

# Visual Identity Standards Committee Minutes

E-Vote

February 20-21, 2017

Members voting electronically: Claudia Scaff, Nick Morrow, Isabel Pease, Jason Lee, Michael Boyles, Marian Waters, Tully Burnett, Jessica LeClair, David Begley

UNF's Center for Professional Development and Training has submitted a request to use the University's osprey image as a design component for its upcoming Professional Development Forum. Instead of a solid image, the CPDT staff would like to use the osprey image designed as a collage with staff photos.

While the introduction to the University's Visual Identity Standards states "The University's name, registered marks, logos and other symbols of the University that are depicted in this document may not be altered, reconfigured or added to in any manner for use in publications," the guidelines relating specifically to the osprey image simply state, "The Osprey image may be used alone as a design element, but may not be used in lieu of the logo." Whether it is technically in conflict or not, the CPDT asked that we submit it to the committee for consideration.

In addition to CPDT's request, there is a second item for your consideration should the first item be approved. The second would allow for approval of similar submissions at the discretion of the director of the Marketing and Publications Office (director of Publications and Communication.) To date, similar designs have been denied.

The motion was denied unanimously.