



Alabama Transfers

Naming & branding studies

Naming

Who we are

Principles

Values should translate to visuals

Stylescapes

Three visual directions

Naming

Who we are

Our new product name should:

- fit with the AGSC/STARS naming scheme;

Naming

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Naming

Who we are

Our new product name should:

- fit with the AGSC/STARS naming scheme;
- sound like a public service, not a tech company;
- be personable & memorable.

Naming

Who we are

In baiting a mouse trap with cheese,
always leave room for the mouse.

—Saki

Naming

Who we are

Alabama's Transfer
& Career Pathways



AL's Pathways



AL*ways

Principles

Values should translate to visuals

We want to:

- bring high-caliber education
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Principles

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We want to:

- bring high-caliber education & career training to the people;
- fulfill the individual needs and goals of each student;
- help students understand & act upon their options.

Stylescapes

Three visual directions

- Info+graphic
Helping students see the bigger picture.
- Scholarly paper
Each student is cut not from the same cloth,
but from the papers of their formation.
- Data humanism
Data should serve people, not corporate interests.