January 1, 2018

Mr. Firstname Lastname

Title or Affiliation

123 Main Street

Anytown, USA 90009

Dear Mr. Lastname:

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

This booklet includes guidelines for consistent application of the University of South Alabama’s brand foundation, logo and visual identity, and business system. At its essence, the brand guidelines booklet is a toolkit. It is not designed to inhibit creativity

or expression. Rather, it is meant to provide a solid and standardized foundation upon which all USA departments, programs and units can build their marketing and communications plans and materials.

Following these brand guidelines will help the University of South Alabama present its messages in a manner that people will both respect and remember.

Sincerely,

Firstname Lastname

USA Title