOME TO South Alabama.

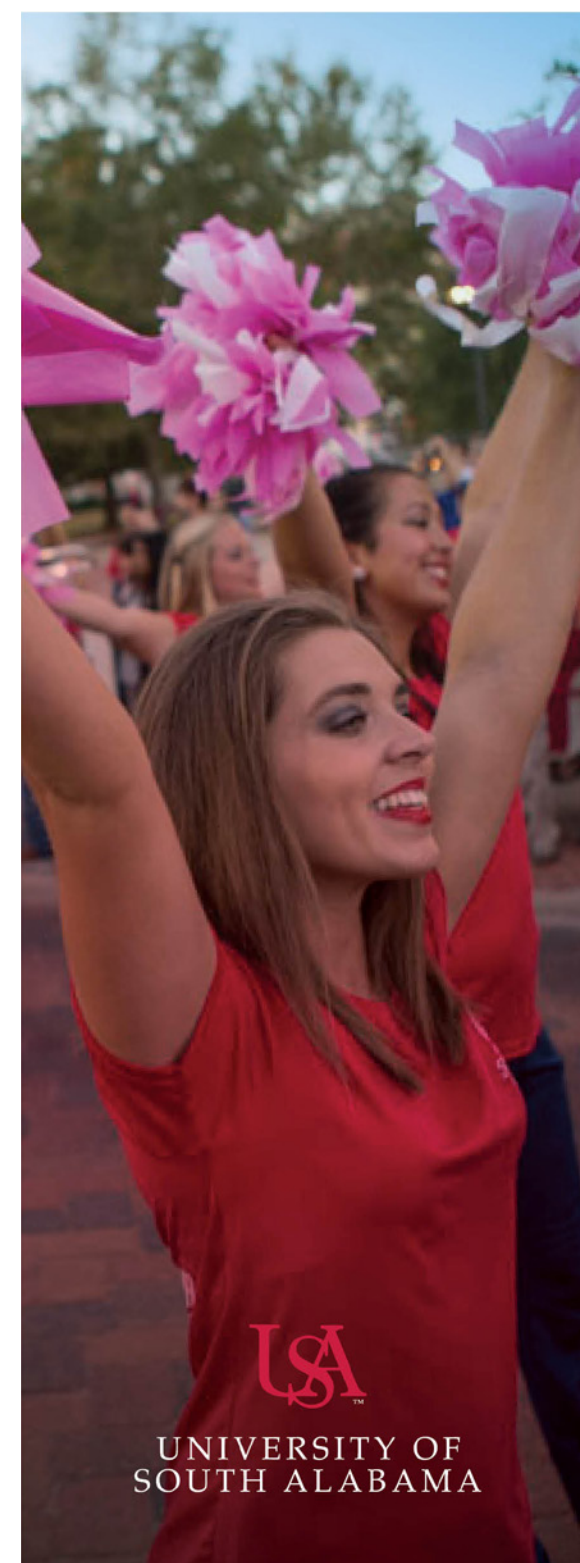
USA UNIVERSITY OF
SOUTH ALABAMA



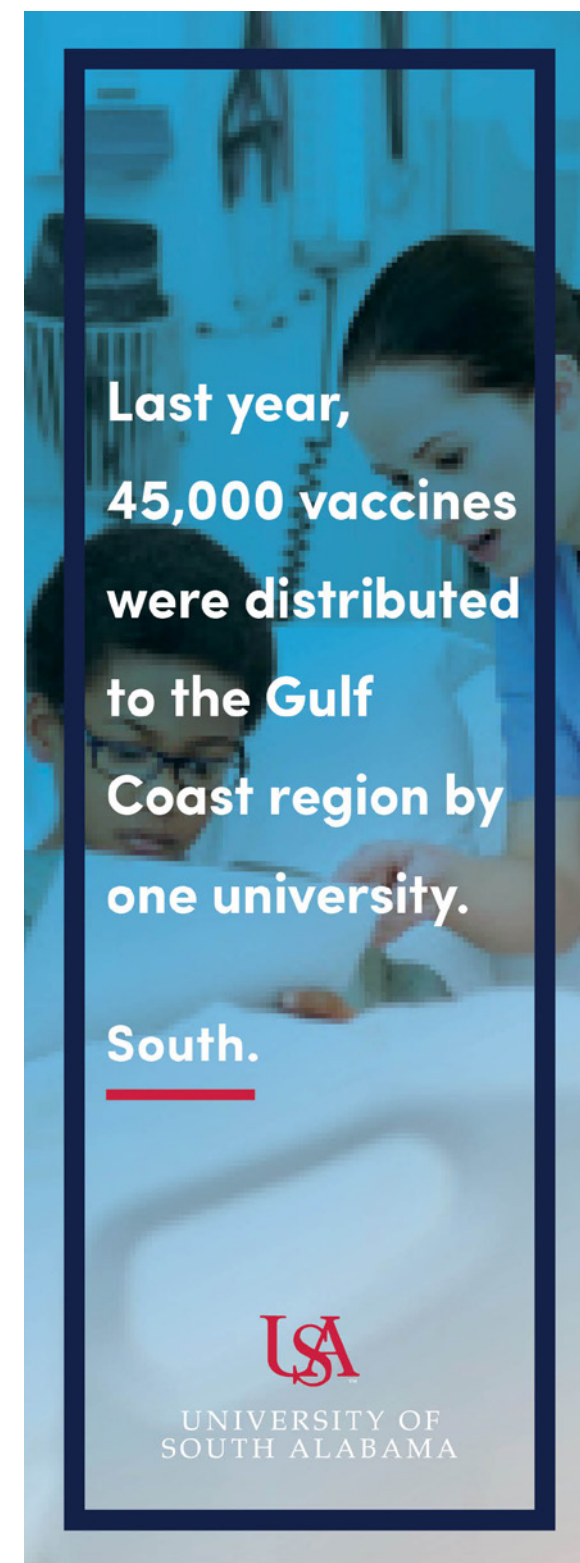
80% of the
teachers in
our region
graduated
from one
university.

South.

USA
UNIVERSITY OF
SOUTH ALABAMA



USA
UNIVERSITY OF
SOUTH ALABAMA



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

South.

USA
UNIVERSITY OF
SOUTH ALABAMA





The Influential Leaders

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

Our message should reinforce:

South makes a tremendous impact on the city, state, and region around us.

You are what you do.

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

We're the University of South Alabama, South, for short. And we're a \$2.5 billion engine driving our state and world forward.

Whether it's providing intellectual capital for industry and government

leaders, or educating 85 percent of our region's teachers, South is making big waves every day. Because we are what we do... we are South.

Find our more at southalabama.edu



Full-service
Public services
Private dental
by a board-
ed. We have
convenient,
498-0050.

Next Steps

- Finalize brand guidelines
 - Determine format and timing for brand training
 - Develop plan for brand launch
-



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