SOUTHERN UNION
STATE COMMUNITY COLLEGE

BRAND GUIDELINES
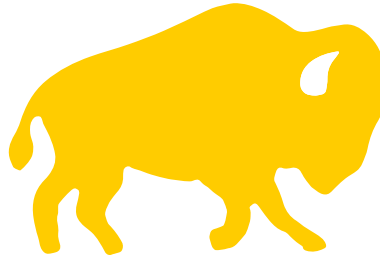# 2023

TABLE OF CONTENTS

SUSCC BRAND DESIGN

MAIN LOGO

ALTERNATE LOGO

BISON MARK

DEPARTMENT LOGOS

Department names can be displayed below both the Main (horizonta) and Alternate (vertical) logos.

Department titles are in Adobe Caslon Pro, centered.

Department titles have 1pt lines on either side of the
text in #10069F.
The lines extend to be flush with the edge of "Southern Union State Community College."

COLLEGE SEAL

The seal is used on letterhead and official documents.

The seal should only appear in black, in gold foil, or embossed.

C: 100
M: 99
Y: 2
K: 3

R: 16
G: 6
B: 159

HEX: #10069F

PANTONE: 072 C

Primary identifying colors for your brand

C: 1
M: 18
Y: 100
K: 0

R: 255
G: 205
B: 0

HEX: #FFCD00

PANTONE: 116 C

R: 255
G: 255
B: 255

C: 0
M: 0
Y: 0
K: 0

HEX: #FFFFFF

Use frequently for backgrounds. As well as text or graphic elements on blue backgrounds

R: 251
G: 241
B: 191

C: 2
M: 2
Y: 30
K: 0

HEX: #FBF1BF

Optional for light background or graphic elements on dark backgrounds

R: 3
G: 15
B: 60

C: 100
M: 92
Y: 31
K: 60

HEX: #030F3C

Optional for dark background or graphic elements on light backgrounds

SUSCC TYPOGRAPHY

PRIMARY

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BLACK
HEAVY
MEDIUM

Use most frequently for large display texts, headings, social media graphics, etc.

PCs do not have Avenir as a default system font. While it is preferrable to access and download Avenir onto your system, the following **alternative fonts are available:**

Google:
Monserrat

Microsoft:
Century Gothic

BOOK
LIGHT

Use most frequently for body copy: paragraphs, captions, etc. Body copy should use +25 letterspacing.

SECONDARY

Adobe Caslon Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Use for Department logos and official documents
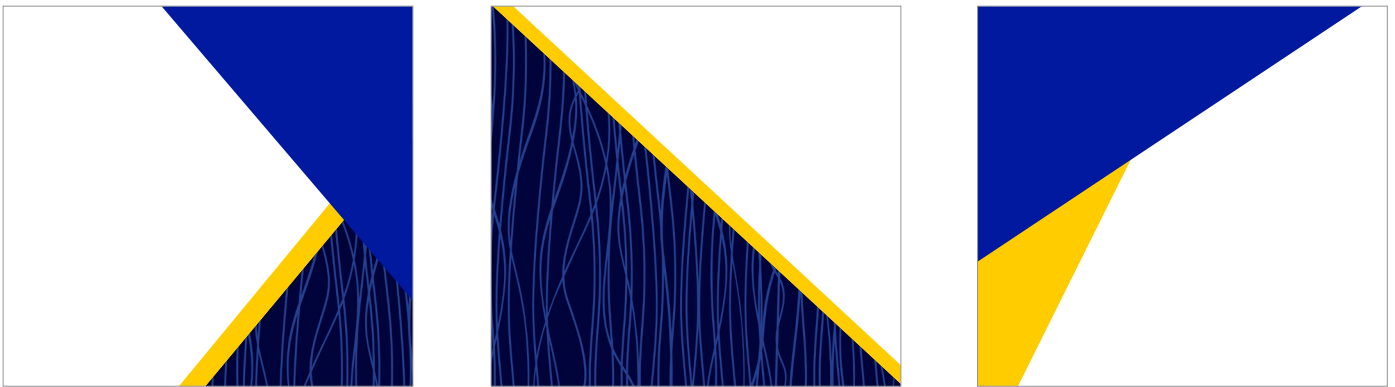
ACCENT

Black Diamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
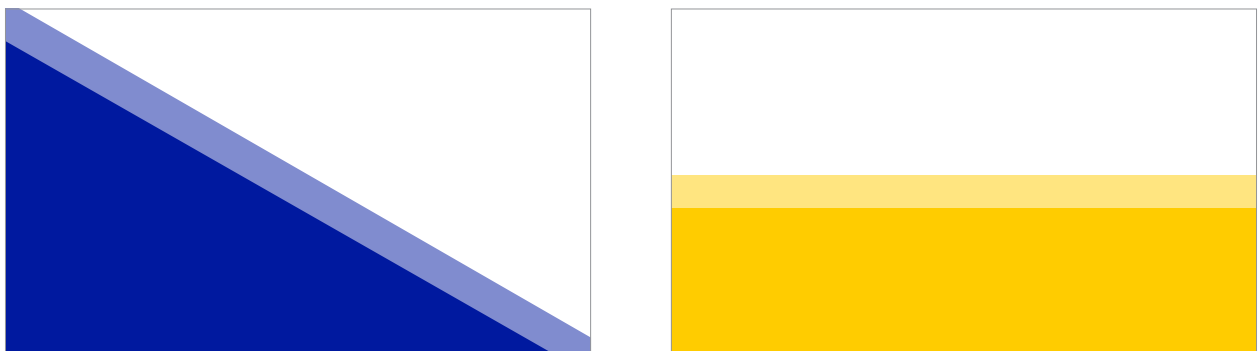
Use sparingly to accent important words or phrases

