

Integrated Marketing and Communications Council

September 5, 2012

1:00 – 2:30 p.m.

Haak Boardroom

Agenda

1. Formation of Integrated Marketing Communications Advisory Committee –S. Armbruster
 - a. Membership list
2. Use of University Seal on stationery – President’s revision – S. Armbruster
3. Electronic stationery templates – B. Whitworth
4. Publication updates – B. Whitworth
5. Padded option for outdated stationery – S. Armbruster
 - a. Outdated stationery in Printing Services
 - b. Outdated school/college/department outdated letterhead
6. IMC branding/compliance – T. Pierce
 - a. Slide show
 - b. Logo creation update
 - c. LEAD classes
 - d. Compliance
 - e. Brochure