



UNIVERSITY OF
SOUTH ALABAMA

Brand Materials

Logos/Colors/Fonts



UNIVERSITY OF
SOUTH ALABAMA

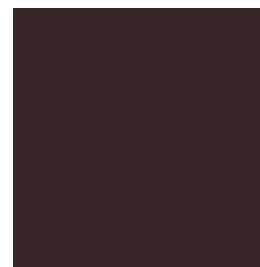
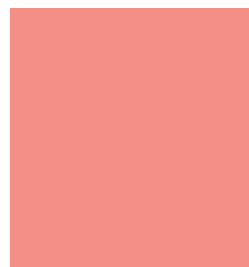
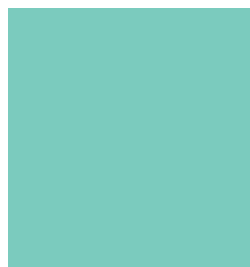
Primary Lock Up



USA Monogram



Unit Identifiers



Primary Color Palette

Secondary Color Palette

University of South Alabama

Sofia Pro

University of South Alabama

Surveyor Display

Business Papers



UNIVERSITY OF SOUTH ALABAMA



UNIVERSITY OF SOUTH ALABAMA
OFFICE OF MARKETING & COMMUNICATIONS
AD 250 | 307 North University Boulevard
Mobile, Alabama 36688-0002

OFFICE OF MARKETING & COMMUNICATION
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Firstname Lastname

Title

Department

UNIVERSITY OF SOUTH ALABAMA

BLDG 000 | 1234 Street Name
Mobile, Alabama 36688-0002

TEL: (000) 000-0000 | FAX: (000) 000-0000
email.address@southalabama.edu

Vehicle Graphics



Brand Launch Giveaways



Brand Launch Promotional Items



Campus TV Monitor Slide Show



We are coast guardians.

WE ARE SOUTH

USA
UNIVERSITY OF SOUTH ALABAMA



We are cancer fighters.

WE ARE SOUTH


USA
UNIVERSITY OF SOUTH ALABAMA



We are daring dreamers.

WE ARE SOUTH

USA
UNIVERSITY OF SOUTH ALABAMA



We are game changers.

WE ARE SOUTH

USA
UNIVERSITY OF SOUTH ALABAMA



We are high climbers.

WE ARE SOUTH

USA
UNIVERSITY OF SOUTH ALABAMA



We are scene stealers.

WE ARE SOUTH


USA
UNIVERSITY OF SOUTH ALABAMA



We are problem solvers.

WE ARE SOUTH

USA
UNIVERSITY OF SOUTH ALABAMA



We are big play makers.

WE ARE SOUTH

USA
UNIVERSITY OF SOUTH ALABAMA

Brand Launch Advertisement

WE ARE SOUTH

Brand Launch Party
Wednesday, March 23
12 Noon - 2 p.m.
Student Center Amphitheatre

Music, Free Food, Drinks!
Demonstrations and Displays
T-Shirt Toss

First 500 people get a South Gift Pack

First 1000 people are entered
into prize drawings:

- iPad Mini
- Free Pizza for a Year
- And More!

Drawing at 12:30 p.m.
Must be present to win.

