

USA Marketing and Communications Advisory Committee

8-9:30 a.m., October 29, 2015

Student Center Ballroom

Agenda

- ❖ Welcome and Introductions

- ❖ Branding the University of South Alabama
 - Ologie Brand Creative Presentation and Discussion
 - Discussion of Brand Launch (schedule, rollout, logistics, etc.)

- ❖ Next Steps
 - Meeting in November or December to Review Brand Guidelines