

Integrated Marketing and Communications Task Force

Wednesday, Jan. 10, 2007

Agenda

- I. Welcome
- II. Review of Brand Manual Outline
- III. Discussion of Logos and Publications
 - College Seal and Logos
 - College/Athletics PMS 202 Color
 - Academic Brochures and Folders
- IV. Latham & Co. Presentation
 - How will we use the information?
 - How will we present this information to the campus?
- V. Discussion of general marketing/branding issues
- VI. Next Meeting
 - Wed., Feb. 7, at 10 a.m., Stern Student Center Ballroom