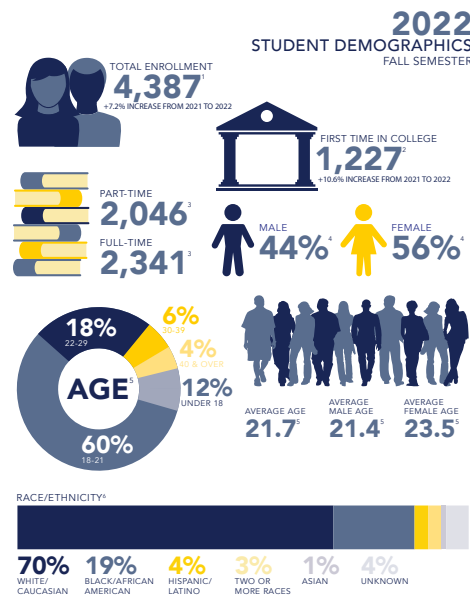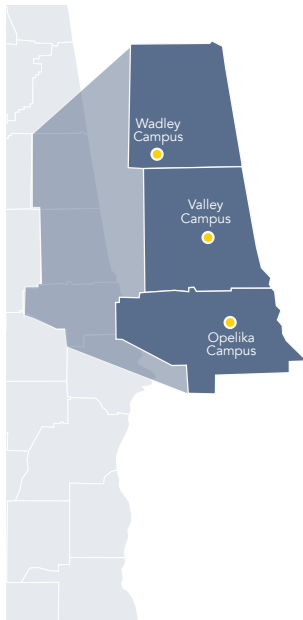# GRAPHIC ELEMENTS

BISON TRACK PATTERN
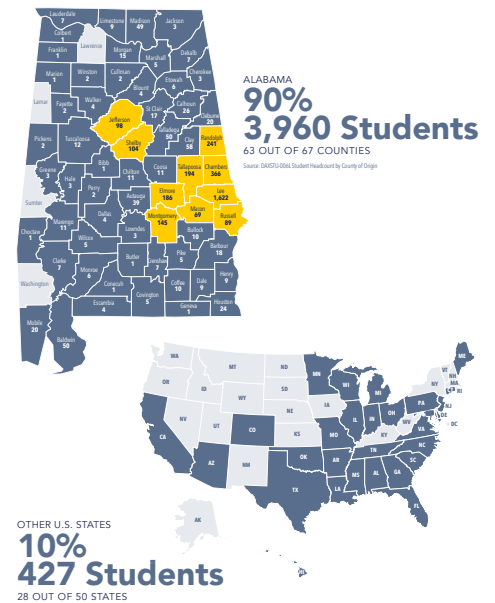
DIAGONAL FORMS AS FRAMING ELEMENTS
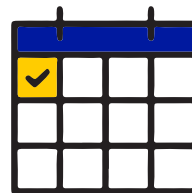
LAYERED OPACITY

INDICATORS: ARROWS + RIBBONS

2022
STUDENT DEMOGRAPHICS
FALL SEMESTER

TOTAL ENROLLMENT
4,387[1]
+7.2% INCREASE FROM 2021 TO 2022

FIRST TIME IN COLLEGE
1,227[2]
+10.6% INCREASE FROM 2021 TO 2022

PART-TIME
2,046[3]

FULL-TIME
2,341[3]

MALE
44%[4]

FEMALE
56%[4]

AGE[5]
18% 22-29
6% 30-29
4% 40 & OVER
12% UNDER 18
60% 18-21

AVERAGE AGE
21.7[5]

AVERAGE MALE AGE
21.4[5]

AVERAGE FEMALE AGE
23.5[5]

RACE/ETHNICITY[6]

70% WHITE/CAUCASIAN
19% BLACK/AFRICAN AMERICAN
4% HISPANIC/LATINO
3% TWO OR MORE RACES
1% ASIAN
4% UNKNOWN

¹Source: DAXSTU-001-DAX Student File (STU) Summary, ²Source: DAXSTU-001-DAX Student File (STU) Summary, ³Source: DAXSTU-001-DAX Student File (STU) Summary, ⁴Source: DAXSTU-001-DAX Student File (STU) Summary, ⁵Source: DAXSTU-002L Student Headcount by IPEDS Age Categories, ⁶Source: DAXSTU-001-DAX Student File (STU) Summary

5

ALABAMA
90%
3,960 Students
63 OUT OF 67 COUNTIES
Source: DAXSTU-006L Student Headcount by County of Origin

OTHER U.S. STATES
10%
427 Students
28 OUT OF 50 STATES

6

Source: ACHE Resources for Researchers: Student Source Survey

Wadley Campus

Valley Campus

Opelika Campus

INFOGRAPHICS

ICONS

- Even outlines
  Partially filled
  Subtle rounded corners

- Use icons from provided Education set or find others that follow this style

THIS IS A *Header*

THIS IS A *Header*

Patterned strips that extend off of the canvas. Avenir Black paired with Black Diamond to accent one word.

THIS IS A **HEADER**

Avenir Medium paired with Avenir Black to accent one word/phrase

THIS IS A *Header*

THIS IS A *Header*

For larger displays, pair Avenir Black with Black Diamond in a vertical arrangement

File: High-quality JPG, RGB
Social Media Dimensions: Varies, see FAQs p.XX
Screen Dimensions: 1920 x 1080px

SOCIAL MEDIA

PROMINANT IMAGE + SHORT MESSAGE

- Use a diagonal framing element to house message
- Black Diamond accent word/phrase
- Optional use of Bison pattern

- Full bleed image with open negative space
- Black Diamond word/ phrase with dropshadow
- Text in negative space of image, where easily legible

PROMINANT MESSAGE + LIMITED DETAILS

- Use a diagonal layered oppacity to house message

- Avenir, adjust weights for hierarchy

- Image that can sit quietly in the background/is not too busy or distracting

INFORMATION HEAVY CAROUSEL

- Cover: prominant image with short title or CTA

- Subsequent slide(s) to communicate details/dates

PAYMENT PLAN

BY USING THE **TOUCHNET PLAN,** STUDENTS CAN NOW **PAY THEIR TUITION** OVER TIME WITH **NO INTEREST!**

SPRING **FORWARD**

PROMINANT ICON + MESSAGE

- White background with blue/gold icon
- Use Avenir text hierarchy
- Gold rules can be used to organize information

- Colored background of blue or gold
- Simple Icon, can be layered in opacity to create depth
- Short message

PLANNING TO GRADUATE SPRING 2023?

Make an appointment with your advisor today!

