

President's Task Force for Integrated Marketing

Thursday, May 4, 2006

Smith Memorial Student Union 294

Attendees:

Nate Angell, Justin Bernstine, Jennifer Cardenas, Duncan Carter, Walt Fosque, Andy Fraser, Cassie McVeety, Peter Metz, Maureen O'Conner, Bill Prows, Julie Smith, Shayna Smith, Pat Squire, Jean Tuomi, Thom Walters, Leslie Watkins, Cate Whitcomb, Jennifer Williamson

Not in attendance:

Cindy Bernert-Coppola, Cynthia Lou Coleman, Michael Cummings, Lindsay Derochers, Mike Driscoll, Scott Herrin, Agnes Hoffman, Kathi Ketcheson, Robyn Pierce, David Santen

Goal: To help guide and engage the campus community in an authentic and meaningful process to translate the University's mission, vision, and values into a set of key messages and a visual identity program.

Agenda:

1. Action-oriented subgroups
2. Logo ideas
3. Next steps

- Introductions
- Cassie: Talked about the next steps (internally) before we take a look at the logos. Talking about subgroups, start with admissions and enrollment, sub-brands and internal. Reputation group may evolve from the other 3 groups. The work group will start talking about the subgroups. The key area of focus is our internal audience. Next we'll talk about putting the formula together for those subgroups.
 - Grateful for Sockeye's help with the ongoing process. At the 60th anniversary series there was talk about the evolution of our University and where it's going. There have been great discussions across campus.
- Andy: The process has been different than what we imagined when we applied for the job. 11-12 designs were shared with the work group; we've been doing the listening. We've evolved from what the work group has seen. This is a closer look at where things can go. Of the 3 directions, some have more directions than others.
- Cassie: This is a "process" talk. The work group has seen some variations, now we want the task force to see them before the campus does. We want to encourage the campus community to come to the viewing.
- Andy: What you'll see today are still concepts that speak of 6 key elements (identified in the creative brief) – none have all 6.
- Peter: We went over the 6 elements, keeping them in mind while designing. We talked about "traditional" last time. The book and the shield didn't feel like PSU. We want to set the trend; not follow it. We want to be confident. The abstract logo shows how the University is tied to the city, "the roots of the city." The connection of the city is what makes it strong. It's urban; there's a lot of movement with it. It is passionate and aspirational, but this one isn't human – you can't be urban and human. "Portland State University" all the same font size, is too big. There's more impact to the name "Portland State" because it's the most important. It was hard to take it further from the original; all versions are very similar to where they were. The Octavian font makes it more grounded and classic. Once we pick a direction, fonts and type will be chosen and refined.
- Peter: The second version has many things you can read into it. Energy from the University and its experience. Diversity and coming together with the "P" in the center is PSU in the middle of the city – the center of it all. Potentially it felt dated – how could we make it timeless? Taking chances and being modern and timeless doesn't really work. The sharp and round edges give it a sense of flow.
- Andy: None are colored because it should stand on its own without color.

- Peter: It needs to work both ways, color can become subjective. Overlapped type talks about taking chances. Risky University is a benefit, not just following the norm. It's taking chances. The third version is the monogram. It's the more traditional approach. We pushed it toward the unexpected. We liked the interconnection, and a monogram speaks to a high quality University. It still has the urban quality. The logo needs to stand on its own without the type. It has a clean and clear quality; it's not fussy like some monograms. Man-hole covers speak to "urban" with the weight of the lines. A flower-like quality could be considered a rose – it's a little stretch. It's strong and positive. This is more urban than the shield because it's bold and angular. We felt it needed more definition and angles to help ground it. The bottom line is – people have to want the logo. Think, "would you put it in the back of your car?" There will be type treatments for all – we need to keep it simple, get the logo direction first.
- Julie: The block one feels very urban.
- Shayna: I have two views – being a current and a prospective student. I like the monogram one as a prospective student; the others I would question "what's that University about?"
- Peter: The main objective is to evoke inquiry.
- Shayna: As a current student, it's easier being able to understand.
- Bill: With the second version, I thought Austin Powers; retro. The first one has a lot going on – I try to figure out what it means. Is it really recognizable? The monogram logo reminds me of a girl-scout cookie.
- Walt: The monogram reminds me of a swastika. The middle version is really underdeveloped – it doesn't represent PSU at all. I like the left one.
- Julie: I agree with the one you (Walt) liked. It can stand alone. There's a sense of connectivity and energy together.
- Justin: I like the square one the best. Reminds me of a map of PSU and the streetcar, etc.
- Peter: The PSU black block may come back. The type on black box isn't helping it. PSU gives the interconnected quality.
- Duncan: The 3 in the middle remind me of "Where's Waldo?" The right one is too much like a tree and the left one is too abstract. The monogram seems too old class.
- Nate: Everyone should really walk up and get very close, look at them without the type. See the reversed out versions.
- *[Discussion and close-ups of logos]*
- Cassie: Thanks to Peter especially for opening it up to the public scrutiny. You've got to have a thick skin – so thank you. Faculty/staff/students will help at the viewings to decide which direction we should go in.
- Thom: Something about moving toward the commitment creates a lot of tension in the visual identity process. Just remember – you won't make a mistake in your decision. You're moving into a commitment and the understanding behind it. Tension comes from wanting to understand it. "Do something every day that scares or excites you" by Eleanor Roosevelt.
- Jennifer: Will the things discussed today have an effect on the designs?
- Peter: Definitely.
- Cassie: Are there any we can eliminate right now?
- Agnes: We should show them all.
- Julie: I have a sign-up sheet for Monday and Tuesday viewings. Hopefully 1 or 2 people will be there at all times to gather all thoughts. Sockeye will develop a feedback card for people to fill out.
- Peter: You should help people put down what they're taking away from it.

- Cassie: If people want an explanation, try to walk thru it like Peter did.