

# President's Task Force for Integrated Marketing

Wednesday, June 14, 2006  
Native American Center 180

## Attendees:

Nate Angell, Cindy Bernert-Coppola, Justin Bernstine, Duncan Carter, Andy Fraser, Agnes Hoffman, Kathi Ketcheson, Debbie Kirkland, Cassie McVeety, Peter Metz, Maureen O'Conner, David Santen, Julie Smith, Pat Squire, Jean Tuomi, Thom Walters, Leslie Watkins, Cate Whitcomb

## Not in attendance:

Jennifer Cardenas, Cynthia Lou Coleman, Michael Cummings, Lindsay Derochers, Mike Driscoll, Walt Fosque, Scott Herrin, Robyn Pierce, Bill Prows, Shayna Smith, 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.

- Introductions
- Cassie: We have a visual identity update. The last time we looked at one direction. After all the campus feedback we got, the President and the work group asked Sockeye to go further in that same theme. We are very close to a decision and by the end of the week we would like to be able to move forward. The work group would like your input on these three logos to show to the President.
- Andy: After the last meeting it appeared that the direction was approved but we heard people saying, "I can live with this." They weren't saying, "wow!" We asked ourselves, "Is this where we want to end up?" That mark had the least negative comments versus a mark that had the most positive comments. That was a problem we made in the feedback process. The mark is somewhat evolved. The new mark captures connectivity, it has more energy, it's more dynamic, it's stronger, it's more confident.
- Peter: Originally we had played with a sans serif but with the simplicity of this mark, we went back to a contemporary typeface with a traditional quality. It balances the mark. In the last direction, the "S" seemed elongated and people were just seeing the "P - U." This is more connected and you see "PSU" right away. The mark is more fluid so it needed to be grounded with the serif font. The mark will work very well stacked. It's a very flexible mark; it's bold and will stand out. Our recommendation for color is a light green, which can't be too dark. We need contrast between the type and the mark. The secondary color is a darker green; we're recommending the two colors. The dark green will stand the test of time. The lighter green is a little bit more hip but will also stand the test of time. The stacking version is flexible for a lot of places. The correct representation of the logo should not have the letters filled. It's more about the lines and shouldn't be 'blobby.' The "P" and the "U" are more overlapped towards the "S" to create more of the connectivity. Of the other recommendations, one as a more fluid "S," one is more angular, and one is more linear. We haven't had the chance yet to go further in the exploration of fonts to be used with admissions.
- Andy: We had wanted to stay away from the serif font but a sans serif feels more approachable; more human.
- Peter: The font we chose fits perfectly with the weight and the widths of the logo. They relate to each other very nicely.
- Andy: The mark is more iconic. It's a positive icon for energy. It's a little different than a few weeks back.

- Duncan: I like it a lot better than where we were. It seems a lot smoother; before it seemed more angular.
- Debbie: I love it. It looks really good! I love the weaving quality, it looks like a plus sign. The positive evolution is wonderful. I love the organic colors and the font.
- Thom: The three of us went off and had an honest conversation about people “living with something” and not being excited about it.
- Peter: We had a lot of internal debates about it. There was a quick avalanche against this because of so many different versions. It seemed like a natural place to come back to.
- Thom: It has innovative qualities. There are no boundaries but it’s connected. It’s very dynamic.
- Cassie: Dan liked both of these versions. Before, he wanted to see it more active.
- Cate: I like the outlined one. It feels like a finished product.
- Jean: I agree. I liked the outlined one better.
- Duncan: I like the more linear one better.
- Maureen: I agree with Duncan.
- Peter: Both keep a similar dialogue with the old one. The outlined one has a more refined quality, it’s more stately.
- Andy: I disagree. I think the outlined one is not stately. It feels more fresh and modern.
- Peter: With the original one, you got caught up in the dialogue. Now you see this as an abstract mark.
- Cathy: This is my first time seeing any of them. The linear one looks more Celtic and like Girl Scout cookies.
- Pat: I like the linear one more artistically. I felt different last week but now I like the outlined one more with the new typeface.
- Julie: I’m pleased with the outlined one. It’s the one Walt really recommended a long time ago!
- Justin: I was totally fine with the first one. I really like the colors chosen, although I’m not too crazy about the lighter green.
- David: Even without the border, the concerns I heard are being responded to. The “hot” green (another color shown) is like day-glow green to me; neon.
- Cindy: I liked the first one better but after hearing the feedback from everyone else I changed my mind. I love the way the outlined one works.
- Nate: With the linear one you get lost; you tend to fall off the letters. The type treatment gets us toward being referred to as “Portland State,” as opposed to “PSU.” We should use the word “Portland” as often as possible.
- Thom: It invites you into the conversation.
- Dave: I would just watch out for the “U” coming too cut-off, down to a “J” when going to smaller print.
- Cassie: Does everyone feel strongly about the direction to recommend?
- Peter: I liked the old one for different reasons. It seemed solid like an institution. I think the new mark sends a much better message.
- Duncan: I like the new one.
- Justin: The linear one looks disjointed and like you’re looking at the top of four silos. I don’t like it.
- Pat: I think alumni will have a problem with a new school color, will this happen?
- Thom: Absolutely there will be a new school color. When you get pushed back, sometimes it’s just not worth getting into the debate. Change IS happening.
- Pat: Speaking as a woman, I just want to make sure I look good in the color that is chosen (as opposed to orange).
- Peter: As for athletics, we’ll have to see how much it costs to change the color of uniforms with Nike.