PROMINANT MESSAGE + LIMITED DETAILS

CHECK YOUR **ACCOUNT**

Make sure your account is **PAID IN FULL** by **August 31** so you are not **dropped.**

PROMINANT ICON + MESSAGE

JOIN US FOR THE **CAREER FAIR**

LEARN MORE

WHEN: SEPTEMBER 11 10:00-11:30AM

WHERE: RENAISSANCE AUDITORIUM

INFORMATION HEAVY

- Avenir, adjust weights for hierarchy
- Eye-catching logo, icon, or image
- At-a-glance information
- QR to full page of info

INFORMATIONAL FLYERS

DUAL ENROLLMENT
PARENT INFORMATION MEETING

Want to get a head start on earning college credits while still in high school? Join us for an information session to discover why Southern Union's Dual Enrollment Program is a cost-effective way to jump start your college career and earn transferable credits towards a future college certificate or degree.

These sessions will cover everything you need to know about Dual Enrollment including the benefits, costs, application process, how to register for classes, and scholarship opportunities. Representatives from the Academic, Health Sciences, and Career & Technical divisions will be on hand so don't miss out on this opportunity to get all of your questions answered!

SESSION DATES:

Tuesday, April 18th
- Opelika Campus - Southern Room
- 6:00 p.m. CST

Tuesday, April 25th
- Valley Campus - Community Room
- 5:30 p.m. EST

Thursday, April 27th
- Wadley Campus - Lakeview Room
- 6:00 p.m. CST

YOUR ATTENDANCE WILL ENTER YOUR ELIGIBLE STUDENT IN A DRAWING TO RECEIVE A **SCHOLARSHIP FOR ONE 3-CREDIT HOUR COURSE!**

DUAL ENROLLMENT:
- Saves time and money towards a future college degree
- Offers flexible course options to suit students' learning style
- Introduces students to college-level coursework
- Provides a wider range of course options for high school students
- Creates a seamless transition to college after high school graduation

DUAL ENROLLMENT

SOUTHERN UNION
STATE COMMUNITY COLLEGE

For More Information Contact Eddie Pigg
epigg@suscc.edu | 334-745-6437, ext. 5513

- When content allows, use images as a header
- Use diagonal or layered opacity frames to house information in relation to images
- Use indicators and icons
- Organize information in columns
- Use gold rules and bullet points
- Footer: SU Main logo and relevant contact information

