

Visual Identity Standards Committee Minutes

Friday, June 1, 2018, 9 a.m.

Alumni Hall, PR Conference Room

Members present: David Begley, Michael Boyles, Jason Lee, Nick Morrow, Isabel Pease, Claudia Scaff, Marian Watters

Non-voting members present: Richard Hecht, Jessica Wingate

The meeting was called to order by the chairperson at 9:02 a.m.

The primary agenda item was the request to have official logos approved for Market Days and for the Game Room in the Student Union. Brock Ertel, Event Planning Associate for the John A. Delaney Student Union shared why he thought the two programs deserved a distinct logo apart from the Student Union logo. He believed the Market Days design, which had been used for many years without approval, was already very recognizable throughout campus.

The committee asked Ertel how the designs would be used and determined that they should always be used in conjunction with the Student Union logo. The committee felt that the designs were event designs and should not be logos, and that both should remain branded so they clearly represent that they are activities of UNF's Student Union. The existing Market Days design was red. The committee suggested that it be reworked to conform more with University colors. It was also suggested that the font be changed to the UNF font – Friz Quadrata.

The chair made a motion to deny the proposal for special logos, but to allow event designs to be used in conjunction with the Student Union logo for both Market Days and the Game Room, along with modifications to the Market Days design. David Begley seconded the motion. The members present voted unanimously to deny the request for new logos, but to allow event designs used appropriately with the Student Union logo. It was suggested that Mr. Ertel share the modified design with the committee for feedback.

The chair opened discussion on the University's secondary color palette, which committee members all agreed are dated. The chair appointed a subcommittee made up of David Begley, Claudia Scaff, Marian Watters and Michael Boyles to come up with recommendations. Jessica Wingate was asked to assist the staff.

Michael Boyles brought up the use of slogans in some colleges. The committee will discuss this topic at the next meeting.

The meeting was adjourned at 10:05 a.m.