Minutes Visual Identity Committee Agenda
Friday, October 26, 2012
9 a.m.

Members present: Mike Boyles, Tully Burnett, Bill Delaney, Robert Harper, Erin Pauls, Claudia Scaff, Marian Watters
Ex-Officio: Katerina Turner, Vernon Payne
Chair: Cathy Cole

Meeting was called to order at 9:01 a.m. with a quorum present.

First order of business was to correct the agenda and make a change to item No. 4. The logo to be discussed was from Distance Learning, not the Graduate School. The chair apologized for her mistake.

The second order of business was to clean up the athletics logos in the Visual Identity Guide.

Upon guidance from Robert Harper, the Athletics Department member of the Committee, the committee discussed dissolving the old NF baseball logo and removing the four logos from the Visual Identity Guide and website that are no longer in use.

Mike Boyles made the motion to dissolve the NF logo and Claudia Scaff seconded. The motion passed unanimously.

Bill Delaney made the motion to remove four logos no longer in use and Marian Watters seconded. The motion passed unanimously.

The second order of business was the Jazz Ensemble One logo. The committee discussed the history of the logo and its being in use for many years and having been all over the world as a brand. There was support for its continued use, but being identified more strongly with the UNF brand. Tully brought up the Environmental Center logo and the committee’s denial of its proposed logo and questioned how this was different. Mike reminded the committee that the Environmental Center logo was denied because it in no way associated itself with UNF. The Jazz One Ensemble does. Erin Pauls made the motion the Jazz One Ensemble change its logo over time to flip the University of North Florida (over) Jazz One Ensemble. Bill Delaney seconded it. The motion passed unanimously.

The next order of business was a proposed new logo for Distance Learning. Mike Boyles informed the committee that the Distance Learning program was one of growth for the University and that the need for a separate identity was becoming evident as it expands worldwide. As people around the world begin taking classes, there is a need for an identity that sets the cyber community apart from the bricks and mortar community. The committee understood the need and liked the logo but
had some concern about the adaptability of the logo on the very platform that it was to stand for — online and mobile devices. Mike explained that it was not meant to be a permanent logo, that it would likely evolve over time to something more permanent as the online community grew. The committee asked that Mike take it back to the Distance Learning committee for clarification about the timeline and for adaption for online and mobile devices. The committee will vote on usage and duration of the logo by e-mail when it is clarified.

The meeting was adjourned at 9:25 a.m.

An e-mail follow-up meeting was called Nov. 14 to decide whether or not to allow the Distance Learning logo to be used. It passed with a vote of 4-2.

In addition, the Jazz Ensemble logo had been grandfathered in during the previous chair’s tenure and does not need any action.