PROMOTIONAL FLYERS

SEMINAR DAY

DRUG TRENDS IN ALABAMA 2023

WHEN: SEPTEMBER 11
10:00-11:30AM

WHERE: RENAISSANCE
AUDITORIUM

LEARN MORE

*Event made possible
by Wagley SGA*

SEMINAR DAY

DRUG TRENDS IN ALABAMA 2023

WHEN: SEPTEMBER 11
10:00-11:30AM

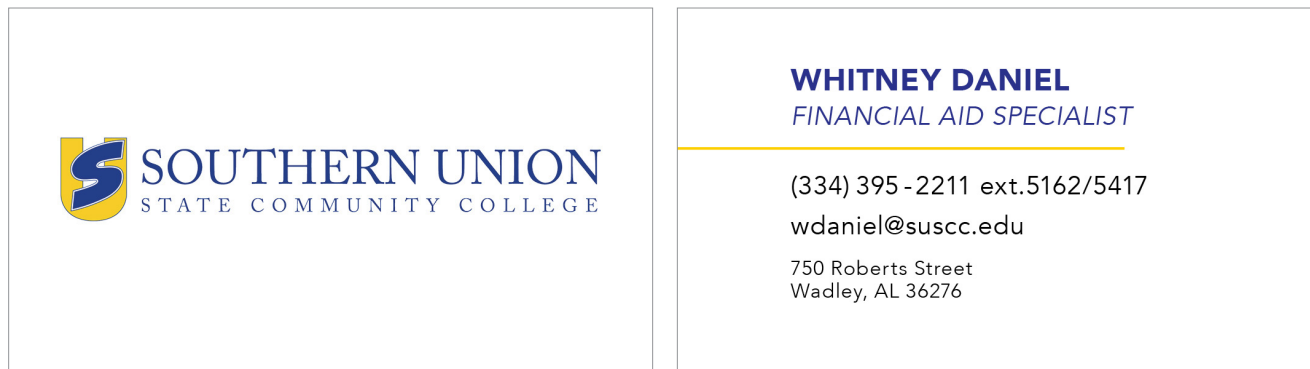**WHERE:** RENAISSANCE
AUDITORIUM

LEARN MORE

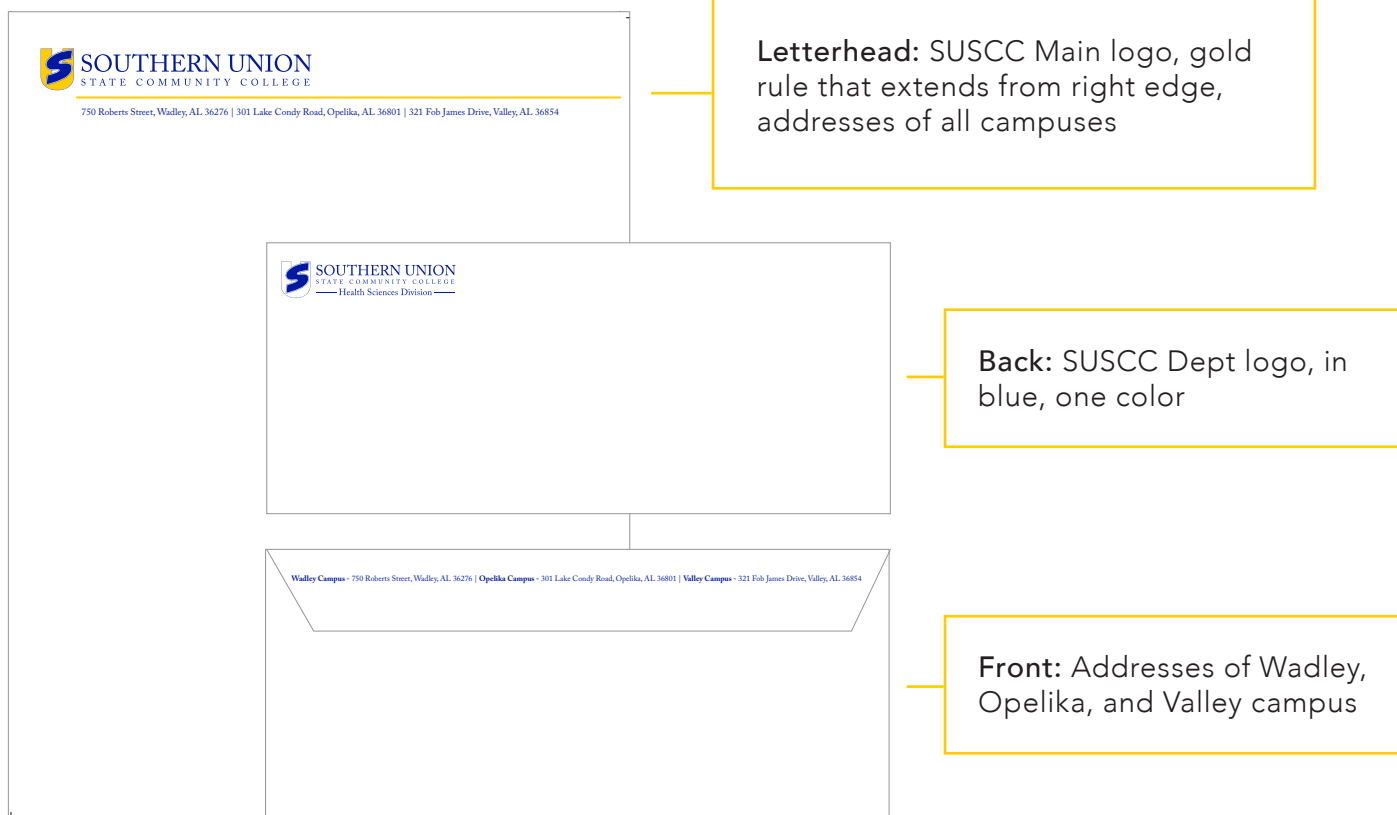*Event made possible by Wagley SGA*

- Avenir, adjust weights for hierarchy
- Eye-catching logo, icon, or image
- At-a-glance information
- QR to full page of info

INTERNAL PRINT MATERIALS

BUSINESS CARDS

WHITNEY DANIEL
FINANCIAL AID SPECIALIST

(334) 395 - 2211 ext.5162/5417

wdaniel@suscc.edu

750 Roberts Street
Wadley, AL 36276

LETTERHEAD & ENVELOPE

Letterhead: SUSCC Main logo, gold rule that extends from right edge, addresses of all campuses

Back: SUSCC Dept logo, in blue, one color

Front: Addresses of Wadley, Opelika, and Valley campus

SIGNAGE

File: PDF, CMYK
Banner Dimensions: 23.50in by 88.75in
Yard Signs Dimensions: 18in by 24in

BANNERS

- Logo clearly displayed at top of banner
- Feature high quality image
- Diagonal framing forms
- Add Avenir text on solid blue portions

YARD SIGNS

DIRECTIONAL

- Bold white text on a blue background
- Large bold arrow with clear direction

LOGO + INFO

- Large logo on white background
- Short message in blue shown below

See Project Processes (p. 46) for Approval Process and Sign Vendors.

- Logo: An SU logo must be displayed somewhere in the design, whether featured prominently in the design or at a small size on the back of the shirt.

- While creativity is encouraged, designs should be on brand according to the SUSCC Brand & Design Guidelines. Additional elements can be used if it fits the aesthetic and personality of SU.

- See Project Processes (p. 46) for Approval Process and Apparel Vendors.

SU ATHLETICS
BRAND DESIGN

ATHLETICS LOGOS

MAIN LOGO

SPORT LOGOS

GOLF

CROSS COUNTRY

Individual sports can be displayed centered below the Main logo.

Sport titles are in Gobold Bold with +30 letterspacing.

Text should always appear in the same color as the S in the logo, either #1D3D71 or #FFFFFF.

BISON MARK

C: 100
M: 85
Y: 30
K: 17

R: 29
G: 61
B: 113

HEX: #1D3D71

C: 9
M: 33
Y: 87
K: 0

R: 239
G: 178
B: 57

HEX: #EFB239

Primary identifying colors for your brand

Use gold minimally as an accent color

C: 0
R: 255   M: 0
G: 255   Y: 0
B: 255   K: 0

HEX: #FFFFFF

Use for text or graphic elements on dark backgrounds.

C: 0
R: 0   M: 0
G: 0   Y: 0
B: 0   K: 0

HEX: #000000

Optional for dark background or text/ graphic elements on light backgrounds

C: 100
R: 3   M: 92
G: 15   Y: 31
B: 60   K: 60

HEX: #030F3C

Optional for dark background or graphic elements on light backgrounds

Neutral options for backgrounds, textures, or graphic elements

C: 0
M: 0   R: 147
Y: 0   G: 149
K: 50   B: 152

HEX: #939598

C: 9
M: 5   R: 229
Y: 0   G: 234
K: 0   B: 252

HEX: #E5EAFC

C: 77
M: 69   R: 52
Y: 51   G: 56
K: 47   B: 69

HEX: #343845

C: 87
M: 81   R: 19
Y: 52   G: 21
K: 69   B: 41

HEX: #131529

PRIMARY

GOBOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD
REGULAR
THIN LIGHT

Use most frequently throughout graphics for headings and important information like dates, locations, and times.

CUTS
HIGH BOLD
HOLLOW BOLD

Use less frequently throughout graphics for accent and large display texts. Avoid communicating important details in these styles.

ALTERNATIVE

BERTHOLD AKZIDENZ GROTESK BE ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

CONDENSED
LIGHT CONDENSED

Use most frequently for body copy: paragraphs, captions, etc. Allows a lowercase option.

BOLD EX
EX

Use less frequently throughout graphics for accent and large display texts. Avoid communicating important details in these styles.

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BLACK
HEAVY
MEDIUM

Use most frequently for large display texts, headings, social media graphics, etc.

BOOK
LIGHT

Use most frequently for body copy: paragraphs, captions, etc. Body copy should use +25 letterspacing.

