VISUAL IDENTITY COMMITTEE
Minutes
May 30, 2014

Members present: Mike Boyles, Tully Burnett, Cathy Cole, Bill Delaney, Robert Harper, Inka Joensuu, Jason Lee, Marian Watters
Ex-Officio: Vernon Payne, Katerina Turner
Guests: Lee Moon

The Visual Identity Committee was convened on an emergency basis to approve the changes to the athletics marks in order to meet a looming deadline at the University Bookstore.

Lee Moon, director of Intercollegiate Athletics, addressed the group and said that the changes to the marks were really necessary for consistency and for financial concerns. The current marks were too inconsistent to be used by our licensees and the University was losing money on a daily basis by having to reject designs by our vendors. Currently, we reject about 25 percent of all designs forwarded for approval. The national average is 4 percent. That is money that is being left on the table that could be used by the University to fund any number of initiatives.

Robert Harper, assistant director of Intercollegiate Athletics, said that a nationally known athletics logo artist was hired by the Licensing Resource Group (LRG) and our licensing partner, to work with our current mark to tighten it up and make it more consistent and usable by our vendors. He did not only that, but created a font that will be creatable by anyone at the University and all our vendors — a huge step forward for Athletics and the licensees.

Robert Harper said that while the University Bookstore will be placing its order June 1 for fall merchandise, Athletics will not do a reveal until August.

Tully Burnett said he was in favor of the change because while royalties are good right now, he expects them to really climb once the new logo is in place. He works with other schools and when they have undergone a change like this, they have seen increases in the triple digits.

Mike Boyles expressed a concern with the dip between the O and the S in Ospreys, but no other committee member saw a problem with it.

Bill Delaney expressed a few concerns with using the new bird head and U-N-F, but Robert Harper walked him through how that could be done and he was happy with how he could incorporate that into Student Affairs and Campus Life projects.

Jason Lee asked if there was an exploration of changing the bird head during this process and Lee Moon said that Athletics felt very strongly that they still wanted to
be individually identifiable as the North Florida Ospreys and not be confused with any other bird mascot.

Vote was called and passed unanimously in favor of the new, altered logo.