



# USA Brand Updates, Templates and Resources

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October 26, 2017



UNIVERSITY OF  
SOUTH ALABAMA

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# Brand Implementation

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# Brand Implementation

At this point, everyone should:

- Use updated business cards, letterhead and envelopes.
- Discontinue use the old, boxed logo on any materials.
- Continue to replace the old logo on signage.
- Use the updated name badges and lapel pins.
- Use the templates from the branding website.
- Incorporate key messages from the brand narrative into printed materials and websites.



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# March 2017 Brand Anniversary

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# “We Are South” Instagram T-Shirt Giveaway

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# “We Are South” Instagram T-Shirt Giveaway

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# New Branded Materials

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# Highlights Brochure





# Honors College Brochure

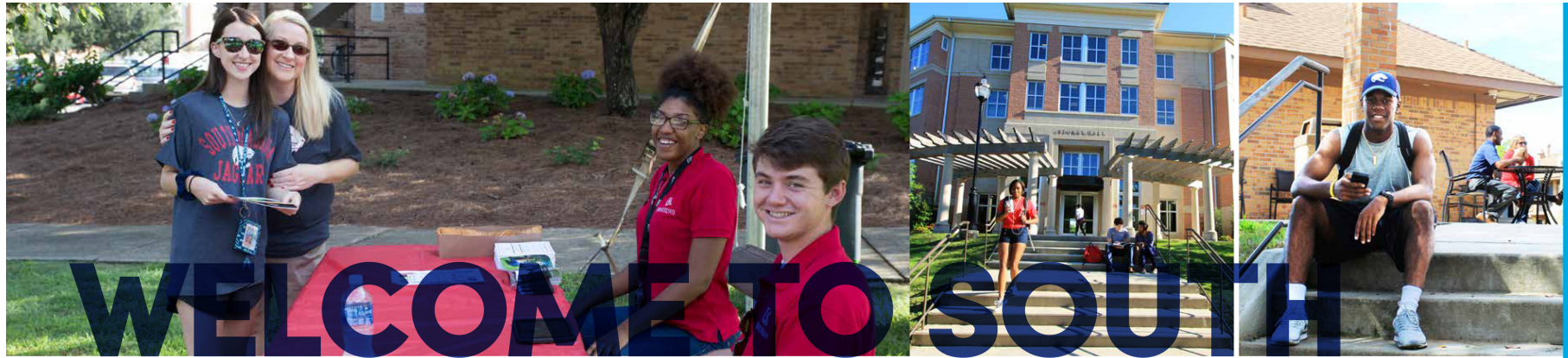


## Alumni Mailer



# Housing Brochure





WHY LIVE ON CAMPUS? ▶

# Housing Contract Timeline

SEPTEMBER 2017



Academic Year 2018-2019 housing contract available online

SEPTEMBER – APRIL



Apply for housing to be eligible for Room Selection (self-selection). Earlier is better (see 'Application Process' page for details).

NOVEMBER 1



'Manage Roommates' step opens in the housing contract. Begin to search for and request preferred roommates (see 'Roommates' page for details).

MARCH 1



**Housing Contract completed by March 1:** You will be invited to assign yourself during the 'Room Selection' process (April). During your invited time, you select your exact room from what's available at the time of your participation.

LATE MARCH



Monitor JagMail for notice of time slot to participate in 'Room Selection' (if housing contract was completed by March 1)

APRIL



Pick your hall and room through the 'Room Selection' step in the housing contract during your time slot (if eligible).

MARCH – JULY



**Housing Contract completed after March 1:** USA Housing will assign your hall and room, taking into consideration your selected preferences – based on space availability at time of assignment. JagMail notice will be sent once assigned.

AUGUST 18, 2018



Move-In: residence halls open for fall semester.



# Planned Giving

# LEGACY SOCIETY



*Application*

Over the years, many University of South Alabama alumni and friends have remembered the University in their estate plans. In recognition of such commitments to the University, USA supporters who document a specific planned gift will be recognized through the University of South Alabama Legacy Society.