PCs do not have Avenir as a default system font. While it is preferrable to access and download Avenir onto your system, the following **alternative fonts are available:**

Google:
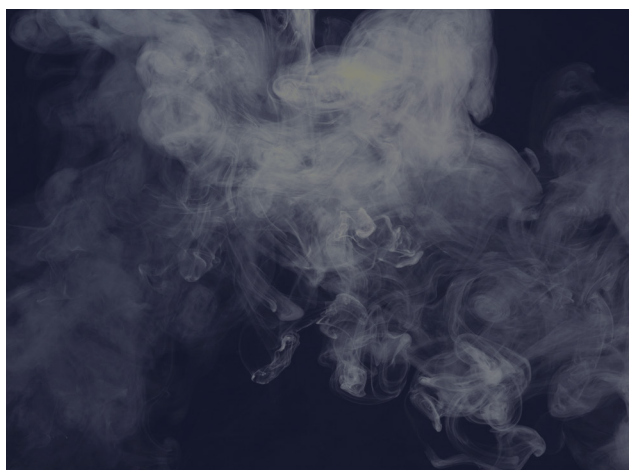Monserrat

Microsoft:
Century Gothic

GRAPHIC ELEMENTS

POWER STRIPES

TRIAD STRIPE

SMOKE

SOCIAL MEDIA

COMPLEX GAMEDAY POSTS

- Display "Gameday" or "SU vs. Opponent" as the most eyecatching feature

- Feature a photograph of a player(s)

- Show date, time, and location information

- The sport should be clear, either through photography or using an SU Sport Logo

- Use Athletic SU, brand colors, types and graphic elements

- While creativity is encouraged, graphics should be on brand according to the SU Athletics Brand & Design Guidelines. Additional elements can be used if it fits the aesthetic of SU Athletics (geometric shapes, sharp and clean features, etc.)

SIMPLIFIED GAMEDAY POSTS

- Dominant image or textured background
- Display "Gameday" or "SU vs. Opponent" and gameday details

ANNOUNCEMENTS

- White background or clean image with ample negative space
- Information clearly displayed in Avenir. Use color and weight to establish hierarchy.

THIS WEEK IN ATHLETICS

- Blue textured background
- More than 5 games, extend to a new slide of a carousel
- Games divided by date

PHOTOGRAPHY
GUIDELINES

PHOTO STYLING

DIRECTION

- Candid, joyful imagery of students.
- Engaging imagery that depicts student life and showcases diversity.
- Bright and light images, being mindful of white space to let eyes rest and have space to add text for graphics.

THINGS TO AVOID

- Photos with negative or lacking emotions.
- Photos that have an overwhelming look or feeling of being staged.
- Images that do not convey emotion or seem impersonal.
- Photographing the backs of students.

STRATEGY

- Candid, in-the-moment imagery to keep photos interesting and relatable.

BEST PRACTICES

SETTINGS: Aim for lower apertures f/1.2 - f/2.8 when possible. This will separate the subject from the background.

COMPOSITION: Limit the number of subjects in photos. This not only creates a stronger composition but helps communicate a clear message.

CROPPING: Use best photography practices when cropping. Do not crop at subjects joints (ankles, knees, elbows, etc.). Also, always make sure you straighten ALL images.

PHOTO EDITING

EDITING GUIDELINES

- Stay true to skin-tone colors (skin is not overly orange).
- Make sure the white balance is neutral (photo is not overly cool or warm).
- Ensure that no highlights are too blown out.
- It is recommended that student photographers use a common preset in Lightroom to edit their photos.

iPHONE PHOTOGRAPHY & VIDEOGRAPHY

SHOOTING GUIDELINES

Natural light is your friend: Whenever possible, use natural light to illuminate your subjects. Soft, diffused light during the "golden hours" (early morning and late afternoon) can add warmth and depth to your photos.

Avoid harsh shadows: To minimize unflattering shadows on your subjects' faces, consider shooting in shaded areas or using objects like diffusers or reflectors to soften the light.

Ensure your subject is sharply in focus: Tap on your subject in the iPhone camera app to set the focus point. This helps to keep your subject clear and eliminates unwanted blurriness.

Frame your shot: Pay attention to the composition within the frame, ensuring that your subject is well-positioned and balanced. Avoid the need for extensive cropping later by framing your shot correctly from the start. This ensures your subject takes center stage and maintains the highest possible quality.

EDITING GUIDELINES

Use photo editing apps: There are numerous photo editing apps available for iPhones (e.g., Adobe Lightroom, Snapseed) that allow you to enhance and fine-tune your images. Adjust exposure, contrast, saturation, and sharpness to make your photos pop.

Crop and straighten: Sometimes, a simple crop can improve the composition of your photo. Straightening horizons and eliminating distracting elements can also enhance the overall look.

Filters & Presets: While not always necessary, these can give your photos a distinct style or mood. However, use them sparingly to avoid overprocessing. This may change if they have a set SU preset in LR.

BRAND MESSAGING

BRAND MESSAGING TERMS

BRAND MESSAGING

Brand Messaging is how your band communicates through words, phrases, and sentences. Just as Brand Design covers all the visual elements of a brand, Brand Messaging covers all the written elements of a brand.

BRAND PERSONALITY

The brand personality is a unique set of human characteristics that are attributed to a business. The brand personality can be in the form of words or phrases that describe how a business is perceived and felt by others.

MISSION STATEMENT

The Mission Statement is a couple sentences that communicate the purpose of the business. It should include the goal, impact, target audience, and solutions.

VISION STATEMENT

The Vision Statement is one to two sentences describing the future of the business. It is casting a vision for where the business is going and what it will achieve.

TONE OF VOICE

The tone of voice is how your message sounds and feels when someone hears or reads it. It can be described in a couple words.

BRAND MESSAGING STRATEGY

LESS IS MORE

Remember, people like simplicity. The mind remembers more if it is simple and clear. And you want to be memorable! People don't read long paragraphs. And our eyes will ignore busy layouts and lots of text. You don't need to tell your customer/client or potential customer/client everything all at once. Think of it like dating. On the first date, you don't have to tell the new person everything. Your advertising, marketing pieces and social media posts are usually your "first date". Read the following tips to learn what to write.

DON'T MAKE IT ABOUT YOU

Many businesses make the mistake of making their website, marketing materials, or sales pitches about themselves. People don't connect with businesses. They connect with people. They don't want to know your company history. They want to know that you understand their needs, wants, or problem and that you have the solution. People connect by understanding each other. So your target audience will listen and act if you make it about them.

ADDRESS THE NEED OR PROBLEM

The way you make it about them is by addressing their need or problem from the beginning. You can do this with a question or with a short phrase. You want to keep this short, easy to read, and use the language they would use to describe their want, need, or problem. Sometimes we know our industry, product or service so well that we fall into the trap of using jargon that our customer/client wouldn't use or identify with. Remember, this is the first date - keep it simple.

