

# **Integrated Marketing and Communications Task Force**

**Wednesday, August 8, 2007**

## **MINUTES**

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

Mike Haskins, chair, opened the meeting and welcomed all the committee members. He thanked all the Task Force members for doing a great job in talking about the work of the Task Force in their areas, and said he has received very positive feedback from departments about the work that the Task Force is doing.

### **I. SGA Cougar Spirit Initiative**

Seaton Brown, a member of the Task Force, gave a quick update on the Student Government Association. This year, their main initiative is school spirit. They believe school spirit is lacking on campus, and they want to bring back traditions, as well as create new ones. Mr. Brown mentioned a few ideas that they have come up with: giving out discount cards to people in other schools' gear for merchandise at the bookstore, and also rewarding Cougar pride with gift certificates. SGA is meeting again today to further discuss school spirit ideas.

### **II. Update - Brand Manual and Style Guide**

Mr. Haskins encouraged anyone with any comments or questions about anything to e-mail him.

The key messages have recently changed a little. In some cases, more detail has been added, making them a little longer. One change that was made was switching the phrase "young people" with "students" in order to acknowledge the College's adult students.

Mr. Haskins explained the licensing process for merchandise with the new logo. In order to keep a high level of quality, vendors have to go through a licensing process when selling items. This regulation is a quality-control issue, making sure that outside vendors are using our logos correctly, and preventing usage that could possibly be detrimental to the college. This does not restrict what we do internally to use the logo on our materials; it restricts only the vendors that are making a profit using the college's identity.

Mr. Haskins said he believes the usage guidelines are a very important part of the brand manual. Not having usage guidelines is a huge reason for why we ended up with 70 + logos in the past. In the present manual, there is a fairly restrictive process to apply for and use alternate logos. To protect the integrity of our brand, people cannot modify or pull apart the logo. Mr. Haskins said the Task Force is who will decide what is approved or not. The approval process will consist of holding what is in question up against objective criteria. It is important for the Task Force to be prepared for the possibility that this will sometimes not be particularly well-received. We also need to understand that multiple cases will come up for discussion. This is going to be an ongoing process. Therefore, the Task Force needs to continue to meet as needed.

Discussion:

- Stephanie Auwaerter asked if student groups could develop their own visual identities. Mr. Haskins said that, in his opinion, he does not think the regulations should apply to student groups because he believes learning how to do marketing and branding is part of the educational process for students.
- Brian McGee expressed a concern about the policing function for the new brand. He suggested that we take the brand manual to the Faculty Senate for feedback. He then went on to inquire about who has a say in relation to who is paying for what. Mr. Haskins answered that the institution should have a say with regard to any unit that represents the college.
- Mr. Haskins said there is going to be a phase-in period but, after a certain point, everyone will have to be in compliance. With the support of the President's Office, we will be able to tell people, "no" if need be. Creative execution of the new logo will be laid out in the brand manual with lots of examples.
- Suzette Stille suggested that we have brand manual workshops to highlight the most important parts. The Task Force agreed that this is a great idea.

### **III. Update- Campus Signage Subcommittee**

Co-chair, Meredith English updated the Task Force that the Campus Signage Subcommittee is currently trying to find a balance between costs and what needs to be done. Using signage to put the names on the buildings is definitely a top priority, as it is vital for finding one's way around campus. Ms. English is in the process of trying to find the "best for the buck" in large quantities. She can check the exterior of the buildings but she requested help from the Task Force in determining where the old logo is displayed in the interiors.

### **IV. Website Redevelopment Report**

Both Andrew Bergstrom and Larry Stoudenmire were not present. An update will be given at the next meeting.

### **V. Discussion- Logo Rollout and Brand Launch Event**

Mr. Haskins announced that last week's meeting was full of great brainstorming ideas for the Brand Launch. He then opened the floor for further discussion.

Discussion:

- Jan Brewton asked about how the vendors on King Street will find out about the new logo. Mr. Haskins responded that the licensing company works with the vendors for usage, and they will say the old logo is no longer available.
- Mr. Haskins thanked everyone who will be serving on the Brand Launch Subcommittee. He let everyone know that Stan Gray will be in touch and requested for everyone to email Mr. Gray with any thoughts on external audiences coming to the Brand Launch.
- Ms. Auwaerter asked if Mr. Haskins would be showing the logo presentation to any other groups before the Launch. The purpose of this would be to get some people talking and

used to the idea of change. Hopefully, the presentation will get people excited for what's to come.

- Mr. Brown suggested that Mr. Haskins present to the Charleston 40, who act as direct college ambassadors to the students. Mr. Haskins agreed and suggested some other possible groups to let into the loop such as the Student Government Association, the Academic Council, and the President's Office.
- Mr. McGee recommended presenting to the Faculty Senate Officers. He then told the committee that a person had approached him who thought we might be damaging our traditions by changing the visual identity. Mr. Haskins said that it is no doubt some people will feel like that, but it is good to remind them that this was not a voiceless process. Lots of research went in to bring us to where we are today.
- In order to address many of the concerns people may have, Mr. Haskins plans to put out a rollout website with a Q & A section.

## **VI. Presentation: Review of Creative Execution (Bo Uzzle, Stein Communications)**

Bo Uzzle from Stein Communications has been working on the creative execution of the new logo and our new brand. He would like to get feedback from the Task Force after showing them his presentation. The logo is very important because it expresses the character of the College.

### Business Cards

- Mr. Uzzle portrayed how the logo works with the school and department names.
- Goudy Old Style is used throughout and the secondary font is Avenir.
- It is important that we have a flexible space for the great variability of information.
- We need to be able to accommodate all the possibilities in order for people to be able to customize their information.
- Office address vs. College address
  - Mr. Haskins recently spoke with Mail Services and they said want everyone to use the College address (66 George St. Charleston, SC 29424).
  - Mail Services said that any package sent to 66 George St. would be delivered to the department within an hour.
  - There is a question of whether to put the office location or the mailing address on the business cards? Using both addresses on the card looks great artistically, but using two addresses can be confusing.
  - There was a suggestion to use the College address on the cards and then to maybe put the building and room number of where your office is located.
  - These issues are still being discussed.
- The business cards are currently done through a state vendor. We want to opt out of the procurement state contract and then begin using the Citadel Print Shop for higher-quality business cards. They will already have all the specs for the new business cards when ordering.
- We want to allow flexibility, but we also need to keep the business cards looking uniform.

### Letterhead & Envelopes

- The logo and word mark is printed in the upper right corner.
- On the second sheet of letterhead paper, only the logo symbol is printed in the bottom right corner.

- Everyone will have an option of ordering the high-quality stationery or using the electronic letterhead in black and white.
- When customizing the letterhead, there is a question of whether to use the school or department name. And also whether it should be placed at the top or bottom of the page.
- The envelopes need to have a department designation so if they get returned, Mail Services will know where to deliver them.
- Mr. Uzzle explained that he had struggled the most with the business cards and letterheads.

#### Name Tags

- A template needs to be created for the name badges in order to increase the quality control.

#### Polo Shirts

- There will be a unit identifier on the sleeve and the logo symbol on the pocket.

#### Hats

- One example has the logo symbol in the front and the word mark in the back.
- Another example has the entire logo with word mark on the front and the founding date in the back.

### **VII. Dates for Upcoming Meetings**

Since there is a lot going on through September, Mr. Haskins asked everyone if it would be OK to continue meeting twice a month. The Task Force answered that this would be fine.

The next meeting will take place on Wednesday, August 22, 2007 from 10:00 a.m.-12:00 p.m. in Stern Center Room 409.

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