Members present: Tully Burnett, Cathy Cole, Jessica LeClair, Jason Lee, Claudia Scaff and Marian Watters.

Resource members present: Vernon Payne and Katerina Turner

1. Child Development Research Center Logo
   a. After reading the submitted justification and accompanying samples, the committee discussed the logo at length and its use for more than 10 years on and off campus. It was brought up that one off logos are brought before the VI Committee time and time again and that we have a brand hierarchy and policy for a reason — to establish and maintain the University of North Florida brand. It was suggested by the Committee that the CDRC could instead use playful design within its pieces to convey its business purpose as a childcare facility and not through a separate logo. It was also discussed that while the CDRC’s reasoning of combining the UNF logo with its non-UNF logo made it reputable and more friendly, the Committee offered that often, the facilities with more playful and child-like logos are seen on the news for disreputable things and the University of North Florida is not. Therefore, our brand is more reputable and parents should find comfort in being associated with UNF.
   b. Marian Watters moved that the committee deny the request and that the CDRC instead use design elements to convey the playfulness of their business model. The motion passed unanimously.

2. Student Affairs Koozie logo
   a. The committee briefly discussed the logo Jessica LeClair brought before it and were in support of passing it. Before we left the topic, however, it was suggested that the Visual Identity Committee store on its website official school spirit logos, typefaces, designs and a listing of vendors so that departments, clubs and organizations who do not have access to graphic designers or artists can quickly download a University- and VI Committee-approved logo/artwork/typeface. The committee believed that this would not only help the University as a whole, but cut down on the number of rogue Ospreys, typefaces and “Fear the Pecker” type designs.
   b. Claudia Scaff moved that the Committee accept the logo on the koozie and establish a school spirit web page on its website. The motion passed unanimously.

3. Third Tier Logos
   a. Katerina and Cathy presented the third-tier logo dilemma and every committee member was quick to weigh in on the issue. The discussion quickly focused on the need to just cut out the middle man and do
away with the Division or College and let the departments have the option to stand alone. Because the logo already contains the most important element of the UNF brand — UNF and the Osprey — the Committee thought that the next most important thing the logo had to do was identify the department or office. That would provide the viewer/reader with pertinent information while still maintaining the brand standards and integrity. Deans and VPs could choose to include the college of division if they so choose but the option to have departments or offices stand-alone can be granted. The committee discussed the need for, for instance, a sign to read UNF, then Division of Administration and Finance and then Custodial Services on the side of a truck or on an office door. Is all that information necessary to visitors, staff and faculty? Do people need to know that Custodial Services is a part of Administration and Finance or do they just need to know that this is UNF’s Custodial Services? The committee all looked at samples of the brand that were gathered for the discussion and pieces they had on them in the course of business and many were without the “middle man.” The two faculty members weighed in and said it really made things confusing when they were out and about representing the University to use their proper brand. The faculty member representing Art and Design said that anytime the logo is used in a printed piece there is enough contextual information to provide the missing information should the reader or viewer need it and on signage, the viewer is really only looking for an office or a building.

b. Tully Burnett moved that the option to remove the College or Division be given, at the discretion of the Dean or VP, and allow just an office or department to stand alone with the UNF and Osprey. The motion passed unanimously.

4. There was no old or new business and the meeting was adjourned at 4:50 p.m.