

# Ready. South. Go.

## Brand Guidelines Cheat Sheet

A quick reference to key features of South's brand refresh. Comprehensive brand guidelines will be released late fall 2024.

### Colors

PMS 193 red and PMS 281 blue are still our primary colors. Our secondary color palette includes new, fresh options to choose from.

**PMS 281**  
**CMYK** 100/90/31/35  
**RGB** 0/32/91  
**HEX** 00205B

**PMS 193**  
**CMYK** 18/100/73/7  
**RGB** 191/13/62  
**HEX** BF0D3E

.0625" radius

**PMS 2197**  
**CMYK** 55/0/19/0  
**RGB** 103/201/209  
**HEX** 67C9D1

**PMS 2281**  
**CMYK** 22/5/74/0  
**RGB** 206/213/104  
**HEX** CED568

**PMS 1235**  
**CMYK** 0/35/100/0  
**RGB** 255/175/2  
**HEX** FFAF02

**PMS 5753**  
**CMYK** 60/42/89/28  
**RGB** 94/103/56  
**HEX** 5E6738

### Photos/Shapes

Photos and shapes can be a mix of full bleed off-the-page photos or smaller angled boxes with rounded corners as shown below. The angle of the box should always be 10.5°, and the corner radius should be between .0625" and .25" depending on the size of the photo/shape.



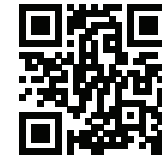
.125" radius

### New Fonts

Antique Olive and Hepta Slab are available for free through Adobe Creative Cloud. Hepta Slab may also be found for free in Google fonts. Antique Olive can be purchased at MyFonts.com.



You must be signed into your Adobe account in order to activate fonts.



Scan this link to purchase Antique Olive from MyFonts.com. The cost for the complete font family is \$104.99.



Scan this link to download Hepta Slab for free from Google fonts.

### Antique Olive Compact Regular

Antique Olive Light

Antique Olive Regular

*Antique Olive Regular Italic*

Antique Olive Medium

Antique Olive Bold

Hepta Slab Light

Hepta Slab Regular

Hepta Slab Medium

Hepta Slab SemiBold

Hepta Slab Bold

Hepta Slab Extra Bold

Hepta Slab Black

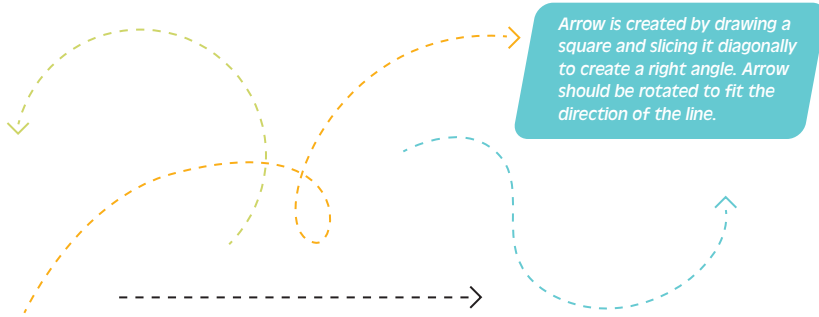
### Canva Hack

Since Canva will not allow for such precision in shapes, use this example to mimic the brand elements by taking your photos full bleed and dropping a colored parallelogram on top of the photo for your text. Use graphic elements from your toolkit when appropriate. The fonts used here are Anton and Arvo.



## Arrows

The use of arrows can lend movement or call attention to an important detail. Arrows are drawn free-form in Adobe InDesign or Adobe Illustrator. The line weight is .75 pt, and the line type is Dashed (4 and 4) in InDesign or Dashed 4 pt and 4 pt in Illustrator.



## Buttons

President Bonner's spirit buttons have become an integral part of the South experience, so it's appropriate to use them in new branding designs. It is acceptable to use a Ready South Go button in place of the flat graphic.



## Ready South Go

There are two lockups for Ready South Go (horizontal and stacked) in several different colorways. These are included in your toolkit. This lockup should not be modified in any way.



## Brand Voice and Tone

- Genuine:** Sincere in our words and actions.
- Friendly:** Warm and welcoming in a uniquely Southern way.
- Welcoming:** Embracing all the members of our community and a spirit of togetherness.
- Proud:** Exuding courage and finding confidence.
- Spirited:** Unabashed to be a Jaguar.
- Resourceful:** Determined and steadfast in setting our own course.

## University of South Alabama Logo

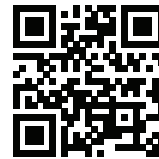
The University logo has not changed and should be used where appropriate. Unit IDs are also acceptable on collateral and apparel or specialty items.



## Legacy Fonts

There are some cases where **Sofia** and **Surveyor** are still acceptable for use. Building signage, for example, will not change, so it would be appropriate to use one of these legacy fonts. In addition, we will carry over another font, **Cervo**, for use in branding. The bold, condensed sans serif replaces **United Sans** as a legacy font. **United Sans should no longer be used.**

## Cervo Neue Condensed Medium



Scan this link to purchase Cervo Neue Condensed Medium from MyFonts.com. The cost for the single font is \$29.