USA
UNIVERSITY OF
SOUTH ALABAMA
SouthAlabama.edu/WeAreSouth #WeAreSouth

Social Media Icons

WE
ARE
SOUTH

UNIVERSITY OF
SOUTH ALABAMA

USA

USA

UNIVERSITY OF
SOUTH ALABAMA

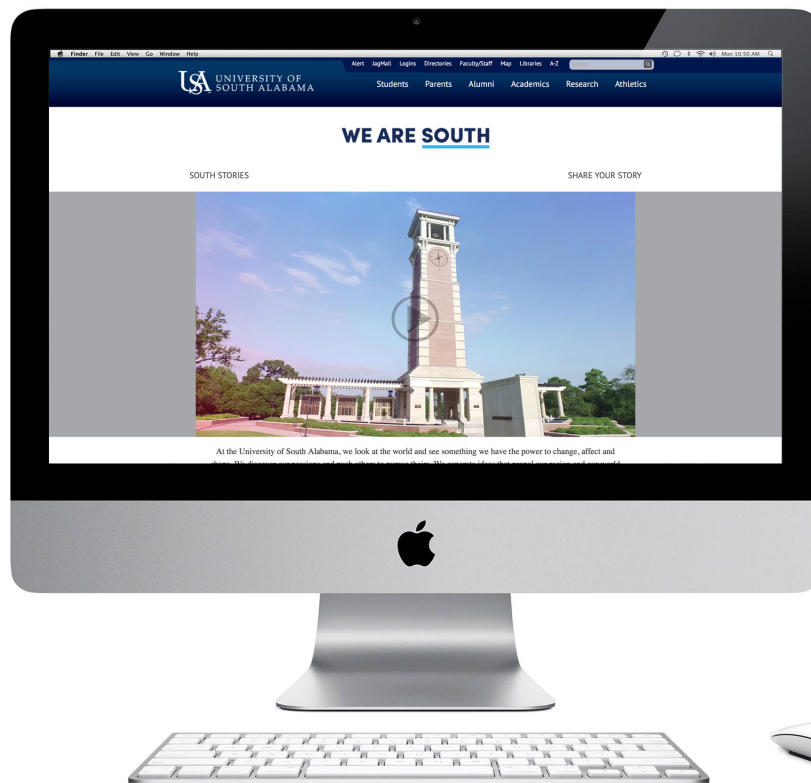
#WeAreSouth

City Council Proclamation of “University of South Alabama Day”



Alumni Association President Jeb Shell, USA President Dr. Tony Waldrop, Student Government Association President Ravi Rajendra, Executive Director of Marketing and Communications Michael Haskins

“We Are South” Website



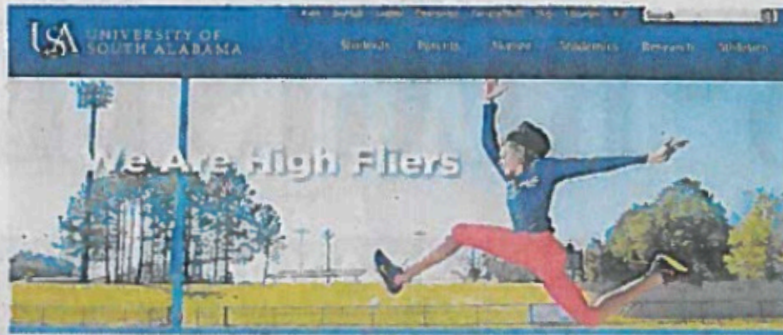
Brand Launch Day Photos



Brand Launch Day Photos



University of South Alabama



The "We Are South" campaign will feature stories of the University of South Alabama's students, faculty, staff members, alumni and friends. The stories can be found at the university's website: southalabama.edu.

'We Are South'

New campaign shares USA's story far and wide

Bob Lowry
University of South Alabama Marketing and Communications

The University of South Alabama is rolling out its new brand, featuring the slogan "We Are South."

To mark the event, the university on Wednesday unveiled new campus banners, an updated logo, a new video and website, and an online advertising campaign. It also celebrated a proclamation from the Mobile City Council declaring March 23 as "University of South Alabama Day."

"The phrase 'We Are South' reflects the exciting things that our students, faculty and staff are accomplishing together," said Mike Haskins, USA's executive director for marketing and communications. "Our brand will bring consistency and quality to all of our marketing and communications, but the heart of the South brand, and what makes USA a great university, is our people."

The "We Are South" campaign is the culmination of a nine-month effort by South's Marketing and Communications Advisory Committee, consisting of nearly 40 faculty, staff, students and alumni.

A number of committee members are featured in the new "We Are South" section of the university's website — southalabama.edu — as they



The University of South Alabama's new logo

"(It) reflects the exciting things that our students, faculty and staff are accomplishing."

Mike Haskins, USA executive director

share their "South Stories." The site, which will grow as more stories are added, celebrates the diversity and achievements of South's community, and there's also a place where students, employees and alumni can submit their own South stories.

"Our students, faculty, staff, alumni and friends are what make the Univer-

sity of South Alabama an outstanding university, so it makes sense that the USA brand puts our people front and center," said university President Tony Waldrop.