To be recognized in the Legacy Society, simply provide the University of South Alabama with either a copy of the specific provision that reflects your estate commitment for the benefit of the University or complete the attached Legacy Society Application. Donors may also wish to remain anonymous.

Planned gifts may be designated for the unrestricted use of the University or for a specific college, hospital, or department. Planned gifts may also be restricted to a specific purpose of your choice.

Currently, a planned gift of \$10,000 or more may be designated to create an endowed fund in memory of a loved one or to carry your own name. The annual spendable income from the endowed fund, as defined by the University of South Alabama policy, provides perpetual recognition for the person or persons named.

The annual spendable income could:

- Ensure assistance for undergraduate students, graduate students or student athletes by establishing a scholarship;
- Help provide a cure for cancer or influence patient care;
- Provide equipment upgrades
- Hire an eminent scholar who will impact future generations of students.

You decide! How will your gift impact the University of South Alabama?

**FOR FURTHER INFORMATION ON THE LEGACY SOCIETY,  
PLEASE CONTACT:**

*University of South Alabama*

*Office of Development*

307 University Blvd., N

300 Alumni Circle

Mobile, Alabama 36688-0002

Phone: (251) 460-7032

Fax: (251) 461-1776

Please visit our website: [www.southalabama.edu/development](http://www.southalabama.edu/development)



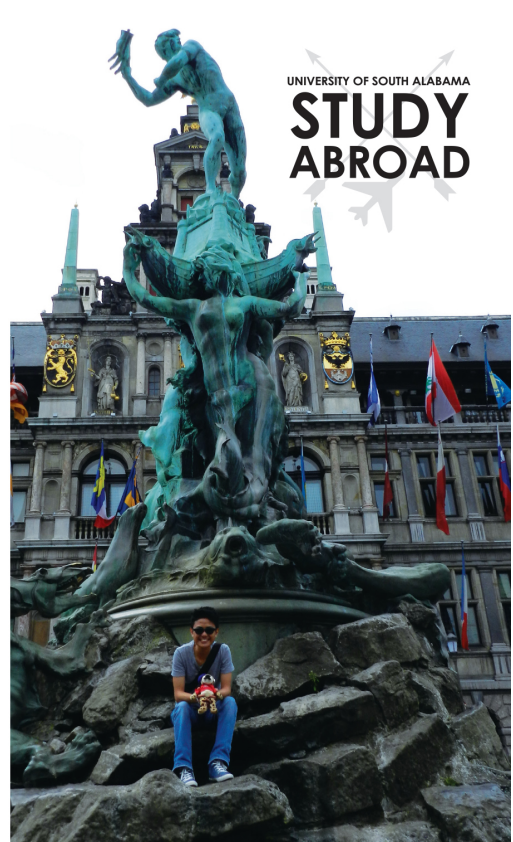
# SOUTH Magazine



# Study Abroad

**Getting Started Timeline**  
*It is never too soon to start thinking about your study abroad experience.*

- 1 Browse through the study abroad website [southalabama.edu/studyabroad](http://southalabama.edu/studyabroad) for information and program examples.
- 2 Attend a Study Abroad 101 Advising Session.
- 3 Meet with your academic advisor to discuss how study abroad can fit into your degree plan.
- 4 Schedule an appointment with a study abroad advisor, or drop in the office during walk-in hours.
- 5 Choose your program.
- 6 Begin your study abroad online application.
- 7 Research and start applying for scholarships.
- 8 Apply for a passport.



**USA**  
 UNIVERSITY OF SOUTH ALABAMA  
**INTERNATIONAL EDUCATION  
 AND STUDY ABROAD**

2300 Meisler Hall, 390 Alumni Circle  
 Office Hours: Monday - Friday 8:00 to 5:00  
 Walk-in Hours: See website for schedule  
 Phone: 251.460.7053  
 Email: [intledu@southalabama.edu](mailto:intledu@southalabama.edu)  
[southalabama.edu/studyabroad](http://southalabama.edu/studyabroad)

[SouthAlabamaStudyAbroad](#)
[@USA\\_StudyAbroad](#)  
[USA\\_Study\\_Abroad](#)
[usastudyabroad](#)



## Choose your own adventure!

### What is Study Abroad?

Study abroad is the opportunity for USA students to spend time in a different country while earning credit towards your degree through taking classes, interning, volunteering, and more. Studying abroad can be one of the highlights of your university career, giving you wonderful and challenging experiences that will allow you to grow both academically and professionally. Get started today!