PROVIDE THE SOLUTION

Once you have clearly and simply stated the need, want or problem, you need to tell them how you are the solution. How you can help. How your product or service will solve their problem, meet their need, or satisfy their want. The how is just as important as the what and can be your differentiator from your competition. The solution might be in the form of what they get (Example: new logo). But it can also be in the form of what they gain (Example: confidence to market their brand and business).

DON'T ASSUME

This is one of our rules as a team for almost everything. And it always applies to brand messaging and communication. Don't assume that the person who is viewing your social media posts understands what you are doing or what you do. Don't assume your website visitor knows what you do, what you can do for them, or what you want them to do next. Don't assume someone will find the link to register or find your new blog post on their own. Show them, tell them, and repeat it every time.

TELL THEM WHAT TO DO NEXT

In almost all situations, you want to have a clear "Call-to-Action", meaning you want to tell your reader/viewer/target audience, customer/client what you want them to do. Do you want them to register for the event or shop the sale or book now or go to the website to learn more or subscribe to your email list or download the freebie or share with a friend.

BRAND MESSAGING TIPS

Whenever you write for your brand, make sure you review it according to the following:

1. READ IT OUT LOUD

How does it sound when you read it out loud? Does it read smoothly the first time? If not, rewrite it. Is it easy to understand or full of too many words, phrases, and sentences?

2. ASK YOURSELF THESE QUESTIONS

Would I read it? - If you wouldn't read it, someone with less dedication to the brand will not read it.

What's the point of this text? - What do you want them to remember? Is that crystal clear or is it vague?

Why is it important? - What is the why behind what you are communicating? Sometimes we assume readers will connect the dots to why it matters to them, why it affects them. Connect the dots for the reader.

3. REMOVE THE FLUFF

Oftentimes we will add more words and phrases than are necessary. We do this to sound more professional. People do not want to read long paragraphs. They are not motivated by vague rambling phrases that don't get to the point. Remove the fluff that can be said by anyone and means nothing.

STYLE GUIDE

SOCIAL MEDIA, WEBSITE, PRINT MATERIALS

It is written in third person and uses "we" and speaks directly to target audience as if they are an individual.

AP STYLE WRITING

Southern Union uses the Associated Press Stylebook as the primary reference for style and formatting.

AP (Associated Press) style notes are a valuable resource to ensure consistency and professionalism in your organization's written communication. For a full list of rules, please refer to the Associated Press Stylebook.

Abbreviations and Acronyms:
    Use periods in abbreviations (example: U.S., A.M., P.M.).
    Spell out abbreviations and acronyms on first use in a document, followed by the abbreviation in parentheses, and use the abbreviation thereafter (example: Associated Press (AP)).
    Example: Southern Union State Community College (SUSCC)

Capitalization:
    Capitalize proper nouns and the first word of a sentence.
    Use lowercase for common nouns, except when they are part of a title.
    Capitalize titles when used before a name (example: President Smith).

Numbers and Numerals:
    Spell out numbers one through nine; use numerals for 10 and above.
    Use numerals for measurements (example: 5 miles, 10 liters).
    Use numerals for percentages (example: 5%, 20%).

Dates and Times:
    Use month-day-year format (example: July 4, 2023).
    Use a.m. and p.m. with lowercase letters and periods (example: 9 a.m., 2:30 p.m.).

Punctuation:
    Use the Oxford comma in lists (example: red, white, and blue).
    Use hyphens for compound words (example: well-being, decision-making).
    Use en dashes for ranges (example: 9–5) and em dashes for breaks in sentences (—).

Spelling and Usage:
    Use correct spellings for commonly misspelled words.
    Differentiate between frequently confused words (example: affect vs. effect).

Capitalization of Titles:
    Capitalize formal job titles when used before a name (example: Director Smith).
    Use lowercase for job titles when they stand alone (example: the director).

Inclusive Language:
    Use inclusive language to respect diversity and avoid stereotypes.
    Preferred terms for gender, race, ethnicity, and other sensitive topics should be used.

COMMON ERRORS

Use Bison not Bisons.
Always Say SUSCC, SU, Southern Union, OR Southern Union State Community
College, not Southern or Southern Union State.
When referring to the degree awarded at SU, say Associate Degree - Associate
degree has no apostrophe or "s"
Avoid using any slang terms.

FOUNDATION

The following sections are for internal use. It is necessary to break down the following sections in order to write messaging that is speaking to the correct person about what they want to hear. Unless you identify the parts, the whole does not resonate or connect.

We will start by identifying the target audience, their problem, your solution and the success you want for them. When we have those four parts, we are able to write brand messaging that connects.

Target Audience + Problem + Solution + Success = What You Do

TARGET AUDIENCE

High-school students: High school students who are preparing for the next steps in their life.

Parents or Guardians: Parents or guardians of high-school students who are looking for options for their child's education.

Adult learners: A student who may be working full-time, raising a family, or have other responsibilities and want to enhance their skills or complete continued education.

PROBLEM/NEED/WANT

High-school students:
Problem - They don't know what they want to learn/do after high school.
Want - They are curious about different academic fields and want to explore different options for higher education.

Parents or Guardians:
Problem - They are balancing supporting their child financially and professionally.
Want - They want their child to find their purpose and calling professionally
Need - They are seeking guidance and information about college and looking for cost-effective alternatives to traditional four-year universities for their child's higher education.

Adult learners:
Problem - They have limited time and finances to invest in their education.
Problem - They feel stuck in their career or life and want to be challenged or change.
Want - They want to continue or expand their education with flexible educational options.

SOLUTION

High-School Students: Relevant, flexible and affordable 2-year and technical degrees that interest and challenge students.

Parents or Guardians: Variety of relevant and affordable 2-year and technical degrees that help their child find purpose.

Adult Learners: Relevant, flexible and affordable 2-year and technical degrees to change their career and lifestyle.

SUCCESS/TRANSFORMATION

High-School Students:
From - Unsure, Lost, Overwhelmed
To - Confident, Decisive, Excited

Parents or Guardians:
From - Worried, Hovering
To - Proud, Supportive

Adult Learners:
From - Stuck, Unmotivated, Bored
To - Focused, Motivated, Challenged

WHAT YOU DO

High-School Students: Southern Union provides high school students with educational options to become confident in their career choices through relevant, flexible and affordable 2-year and technical degrees.

