

IMCC Steering Committee
Feb. 21, 2012
Agenda

1. Campus inventory of logo materials (Phillip)
2. Telephone screen logo (Phillip)
3. URL for branding (Bruce)
 - a. www.fresnostate.edu/branding
 - b. Where should it be placed – quick links, home page footer?
4. Electronic letterhead
 - a. Widespread desire to have it
 - b. Security concerns
 - c. Quality/color printing concerns
5. Red Friday, April 13
 - a. How can new logo be featured?
 - b. T-shirts for giveaways
6. Business cards – design update (Todd)
7. Logo questions:
 - a. Request from Ag One
8. Launch planning (Tamyra)
 - a. April 12, Free Speech Area
 - b. TIME CHANGE to 11:45
 - c. Program
 - d. Budget
9. Early Adopters (Shirley)
10. Updates:
 - a. Banners. Funding from VP Administration. 25 on Shaw between Cedar & Chestnut will be 30x90. 120 on grounds and campus-owned streets will be 24x62.
 - b. Toolkit name - Branding and Graphics Standards Manual - Bruce/Todd working on updates
 - c. Educating users. 1. Media – Susan/Lanny have plan; 2. Campus – Shirley will develop curriculum for LEAD class for Brand Champions
 - d. Bookstore
 - e. FAQs – ongoing - Susan
11. Full IMCC meeting Friday, Feb. 24, 8 a.m. Haak Boardroom
 - a. Suggested agenda items?

Next Steering Committee meeting: March 13, 3:30 p.m. Haak Boardroom