Did you know that the Office of International Education awards **\$100,000** in scholarships for Study Abroad each year?

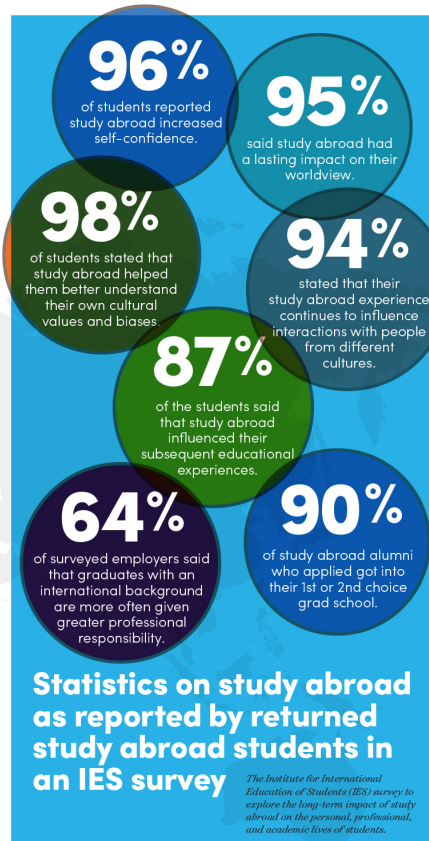
Can't speak a foreign language? No problem! We offer a range of programs with courses taught in **ENGLISH.**

Did you know that USA offers programs in over **60** countries?

You can study abroad and still graduate in **4** years!

Study Abroad opportunities range from **1 WEEK** to **1 YEAR** so you can choose the program length that fits best for you!

Study Abroad includes **INTERNSHIPS, VOLUNTEER PROGRAMS, and RESEARCH.**





# Global USA



## International Student Expenses\* 2017-2018

UNDERGRADUATE STUDENTS		GRADUATE STUDENTS		ENGLISH LANGUAGE CENTER	
Tuition & Fees	\$19,930	Tuition & Fees	\$16,338	Tuition & Fees	\$8,160
Living Expenses	\$9,000	Living Expenses	\$9,000	Living Expenses	\$9,000
Medical Insurance	\$1,926	Medical Insurance	\$1,926	Medical Insurance	\$1,926
Books	\$1,100	Books	\$1,100	Books	\$1,400
<b>Total Cost:</b>	<b>\$31,956</b>	<b>Total Cost:</b>	<b>\$28,364</b>	<b>Total Cost:</b>	<b>\$20,486</b>

\*Calculated based on 9 months; tuition rates vary by major

### USA Colleges and Schools

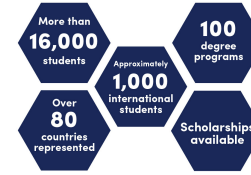
- Allied Health Professions
- Arts and Sciences
- Mitchell College of Business
- Computing
- Education and Professional Studies
- Engineering
- Medicine
- Nursing
- Pharmacy with Auburn University



Office of Global Outreach and International Student Programs  
[southalabama.edu/globalusa](http://southalabama.edu/globalusa)  
 For more information, contact [globalusa@southalabama.edu](mailto:globalusa@southalabama.edu)



## Fast Facts



## Admission Requirements

**2.5** GPA    **TOEFL 61**    **IELTS 5.5**    **ITEP 3.6**

The University of South Alabama is located in Mobile, Alabama, nestled on the beautiful Gulf of Mexico.

OFFICE OF GLOBAL OUTREACH AND INTERNATIONAL STUDENT PROGRAMS



# Mitchell Center Poster

**MARLON WAYANS**  
Star of the NBC sitcom "Marlon," this actor, producer, comedian, writer and film director is touring the nation with sold out shows. Don't miss your chance to see him perform live!