Parents or Guardians: Southern Union provides high school parents with educational options to support their child in finding relevant, flexible and affordable 2-year and technical education options.

Adult Learners: Southern Union helps adults become challenged and motivated learners through relevant, flexible and affordable 2-year and technical degrees.

Southern Union helps students in all stages of life blaze new paths in their career through 2-year and technical degrees.

Affordable: Southern Union provides cost-effective education to equip and empower students for achievements in higher education, future pursuits, and specialized technical and health science training pathways.

Accessible: Southern Union offers courses that are accessible and flexible through online, hybrid, and virtual course offerings.

Relevant: Southern Union provides quality and relevant continued education, teaching, and learning in academic, technical, and health science programs.

COMPETITION

DIRECT: *Offers the same product or service to the same target audience*

Central Alabama Community College, Gadsden State, Jacksonville State, CVCC

INDIRECT: *Offers an alternative solution to the same target audience*

Auburn University, Other state universities and colleges in the southeast

DIFFERENTIATORS

DIRECT: *Why would a student pick SUSCC over the other similar colleges?*

1. Variety of desirable and needed degree offerings
2. Strongest Technical Program offerings
   - Strongest technical program
   - Offer Vet tech and aviation
3. Offer multiple pathways into 4-year universities
4. 71% of students who apply receive scholarships
5. 19 to 1 student-to-faculty ratio
6. 96% pass rate for credentials/certifications
7. Southern Union has 3 locations to serve students
8. Quality of instruction level since inception
9. Students in Fine Arts Extracurricular Activities have the highest GPAs
10. Provide more options beyond the classroom
    - 3 fine arts programs
    - 11 sports to choose from
11. Online / Accessible schooling offerings

INDIRECT: *Why would a student pick SUSCC over alternative options?*

1. Students save time and money to complete a degree and start/re-start a career
   - 1/3 of the cost compared to a 4-year university
2. Programs are designed for working professionals
3. Opportunities for athletics beyond high school
4. Students gain more exposure and experience in their extracurricular activities (Ex:Dance)
5. Smaller class size than a 4-year university

BRAND DESCRIPTORS AND PERSONALITY

How would you describe your brand's personality?

Welcoming and relaxed	Relevant	Solid
Accessible	Future focused	Family
Inclusive	Professional	Community-oriented
Accepting	Reputable	A place for everyone

TONE OF VOICE

Professional, motivating, aspirational, upbeat

EFFECT

How do you want people to feel when they interact with your brand?

Like they belong. A place where they find purpose, career calling, and paths for the future; an opportunity giver for everyone; you can start here and go anywhere: to a four-year college or to a profitable career.

BRAND MESSAGING

The following sections are to be implemented across communications, marketing, advertising, development and recruitment. These are developed based on the Foundation section above.

THEME

Sense and Feeling of Community

Instead of using terminology about "family" as many institutions do, focus on the community aspect of a Community College. Smaller Classes, Individualized Attention, and Focused Degree Paths make for a bigger career impact. The relationships formed through classroom communities, degree path communities, and athletic communities are what make the experience of learning and achieving worth it.

Phrases related to theme:
Community Is Our Middle Name
Community + College = Southern Union
Small Classes, Big Careers
Stick with the Herd. Blaze Your Own Path.

TAGLINE

This phrase can be used by itself on marketing and advertising pieces as well as on the website. It will need to be accompanied by context/explanation on the website and in social media posts.

Venture Forward.

DESCRIPTION SENTENCES

These sentences are used on the website, in documents for recruiting and development, external events or presentations, and on marketing materials that require more explanation.

Southern Union helps students in all stages of life blaze new paths in their career through academic and technical degrees.

Southern Union offers quality, affordable, and relevant teaching and learning in academic, technical, and health science.

Our students are offered educational paths that are affordable, accessible, and attainable.

Southern Union State Community College, an open-admission, public two-year college in East Alabama, provides quality, relevant and accessible degree paths to adults of all career phases.

Whether you are a first-time student, or continuing your education, Southern Union State Community College provides quality and relevant learning opportunities to students in East Alabama.

Whether you are a high-school dropout seeking a GED, a traditional student starting or continuing their degree, or someone looking for workforce training options, Southern Union is your place to find career success by providing quality, relevant and accessible degree paths.

When Describing Why You Are The Bison: Bison are known for traveling and relying on their herd while also blazing their own individual paths when migrating as a group. Southern Union strives to create an environment where students benefit from their Bison community while blazing their own career path.

MISSION STATEMENT

Southern Union State Community College is on a mission to develop a successful and expert workforce by providing quality and relevant education in academic, technical, and health science programs that are affordable, accessible, equitable, and responsive to the diverse needs of our students, community, business, industry, and government.

BIO FOR SOCIAL MEDIA

Public 2-year college with 3 locations across Alabama.
We help students in all stages of life achieve 2-year & technical degrees.
Apply today to blaze your own path.

WORDS & PHRASES

WORDS *These words can be added to sentences that you write for your marketing, communications, or advertising.*

		WORDS NOT USED OR USED CAREFULLY
Accessible	Learning / Learner	Competitive
Affordable	Pride	Difficult
Bison	Quality	Exclusive
College	Relevant	Family
Community	Reputable	
Education	Students	
Herd	Teaching	
	Tradition	

CALL-TO-ACTION/SERVICE PHRASES

Learn More About Our Degrees
Learn More About Our Three Locations
Reach Out For A Tour
Apply now to Southern Union State Community College
Apply to _____ [degree or technical program]
Apply now for _____ [Semester and Year]
Join Southern Union's Community of Success!

MARKETING/COMMUNICATION PHRASES

These phrases are intended to be short and memorable. They can be used on the website, social media captions or graphics, advertising (print and digital), and communication pieces shared with students and prospective students.

Venture forward, together.
Let's shape tomorrow, together!
Become a part of The Herd at Southern Union
Blaze your next career path.
Community is our middle name
Southern Union is a place to learn, grow, and thrive.
The Bison Spirit

SEO (SEARCH ENGINE OPTIMIZATION) TERMS

These words or phrases are chosen because they are used by your target audience when searching for you or for your solution. This would be used on your website, in social media captions, and by third party companies to boost your search results and advertising.

