

**Integrated Marketing and Communications Task Force**

**Wednesday, July 25, 2007**

**10 a.m., Stern Student Center**

**Agenda**

- I. SGA Cougar Spirit Initiative
- II. Brand Manual Update
- III. Campus Signage Subcommittee
- IV. Website Redevelopment Report
- V. Discussion — Logo Rollout and Brand Launch Event
- VI. Dates for Upcoming Meetings
  - August 8 (Stern Center Ballroom) — Review of Creative Execution
  - August 22 (Stern Center Room 409)