

# **Integrated Marketing and Communications Task Force**

**Wednesday, June 27, 2007**

## **MINUTES**

**Meeting opened at 10:00 a.m. in the College of Charleston's Stern Center Ballroom.**

### **I. Welcome**

Mike Haskins, chair, opened the meeting and welcomed Task Force members, as well as Jenny Brower and Bo Uzzle from Stein Communications. Mr. Haskins explained that this meeting was postponed from early June because he wanted to show President Benson the concepts for the new logo before showing the Task Force in case the president decided the direction wasn't appropriate. After their discussion, Mr. Haskins had the logo concept tweaked to change a few elements before making the complete presentation to the Task Force. He feels confident that the logo is very strong and an appropriate conclusion and visual expression to all the research and discussions conducted by the Task Force over the past nine months. After his meeting with the President, Mr. Haskins said he felt the logo was 90 percent complete, but now after the changes, he feels it is 100 percent complete. The Task Force members are the first to see the new logo, and it is very important that everyone understands how the design is based in the history, traditions and character of the College of Charleston. The job today for the Task Force is to review the new logo and then approve moving forward with a final presentation to the President.

### **II. Brand Manual Review**

Mr. Haskins encouraged everyone to continue to check over the Editorial Style Guide and send him comments and changes.

### **III. Logo Presentation by Stein Communications**

Origins of the new logo:

- The Branding Research
  - Location: College-Charleston link
  - Academic Quality
  - Competitiveness
- Classical Typography
  - Colonial Origins
  - 16<sup>th</sup> Century Fonts
  - Class and Elegance
  - Timeless Quality
- Visual Architecture
  - Cobblestone
  - Brickwork
  - Columns
  - Porticos
  - Cast/Wrought Iron Authentic to College Gates
  - Church Skylines

- Visual Language: The Gate as a Symbol
  - Inspiration
  - Heritage
  - Uniquely Charleston
  - Symbolic Division of Space- Public and Private
  - New students come through the gate and graduates leave through the gate
  - Central Motif-Reduce complexity
- The Logo
  - The “C” inside of the “C” mark
  - Showing the College connected to the city
  - 4 points of a compass – Charleston as seafaring/port city
  - Reminiscent of an Interior Map Legend
  - Wave-like Symbols
  - Represents the Franco-Anglo Marriage
- The Word Mark
  - Goudy Old Style
  - Idea of College and Charleston being equal, using equal space
  - Italicized “of”
  - Versatile Mark
  - Legible
- Summary
  - Inspired by Brand Research
  - Links College with City
  - Reflects Academic Institution
  - Differentiates from other “C” schools
  - Heritage- Both the Logo and Word Mark can stand alone

#### Discussion:

- Mr. Haskins opened the discussion by noting that the logo is a lot to digest. The first thing he noticed was how unique and different the logo is. This logo steps outside of our comfort zone by not using another “common building” that so many colleges use. We are uniquely C of C, different than any other logo. It is imperative for us to be distinct as we are not as visible as we should be. Using a logo outside of the comfort zone is more memorable and special for the College. Mr. Haskins then opened the floor for comments.
- Jan Brewton liked seeing examples of the logo on different locations around campus.
- Mr. Haskins pointed out that Ian Latham’s research direction was going to the same place as Ms. Brower and Mr. Uzzle’s. Refinement is a process, and the idea was always there. He also mentioned that we could actually put our logo in a wrought iron gate.
- Linda McClenaghan asked Mr. Haskins if T-Shirts would be made for the brand launch. He responded that he is planning for a really big exciting launch and that the Task Force will discuss launch ideas this summer.
- Ms. McClenaghan also asked Mr. Haskins about the approval process for the new logo. He answered that he had spoken with President Benson about this and will ask him to clarify what the approval process will be.
- Victor Wilson stressed that when we present the new logo to the Board of Trustees and other campus audiences, it is important that we fully explain the branding process, including the background and symbolism, so that they understand why the visual of the logo truly represents the mission, vision and traditions of the College.

- Ms. McClenaghan suggested that for future presentations, Mr. Uzzle draw each part of the logo and explain what each thing stands for when presenting.
- Kristen Wing likes the logo and thinks it will look great on merchandise.
- Mr. Wilson believes it is very distinctive to campus.
- Mr. Haskins added that the logo has great flexibility in applications. We have only seen a small preview in comparison to all the possibilities. The words are very prominent. We have a unique name and an exceptional location. We do not need to be modest about ourselves.

Mr. Haskins announced that, with the Task Force's agreement, he will approach the President about doing the Brand Launch in the fall. He is tentatively thinking about having the Brand Launch on the Wednesday before Inauguration (Thursday and Friday) and Family Weekend (Saturday and Sunday). Mr. Haskins asked the Task Force if they felt comfortable moving forward with a recommendation on the logo to the president, and the Task Force agreed that a presentation to the president should be the next step.

Mr. Haskins wrapped up the meeting by letting the committee know that they will be reviewing the creation of the complete visual identity based on the logo over the summer, as well as editing the Brand Manual. He suggested the idea of meeting more frequently. Members agreed that to be ready and on track for the fall, the Task Force should meet every two weeks for the rest of the summer.

#### **IV. Dates for Upcoming Meetings**

The next meeting will take place on Wednesday, July 11, 2007 from 10:00 a.m.-12:00 p.m. in the Stern Center Theatre (Room 206).

**Meeting closed at 12:00 p.m.**