Community college in Alabama
Technical degrees in Alabama
Health science degrees Alabama
Associates degree
Two year colleges
College degree options
Online colleges
Affordable colleges
Career-focused programs

ATHLETICS: BRAND MESSAGING

ATHLETICS: TONE OF VOICE

Energetic, fun

ATHLETICS: SLOGANS & CHEERS

Go Bison!
Cheer your Bison to victory!
Passion. Pride. Tradition
Don't miss out!
Tee off! - For golf programs

PROJECT PROCESSES

LOGO TYPES

MAIN LOGO: used most frequently and will include the full name and/or tagline of your business (if applicable).

ALTERNATE LOGO: uses the same elements as your main logo, but in a different layout or orientation. Typically, if your main logo is oriented horizontally, your alternate logo will be vertical. This gives you options when applying your logo to printed pieces, apparel, and etc.

SUB LOGO (if applicable): usually a graphic mark or element that can be used in conjunction with your main and alternate logo.

LOGO FILE TYPES

JPEG: high-quality image file with a white background; best used on white backgrounds.
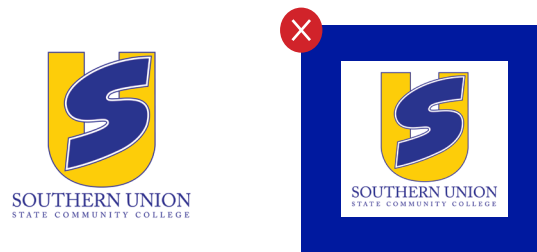
PNG: medium quality image with no white background (background is transparent); best used on color backgrounds. An all white version of your logo will be a .png file.

Use COLOR PNG on light backgrounds

Use WHITE PNG on dark backgrounds

EPS: best used for design software or shared with a printer for professionally printed items like flyers or apparel. Color of the logo can easily be changed using this file type and logo can be scaled to any size without pixelating or losing quality.

ASSETS AND COLORS

LOGO, GRAPHIC, & PHOTO USE

When using a logo, graphic, or photo, the resolution should be 300 dpi at actual size for print. If the logo, graphic, or photo is from a campus department other than your own, contact the department to request approval and to request a high-resolution (300 dpi) copy.

It is not appropriate to use a logo, graphic, or photo copied from a website.

Department logos can be found at: https://drive.google.com/drive/folders/1Gbo_kSaq1IpxEMS_5owRu7gFGN6BS5lG?usp=drive_link

Approved Photography can be found in the SU Assets folder.

If you need assistance or access to another file type or format, please contact Abra Camp at acamp@suscc.edu.

COLORS

All printed items need to follow the color guidelines for the respective entity, whether that be main or athletics. If there is a question or worry that colors will not print well, request a proof from the printer. If unsure of color Share PMS code with printer to ensure that the colors match, See official brand colors on page 6.

DESIGN REQUESTS AND APPROVALS

DESIGN REQUESTS

The Public Relations department can create design projects. These requests are on a first-come, first-served basis. Projects can include but are not limited to postcards, forms, flyers, brochures, and banners.

Project turnaround times are a minimum of 2-4 weeks depending on the compleexity of the project. Please keep that in mind when planning out your project requests.

To make a request, fill out the following form: https://suscc.jotform.com/222644173588059

For questions related to a project you've requested, please contact Abra Camp at acamp@suscc.edu.

APPROVAL PROCESS

If the design is NOT created by the Public Relations department, please submit the design for approval by emailing it to Abra Camp at acamp@suscc.edu.
Use the email subject "APPROVAL REQUEST".

Logo usage and design projects need approval from the Public Relations department.

VENDORS AND ORDERING

DIRECT MAIL

Items must be ordered from the Print Shop at the Opelika Campus (printshop@suscc.edu) or from a licensed vendor approved by Southern Union.

Approved Vendors: McQuick, Davis Direct

PROMOTIONAL MATERIALS

Items must be ordered from a licensed vendor approved by Southern Union.

Approved Vendors: Cotney and Company (cotneycompany@yahoo.com),
Imprint Yourself (tamara.earles@gmail.com)
Contact the PR Department to request approval for vendors not listed.

APPAREL

Items must be ordered from a licensed vendor approved by Southern Union.

Approved Vendors: Victory Designs, Cotney and Company
Contact the PR Department to request approval for vendors not listed.

NAME TAGS

Nametags must be ordered by contacting Shondae Brown at sbrown@suscc.edu.

STATIONERY

Letterhead, envelopes, notecards, and business cards should be ordered by contacting Shondae Brown at sbrown@suscc.edu.

CANVA SET-UP AND GUIDELINES

ACCOUNT SET-UP

Each department will have access to the Southern Union Canva account.

If you have questions about your department's account email Abra Camp acamp@suscc.edu.

CONTENT CREATION

Canva has a Brand Hub with all the approved colors, fonts, logos, and graphics.

There are also templates for the following that you can use for your graphics:
- Social Media Profile Graphics - profile and banner images
- Social Media Post Graphics
- Social Media Stories Graphics
- Flyer Templates
- Screens Templates
- Yard Signs

FREQUENTLY ASKED QUESTIONS

WHY IS THE LOGO PIXELATED AT LARGE SCALE?

Logos with a low resolution will not scale properly. When using a logo, graphic, or photo, the resolution should be 300 dpi at actual size for print. If the logo, graphic, or photo is from a campus department other than your own, contact the department to request approval and to request a high-resolution (300 dpi) copy.

CAN I CREATE MY OWN GRAPHICS?

Yes, you can use approved templates in Canva.

WHAT DIMENSIONS SHOULD BE USED FOR INSTAGRAM GRAPHICS?

POST (SQUARE): 1080 x 1080px
POST (PORTRAIT): 1080 x 1350px
POST (LANDSCAPE): 1080 x 608px
STORY: 1080 x 1920px
REEL/REEL COVER: 1080 x 1920px

CONTACTS AND RESOURCES

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ABRA CAMP, PUBLIC RELATIONS COORDINATOR

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PHONE:
(256) 395-2211 ext. 5845

ASSET FOLDERS

https://drive.google.com/drive/folders/1Gbo_kSaq1IpxEMS_5owRu7gFGN6BS5lG?usp=drive_link

SOUTHERN UNION
STATE COMMUNITY COLLEGE