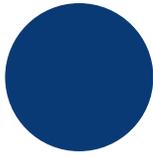


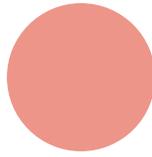
COLORS



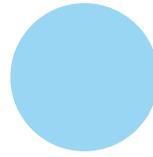
Acadian
Blue



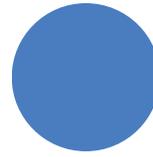
Marigold



Heart Felt
Pink



Southern
Skies



Jovial
Blue



SoLA Grown
Green



Magnolia

LOGOS



TYPOGRAPHY

Poppins

Lora

GRAPHIC ELEMENTS



BRAND ESSENCE

At the heart of
promise, purpose &
potential

PERSONALITY

Energetic
Optimistic
Connected
Jovial
Tenacious
Accessible

EMERGENT THEMES



Everyday
Excellence



Driven by
Outcomes



Multiple
Pathways



Community
Centric



Affordability

VERBAL EXPRESSION EXAMPLES

Cheers to you.
From SoLA with love.

Hard work. Heart felt.
Goals fulfilled. No filler.
For SoLA. By SoLA.

Get ready here. Then get out there.
To your next big break, or your current streak.
Take charge of your future. Then take care of what matters.

CONTACT

Anne T. Falgout

Director of Strategic Communications

anne.falgout@solacc.edu

337.521.8936