One of the more noticeable brand changes is the university logo, which no longer has the box that enclosed the USA letters.

"We're actively engaged, out-of-the-box thinkers and doers at South, and our logo now reflects that personality," Haskins said.

To learn more information about the USA brand, go to southalabama.edu/brand.

The University of South Alabama marketing and communications team provides stories about USA students, faculty, academic programs and research initiatives, all posted online. The university's Web address is southalabama.edu.

SOUTH
USA NATIONAL ALUMNI ASSOCIATION
Spring 2010

Upward & Onward

A CAMPAIGN FOR THE UNIVERSITY OF SOUTH ALABAMA
NEW BRAND DEBUTS WITH "WE ARE SOUTH" THEME,
BUILDING THE MOBILE RIVER BRIDGE, JAGUARS CARE,
BASEBALL'S KEVIN HILL

USA Grads Stop Traffic

(From backing up on I-10, that is.)

A project of local citizens and community leaders, the bridge is the first of its kind in the region. It will provide a new route for commuters and a scenic view of the river. The bridge is expected to be completed in 2012.

The bridge is a 1.5-mile-long, four-lane bridge that will connect the city of Mobile to the Mobile River. It is a significant project for the city and the state.

What might seem like a headache for residents is actually a problem of national significance. As a commute corridor, this congestion is one of the largest issues impacting travel on Interstate 10.

The congestion on Interstate 10 is a major issue for the region. It is causing significant delays and frustration for commuters. The state and local officials are working to find solutions to this problem.

The congestion is a result of increased traffic volume and limited road capacity. It is a challenge that requires a coordinated effort to address.

One Pitch at a Time

By David Hill
USA National Alumni Association

The difference between Kevin Hill's sophomore and junior seasons with the University of South Alabama baseball program could not have been any more distinct.

Hill's performance improved significantly from his sophomore season to his junior season. He showed more consistency and skill on the field.

His coach and teammates praised his growth and leadership on the team. He is becoming a key player for the program.

ATHLETICS

Athletic achievements and news from the University of South Alabama. The team has had a successful season with several key players performing well.

The athletes have shown great dedication and hard work. They are proud to represent the university and compete at a high level.

The coaching staff is proud of the progress the team has made. They are looking forward to the upcoming season.

SOUTH
USA NATIONAL ALUMNI ASSOCIATION
Spring 2010

Formula for Success

CATHERINE ZIVANOV WINS PRESTIGIOUS FELLOWSHIP, DISTINGUISHED ALUMNI AWARDS, JAGUARS CARE, USA HONORS COLLEGE, NCAA COLLEGE WORLD SERIES

VIEW FROM THE BELL TOWER

Creating your new home at USA

The Bell Tower is a landmark building on the campus of the University of South Alabama. It is a beautiful example of modern architecture and a central hub for students and faculty.

The building houses several important offices and departments. It is a place where many memories are made.

The view from the tower is a beautiful sight, overlooking the campus and the surrounding area. It is a great place to relax and enjoy the view.

The Formula for Success

By David Hill
USA National Alumni Association

South graduate Catherine Zivanov wins prestigious \$16,000 Phi Kappa Phi Honorarium Fellowship.

Zivanov's research in the field of medicine has led to significant discoveries. Her work is highly regarded by the scientific community.

She has received numerous awards and honors for her contributions to science. Her dedication and hard work are truly inspiring.

Her research has the potential to improve lives and advance the field of medicine. She is a true role model for students and professionals alike.

"I hope to contribute to advances in the field of medicine by conducting research on pathogens, and I would like to be actively involved in the clinical translation and applications of my findings."

—CATHERINE ZIVANOV

Catherine Zivanov is a dedicated researcher and student. She is passionate about her work and committed to making a difference in the field of medicine.

Her research focuses on understanding the mechanisms of various pathogens and how they affect the human body. She is working to find ways to prevent and treat these diseases.

She is also involved in clinical translation, working to bring her research findings to the bedside. She is a true leader in her field.

"We Are South" Campus Banners



"We Are South" Campus Banners

