

President's Task Force for Integrated Marketing

Tuesday, May 23, 2006

Smith Memorial Student Union 333

Attendees:

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

Not in attendance:

Cindy Bernert-Coppola, Cynthia Lou Coleman, Michael Cummings, Lindsay Derochers, Mike Driscoll, Scott Herrin, Kathi Ketcheson, Robyn Pierce, David Santen, Shayna Smith, Jean Tuomi, Jennifer Williamson

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. Brand review
2. Subgroups
3. Visual Identity

- Introductions
- Cassie: Talked about the Chronicle of Higher Education's article on Integrated Marketing. The work group met yesterday to see the revised logo, first I have a power point on the visual identity.
 - What is not a brand?
 - It's not a logo
 - It's not a single symbol or 3 words in a typeface
 - It's not a specific design
 - It's not any shade of green
 - It's none of these things alone
 - It IS the feelings and emotions that people have of PSU.
 - Brand is the essence of what makes us distinct. It achieves a bond.
 - The brand promise underneath the brand – the experience has to ring true!
 - Every member of campus and the task force is charged with the role of delivering our message.
 - We've worked hard:
 - The creative brief
 - Brand personality
 - Brand values
 - Brand development
 - The message points with the logo and visual identity package represent the brand.
 - The new logo stands for message points and promises.
 - The PSU brand is not a mark itself, it's feelings and impressions.
 - The process
 - We want to take all of PSU's looks and make it into one image that is PSU. We need to reinforce the consistent application.
 - Feedback
 - Where's the love? It's not about one image, it's all about telling the story of PSU. Sockeye has done a great job. The work group chose a direction that easily identifies PSU. The logo is not the core mission of why we're here. It's not a public vote about a logo. It has to be a Campus commitment to promote the institution that reinforces the messages. The brand development starts here.

- Subgroups mentioned today (handout) are important to launch before we look at the new design.
 - The work of the task force and subgroups shape the way we build our brand.
 - It reinforces the brand in a uniform, consistent and effective way.
 - Sockeye will need to meet with the subgroups. Look at audiences, the creative brief, key messages and report back to the task force. Define your audience.
- Andy: Last time we looked at three directions. Then we had a public view and the response was larger than expected (the artist talk as well). From there we went back to the work group and decided to meet with President Bernstine because we needed advice. One direction was chosen. We're coming to the end of the visual part of this process. From the last three, people had many different views from the three very different logos. The Sockeye team has been working day and night to prepare.
 - Peter: (Let's all stand up and take a closer look at the boards) The work group felt the interconnected PSU really worked best. The president felt the image really had to stand well on its own. Others would need more explanation – although it has a great story behind it – might take too much energy. Took comments about the mark and many explorations to be more expressive. Two boards show different iterations. We wanted it to be bolder. Played with more interconnecting letters “PSU.” The main goal is to push “interconnectivity.” When you really push PSU, you start to lose the connectivity. We played on a lot of the relationships. A lot bolder, the relationships are almost the same. As a shield it represents the Viking in a nice way. It works well because it's very bold and very simple. It pops nicely; has value. It's a flexible mark with many application benefits. The unity between two typefaces, the sans serif ties in better with the logo. The serif font seemed like two separate entities. Ideally, the logo and words will sit horizontally but it has the option to be vertical.
 - Andy: This mark needs to stand the test of time. This logo, of all the others, was the most timeless. The beauty of the mark with “PSU” in it when you get to sub-brands, it still says “PSU.”
 - Peter: It works well reversed out as well because it's so bold. One unified mark works well when it's one color. The colors presented are just playing around. We would possibly use two greens. Color is something to be played with for the next round. The visual with other college marks looks great because this mark is less busy, it has lots of strength.
 - Maureen: It really helps to see them in the applications. (Referring to Sockeye's visuals with the logo on the streetcar, a t-shirt, banners, etc.)
 - Julie: It's very interesting to have this logo as the Viking shield.
 - Peter: Yes, we never intended to do an athletic mark but it blends very easily. The mark will grow as you augment the stories around the mark. It will be a strong mark. It's not a traditional logo – contemporary with the traditional look. It speaks to many of the words we came up with.
 - Andy: It's funny how oversimplified it is. It met the need of “will I put this one on the back of my car – yes!”
 - Thom: It will send a clear and compelling message out into the world. Integration to campus will take more time, but to the world it will be very quickly. There's creative tension here but it's ok. It's about change and making a confident statement about the

change. As you look at the mark, don't over-describe it. It's the connectivity of relationships at PSU; not just "this is a P", this is a "U", etc.

- Peter: It shows the confident look from the creative brief. Simply "PSU" – why isn't it more plainly simple versus something more?
- Thom: That's the injury; need that confidence. Don't always have to be simplistic. PSU doesn't compare itself to other universities. We need to be able to look out from the tradition. It's a large change – it's the creative tension.
- Walt: I don't buy into this at all. The shape is arbitrary. From a design standpoint – I don't buy into it. No sense for the shape. You shouldn't have to try to sell it, it should sell itself. The presentation is supposed to be positive – but this is my honest opinion from my feelings and being on this committee.
- Peter: I don't feel the shape is arbitrary at all. A lot of thought was put into the shape – being urban. We looked at signage and imagery, this is artful and expressive. The letters interconnected are an interesting way to put it.
- Nate: (to Walt) Are you making specific remarks about the design or the process?
- Walt: It's not about the process, it's the design. It has everything to do with intuition and feeling. I don't see the shape being urban. Specifically the shape of the "S" with the angles and the stopping and starting – it isn't successful.
- Justin: Initially the monogram was not a favorite of mine, I liked the mapping. It's not about the letters, it's the picture. It doesn't have to be about the letter.
- Cate: From another graphic designer's view, I see a lot of beauty in the letters.
- Peter: The angles feel urban to me. The sense you get from the angles with fluid letters felt too playful. Angles help the seriousness. The shape is like a propeller with the sense of energy and movement. The "S" on its side feels like it needs to move to read.
- Agnes: It still has a Celtic feel to me. I moved away from my 1st choice which was the tree and the roots. I felt the logo really needs to stand on its own – this one does it best. The treatment grew on me seeing it on the t-shirt, car, etc. I thought the type was too casual but with the logo it does work the best. I can buy into it.
- Thom: I appreciate all my years in the creative industry; it's so subjective, it's one of the most difficult things. Everyone sees something different. We're seeing the creative tension – with designers it does bring up a lot of emotion. It's a unique challenge in the process.
- Maureen: I ask, 'what do I want this thing to do?' I want it to be modern and clean, versatile, different than others, bold and distinctive. It's not quite bold enough but it does succeed with me.
- Andy: It's what you make of it, in the long run.
- Cassie: Any thoughts on colors?
- Peter: The cement color and the sage green were the most popular among the Sockeye designers. We were thinking two colors, the cement and a green.
- Nate: The colors are simplistic; brown, green, blue and now cement.