

**Integrated Marketing and Communications Task Force**

**Wednesday, Aug. 8, 2007**

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

**Agenda**

- I. SGA Cougar Spirit Initiative
  
- II. Update — Brand Manual and Style Guide
  - Letter from the President
  - Logo Guidelines and Exceptions
  - Key Messages
  
- III. Update — Campus Signage Subcommittee
  
- IV. Update — Website Redevelopment Subcommittee
  
- V. Update — Logo Rollout and Brand Launch Event
  
- VI. Presentation: Review of Creative Execution (Bo Uzzle, Stein Communications)
  
- VII. Dates for Upcoming Meetings
  - August 22 (Stern Center Room 409)