**JAY PHAROAH**  
With six seasons as a cast member of NBC's "Saturday Night Live," this actor is now the star of "White Famous" on Showtime. See him perform live at the Mitchell Center!

**MARLON WAYANS**  
LIVE AT THE MITCHELL CENTER / THURSDAY, OCTOBER 19  
**JAY PHAROAH**  
7:30 PM  
GATES OPEN AT 6:30

TICKETS GO ON SALE  
OCTOBER 6


\$60	VIP
\$45	GENERAL SEATING
\$20	FIRST 400 STUDENTS

TICKETS AVAILABLE AT THE MITCHELL CENTER TICKET OFFICE OR ONLINE AT MITCHELLCENTER.COM

USA  
UNIVERSITY OF SOUTH ALABAMA  
MITCHELL CENTER  
mitchellcenter.com



## A Night Honoring Heroes



*A Night Honoring*  
**HEROES**

**BENEFITING THE  
USA MEDICAL CENTER  
LEVEL 1 TRAUMA CENTER**

**Tuesday, October 10, 2017  
Mobile Convention Center  
Grand Ballroom  
5:30 p.m. to 9:00 p.m.**

**Tickets: \$150 each  
To purchase tickets,  
call 251-415-1636.**

**Presented By  
UNIVERSITY OF SOUTH ALABAMA  
FOUNDATION**

**SAVE THE DATE**

**USA**  
UNIVERSITY OF SOUTH ALABAMA  
MEDICAL CENTER



## Employee Service Recognition Program


EMPLOYEE RECOGNITION AT  
**SOUTH**

PRESIDENT TONY G. WALDROP AND THE PRESIDENT'S COUNCIL  
ARE HONORED TO HOST YOU AND A GUEST IN RECOGNITION OF YOUR

**25** *years*

OF SERVICE AT THE UNIVERSITY OF SOUTH ALABAMA  
TUESDAY, OCTOBER 24, 2017  
5:30 P.M.  
USA STUDENT CENTER BALLROOM  
ATTIRE: BUSINESS CASUAL

Please RSVP before Monday, October 16 to the Office of Special Events  
at [specialevents@southalabama.edu](mailto:specialevents@southalabama.edu) or **Tasha Garriga at (251)341-3974**.  
Please note any dietary or special needs when you send your RSVP.

  
UNIVERSITY OF  
SOUTH ALABAMA

EMPLOYEE RECOGNITION AT  
**SOUTH**

PRESIDENT TONY G. WALDROP, DR. JULEE WALDROP AND  
THE PRESIDENT'S COUNCIL ARE HONORED TO HOST YOU  
IN RECOGNITION OF YOUR

*Employee Achievement*

TUESDAY, NOVEMBER 7, 2017

6:00 P.M.

THE PRESIDENT'S HOME, 28 OAKLAND AVENUE, MOBILE, AL 36608  
Please pull all the way around to the other side of the driveway to maximize parking.  
**Carpooling is encouraged as parking space is limited.**

ATTIRE: COME AS YOU ARE

Please RSVP before Tuesday, October 24 to the Office of Special Events  
at [specialevents@southalabama.edu](mailto:specialevents@southalabama.edu) or Frances Henson (251) 460-7853.  
Please note any dietary or special needs when you send your RSVP.



EMPLOYEE RECOGNITION AT  
**SOUTH**

PRESIDENT TONY G. WALDROP AND THE PRESIDENT'S COUNCIL INVITE ALL

*Christie Miree Nominees*

TO A BREAKFAST IN RECOGNITION OF THEIR NOMINATION.

MONDAY, OCTOBER 23

8:00 A.M.

USA FACULTY CLUB

ATTIRE: COME AS YOU ARE

Please RSVP before Wednesday, October 18 to the Office of Special Events  
at [specialevents@southalabama.edu](mailto:specialevents@southalabama.edu) or Tasha Garriga at (251)341-3974.  
Please note any dietary or special needs when you send your RSVP.





