

**Meeting Notes**  
**Integrated Marketing and Communications Council**  
**September 5, 2012**  
**Harold H. Haak Boardroom**

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Present: J. Welty, W. Covino, S. Hawksworth, D. Tyckoson, J. Diaz, J. Prince, T. Pierce, P. Neufeld, M. Lowe, J. Morillo, R. Durham, S. Armbruster, D. Astone, P. Smits, M. Nelson, P. Robertson, B. Vinovrski, K. Schock, S. Witte, C. Matson, L. Williams, P. Smits

J. Welty welcomed new members, self-introductions were made, and the president gave a brief history on the work of the committee.

The May 2, 2012 meeting notes were approved.

**Integrated Marketing Communications Advisory Committee (IMCAC)**

S. Armbruster reported that the intention of the IMCAC is to: “Act as support to the IMCC by advising, researching and assisting in strategic planning; reviewing image and communication efforts; and making recommendations as needed to the Associate Vice President of University Communications in implementing integrated marketing communication concepts and approaches to on campus. The Committee will review requests for exceptions to integrated marketing communication policies and procedures.”

The IMCAC will meet monthly with the AVP and appropriate University Communications staff and will be available for ad hoc needs. The committee met three times this past summer, once each month, S. Armbruster reported that the concept is working well, and then introduced T. Pierce in her new role as Director of Social Media and Integrated Marketing.

President Welty stated that it was important for members to report back to their division/schools/colleges and bring feedback to the committee on any issues that surface for discussion with the committee of the whole.

**Use of the University Seal: President’s Revision**

In May 2012, the President amended the branding standards in regard to use of the seal. This amendment can be found at:

<http://www.fresnostate.edu/advancement/ucomm/brand/university-seal.html>

It was also pointed out that use of the seal on all international correspondence is not required.

## **Electronic Stationery Templates**

B. Whitworth stated that use of electronic stationery templates will be approved on a case-by-case basis, and that the earlier adopters have an out dated version of the template. Early adopters can contact Bruce for the current template.

## **Publication Updates**

The new branding standards manual has been updated and is posted on the web. It can be downloaded for office use. For any questions regarding use of the manual, please contact Bruce Whitworth or Shirley Armbruster.

## **Stationery**

S. Armbruster stated that an option for outdated stationery is padding for scratch pads. Printing Services has determined the cost to turn one ream (500 sheets) of outdated or Centennial letterhead into 40 scratch pads of 50 sheets per pad is \$25. This includes cutting the full letterhead sheet into quarter-pages (4.25 x 5.5 in.), flipping the sheets over so that the front of the pads has no printing and adding a chipboard backer to each pad, then boxing and delivery. Departments/units that wish to turn in their old letterhead to be converted to pads must have a minimum of 500 sheets to place an order.

If you are interested in this option, please contact Printing Services.

## **IMCC Branding/Compliance**

T. Pierce reported that students are doing a good job in conforming to the new branding standards, that there were 145-150 logos created this summer for the various schools/colleges and that three LEAD classes were held on branding standards.

She is now coordinating updates of social media logos. Please send all logos to Bruce Whitworth or Todd Graves for approval.

## **Brochure**

The “Your Quick Guide to Branding” brochure was distributed and discussed. Qualifying language for use of the seal needs to be added. The brochure will be updated.

J. Diaz questioned the appropriate use of letterhead for centers and institutes that fall under a school or college. The response was that the focus of the letterhead should be on the university and the centers and departments are subordinate.

## **Certificates/Branding**

There was general discussion regarding the use of the university seal on certificates.

Certificates that are university authorized recognize university academic achievement – completion of an academic program, minor or concentrated option could use the university seal.

Workshop or congratulatory certificates are informal and do not bear the seal.

The IMCAC was asked to review this issue and develop appropriate recommendations for certificates.

### **Wayfinding**

The new campus wayfinding signs will integrate the new logo and wordmark. The consultation process will be launched this semester prior to spring implementation. The signs are funded by Table Mountain Rancheria.

J. Diaz Question: Will the wayfinding signs address public art on campus?

Response: No - with the exception of areas already addressed in wayfinding signage.

Question: What about changing signage in the Save Mart Center?

Response: Contact Shirley Armbruster for approval of the proposed sign changes. Contact the SMC for price quotes.

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**Note to all: Due to scheduling conflicts, our January 29, 2013 spring meeting will have to be rescheduled.**