- Cassie: The ‘park blocks green’ makes it more distinctive to us.
- Nate: U of O’s green is a more piney/fur tree green.
- Thom: This is a more urban green.
- Nate: I like the use of the different greens together.
- Jean: It’s nice to have a darker green to carry the type, etc. without throwing in black.
- Nate: We may want to do some tests on color blindness.
- Cassie: I would like to thank you all again. This has been a heavy process. It’s important to this University. We’re pleased we listened to all the feedback. Now I want to get a report from the chairs on the subgroups.
- Julie: My group is the Internal Communications. [Handout] We got a starting point. We’re going to meet every two weeks to keep rolling. We need to mend the internal communications.
- Cassie: We’ve seen from this process that our internal communications is a problem.
- Julie: Please email me any questions, concerns or ideas that you might have for us. Everyone sitting around a table and talking is a great and a tremendous step in the right direction. It’s similar to an Umbrella Tour – people leave and say, “I can’t believe they do this at Portland State!”
- Peter: One idea would be like what Nike does: giving awards. It’s great positive reinforcement.
- Maureen: I’m still looking for some people for my group. We’ll have the opportunity for people to meet again in early July. We provide perceptions from the creative brief; thinking about criteria and hierarchy. Challenges and obstacles about adopting and wanting to adopt, to get the max buy-in. How to manage the institutional identity. It would be great to have examples from the other universities. It was a lot of talk.
- Agne: [Handout] We have recruitments all over campus. We talked about some level of understanding – what the message is there – what we do. Reps from graduate and athletics usually present in one way – not a residential campus, it’s a commuter school. We must have a true and appropriate representation of our campus identity best practices.
- Cassie: Great idea sharing.
- Pat: For the AVP position, we are inviting three candidates to campus on June 28<sup>th</sup>, 29<sup>th</sup>, and 30<sup>th</sup>. We want them to meet with the task force. I feel badly we can’t accommodate everyone’s schedule.
- Andy: All this work is packaging and finding the voice is important.
- Cassie: I want to move forward before commencement. It’s important to communicate from this group about what’s going on – not let the Vanguard do that for us. Communicating internally to everyone interviewed, and everyone who gave feedback, etc. What about publicly to students?
- Justin: There’s been a lot of confusion about the seal vs. the logo and whether their diploma would still be valid.
- Pat: I think the web is best.
- Nate: It depends who the audience is. At commencement you would be presenting to future alumni and not necessarily students coming back here in the fall.
- Cassie: I’m concerned with faculty and staff.
- Jean: What about an all-campus email?
- Duncan: It’s a good thing to present to faculty and staff before they leave for the summer.
- Cassie: The front page of the web would be great. There’s just one more step – we need the final sign-off from the President.
- Pat: I think it’s important to say, “We listened.”
- Justin: Whatever is communicated, we need to say the time for input is now over.

- Agnes: We need to say “We’re proud to present this new logo.” We need to be positive.
- Jean: We should speak about the connectivity and get people excited.
- Julie: Are we giving just the black and white or color?
- Nate: I think that seeing the logo in the applications will get people on board.
- Jean: We need to say something like, “We will have everything available by September 15.”
- David: I’ll check with the Oregonian about the story they wanted to run.