

Visual Identity Standards Committee Minutes

Friday, January 16, 2019

E-vote

Dean Mark Dawkins submitted a request supporting the adoption of a unique logo for Coggin's GlobalMBA program. This is a partnership between four universities, one being UNF. Since the partnership began, they have used the individual universities' logos, but in recent years, have wanted to move to one logo that could be used by each university. Dean Dawkins asked for approval of the logo below, which has been already been approved by the other three universities for use on various marketing materials.

The GlobalMBA logo submitted for approval was unanimously approved with suggested modifications:

The committee asked that range in the colors of the words (GlobalMBA) show a little more contrast, which is particularly important for those visually impaired especially since the logo will likely be used on the web and electronically. As we discussed, the gray should be slightly lighter. The gray and blue in the words were darker than those used on the globe. Colors should be consistent. The committee also asked that a horizontal version be made, as well as black and white versions for various uses.