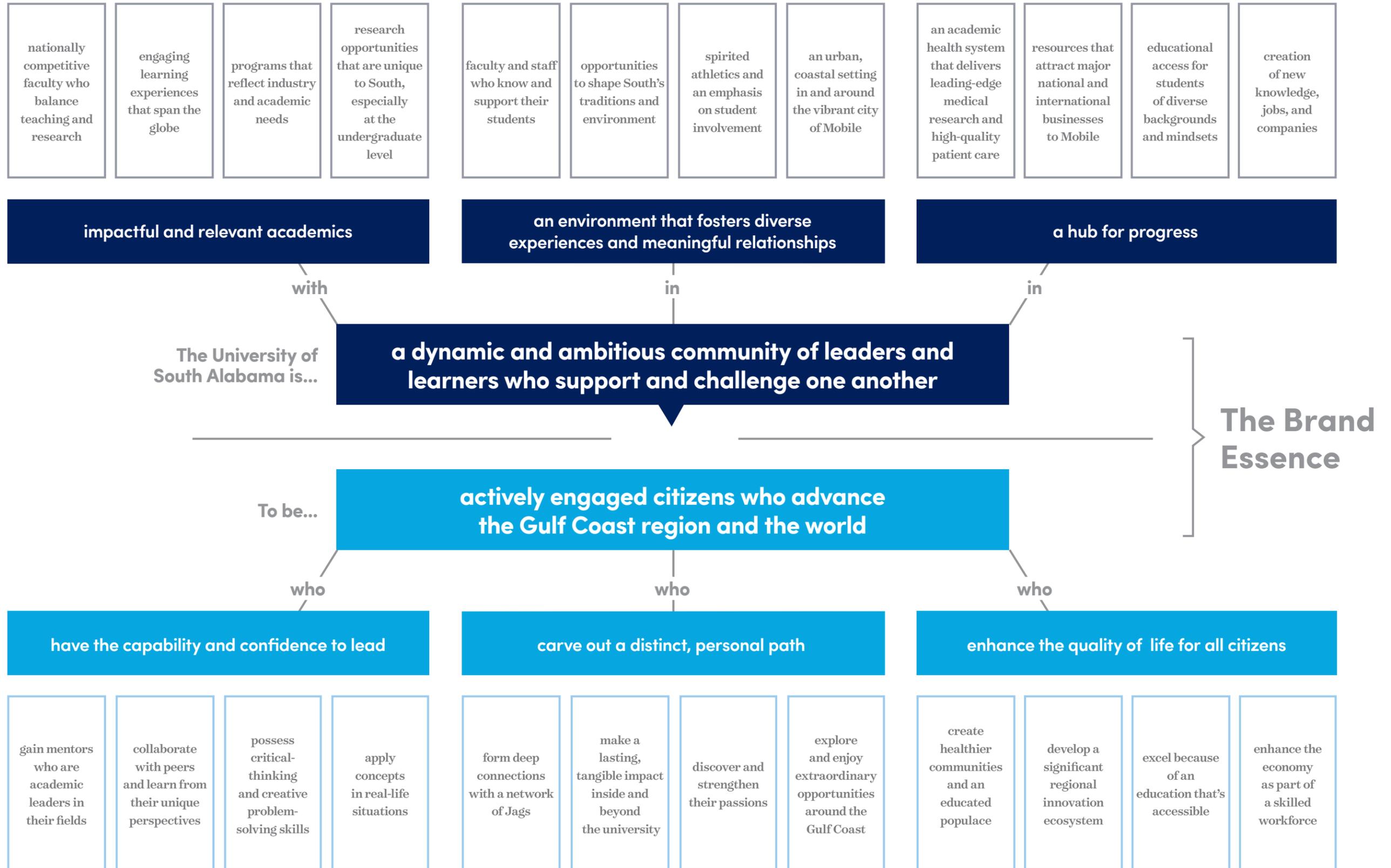


# Our Messaging Map



## Our Positioning

**The University of South Alabama is** a dynamic and ambitious community of leaders and learners who support and challenge one another to be actively engaged citizens who advance the Gulf Coast region and the world.

## Our Creative Platform

It's not a direction or a point on the map.  
South is a state of mind.

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

So that's exactly what we go out and do every single day.

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

South welcomes the blue-sky thinkers, bold risk takers and big playmakers who want to start things today they'll be proud of tomorrow.

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

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

We discover our passions and push others to pursue theirs.

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

We find solutions to the problems that matter most.

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

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

**We are South.**

# VOICE

## Personality

### 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.

## Voice

**How We Say It** Our brand voice is what gives us a recognizable style that's ours alone. It connects us with our audiences. It gives our content meaning and relevance. It expresses our personality and reinforces our brand.

**It's proud, but not boastful.**

**It's spirited, but not overexcited.**

**It's personal, but not casual.**

**It's fun, but not frivolous.**

**It's momentous, but not solemn.**

**It's optimistic, but not naive.**

## Voice Checklist

When writing any communication, ask yourself:

- Does it relate to the brand narrative?
- Does it lead with audience benefits?
- Does it sound like something a person with our brand's personality would say?
- When you read it out loud, does it sound even better?
- Does it include at least one of our key messages?
- Does it get to the point? Or are key messages buried?
- Is it appropriate for the intended audience?
- Do headlines convey our voice, or are they simply labeling content?
- Does it move beyond stating the facts to reveal something bigger about South?

# VISUAL

## Colors

<b>USA Blue</b>	PMS 281	CMYK 100/85/5/36	RGB 0/32/91	HEX 00205B	<b>Light Blue</b>	PMS 2995	CMYK 83/1/0/0	RGB 0/169/224	HEX 00A9E0
					<b>Pink</b>	PMS 177	CMYK 0/54/38/0	RGB 225/128/139	HEX FF808B
					<b>Orange</b>	PMS 165	CMYK 100/90/13/71	RGB 7/29/73	HEX 071D49
					<b>Teal</b>	PMS 338	CMYK 50/0/31/0	RGB 110/206/178	HEX 6ECEB2
<b>USA Red</b>	PMS 193	CMYK 2/99/62/11	RGB 91/13/62	HEX BF0D3E	<b>Yellow</b>	PMS 7409	CMYK 0/31/100/0	RGB 240/179/35	HEX F0B323
					<b>Brown</b>	PMS 438	CMYK 42/56/47/77	RGB 88/68/70	HEX 584446

## Typography

# Jaguars

Sofia Pro Family

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

# Jaguars

Surveyor Display Family

Use this typeface primarily for body copy and select headlines.

# JAGUARS

United Sans Condensed Family

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

## Photography

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

### Academics

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



### Campus

Our focus is on people, but our beautiful campus and the city of Mobile play important roles in portraying South visually.



### Community

Community images focus on our vibrant student life and the new traditions we're forming.



### Health System

Health system photography showcases learning, research and patient care at its best.



USA brand resources are available at [www.southalabama.edu/brand](http://www.southalabama.edu/brand)