## USA Police Department



USA UNIVERSITY OF SOUTH ALABAMA

# PROTECT YOUR BELONGINGS!

- 1 Lock Your Car
- 2 Take Your Keys
- 3 Remove Your Valuables

If You See Something, Do Something! USA Police (251) 460-6312

Happy  
Birthday

Season's  
Greetings

## Trade Show Booth







# Hospitality and Tourism Workforce Summit

*A Rising Tide Lifts All Boats*

*hope grows there*

USA Mitchell Cancer Institute Kilborn Clinic

FAIRHOPE



# GLOBAL USA

UNIVERSITY OF SOUTH ALABAMA

# I ♥ SOUTH

HEART WALK 2017



UNIVERSITY OF SOUTH ALABAMA  
MARKETING AND  
COMMUNICATIONS



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# Branding Resources

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# Brand Website (SouthAlabama.edu/Brand)

- Brand Home
- Brand Guidelines
- USA Logos
- USA Photos
- Brand Templates
- Advisory Committee

Alert JagMail Logins Directories Faculty/Staff Map Libraries A-Z Search

USA UNIVERSITY OF SOUTH ALABAMA

Students Parents Alumni Academics Research Athletics

HOME / DEPARTMENTS / OFFICE OF MARKETING AND COMMUNICATIONS / USA BRAND

Brand Home

Brand Guidelines

USA Logos

USA Photos

Brand Templates

Advisory Committee

## USA Brand

Welcome to the University of South Alabama Brand website, a resource that will help the entire USA community effectively apply the different elements of the USA brand to our marketing and communications.


If you are responsible for the creation or implementation of marketing and communications materials – brochures, magazines, print ads, signage, websites, electronic messages or others – you should be familiar with USA's brand messages, visual identity and style guidelines. They will help you create materials that complement other USA marketing materials, strengthening the impact of your own communications as well as the USA brand. For information and background on the branding process, please visit the [FAQ section](#) of our Brand Guidelines.

The [Brand Guidelines](#) section of the website will assist you in consistently utilizing the University's brand foundation, key message, logo, visual identity, and business system. In addition, this site contains correct downloadable versions of the [USA logos](#), as well as business system [templates](#) and a sampling of frequently used [photography](#).

The elements of the USA brand were selected as the result of a rigorous and inclusive process overseen by the [USA Marketing and Communications Advisory Committee](#), a group that included representatives from throughout the University.

Designs developed by internal units of the University, or by outside vendors, may be submitted to the Office of Marketing and Communications or to the Office of Publication Services to ensure consistency with the standards within this manual. Upon review, if materials produced by campus offices or departments do not comply with the brand guidelines, these offices will outline and assist with the appropriate modifications.

To request assistance with a project, please visit the [Marketing Services](#) section of our website, or contact us at [marcomm@southalabama.edu](mailto:marcomm@southalabama.edu).



# Brand Guidelines

Your Guide to:

- Processes and Procedures
- Writing and Key Messages
- Logos and Logo Usage
- Business System/Stationery
- Colors and Typefaces
- Templates and Designs
- Samples and Ideas



# Brand Guidelines

The Brand website includes:

- Downloadable USA Logos
- Downloadable USA Photography (more coming soon!)
- Approved Brand Templates for:
  - Social Media, Email Signature, Letterhead, Memos, Agendas, PowerPoint, Fax, Research Posters and some publications
- What's missing? What else do we need?





# Marketing and Communications Assistance

The Office of Marketing and Communications

- Marketing Plans and Consulting
- Media and Public Relations
  - USA News (pitch your story)
  - Press Conferences/Publicity
- USA Social Media Accounts
- Creative Services and Design
- Photography and Video
- USA Speakers Bureau ([SouthAlabama.edu/Speakers](http://SouthAlabama.edu/Speakers))
- Event Marketing 101 ([SouthAlabama.edu/MarComm](http://SouthAlabama.edu/MarComm))



## Publication Services

- Custom USA Logos with Unit ID
- Letterhead, Business Cards, Envelopes
- Printing and Copying
- Banners, Signage, Merchandise
- Variable Data Mailing Services
- Graphic Design
- External Print Bidding



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# USA Health Brand

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# Information Sharing

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