

IOC  
02/22/2012

## Attendance Matrix

A=Absent with Notice, P=Present, W=Absent without Notice, G=Guest

Bo Bodenhammer	P	Susan Hensley	A
Chris Burnett	W	Emily Janke	A
Jayson Buterin	W	Eileen Kohlenberg	A
Lyda Adams Carpen	P	Matt Libera	W
Shannon Clegg	P	Kevin McClain	P
Jason Fleck	P	Jan-Jap Van Duin	P
Tim George	A		
<b>GUESTS</b>		<b>GUESTS</b>	
		Dan Schipman	P

## Brand Guide website

Lyda Adams Carpen

Lyda reviewed the beta version of the brand guide website. Samples of the creative were passed around to the group.

The website will be live 3/15/2012

To sign up for brand standards training, visit

[https://freyr.uncg.edu/workshops/list\\_by\\_category.jsp?cat\\_id=77002348](https://freyr.uncg.edu/workshops/list_by_category.jsp?cat_id=77002348).

Jason Fleck asked about html email. This seems more common than an e-newsletter.

Lyda- should this be a different section?

Todd - we are looking at a solution that may take care of this need.

Lyda - some of you will be asked to participate in a usability testing the first week in March.

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Matt - do we want departments to start implementing these types of things after 3/15.

Lyda - yes.

Discussion ensued regarding how long it would take to get the branding throughout the university.

Kevin McClain - concerned at how sophisticated the site looks. A lot of people may try to copy it and manipulate the elements. I'm not sure how to solve this issue. People are going to be impressed and want a piece of it.

Lyda - that is the debate. You either set the bar high, or you create something that is easy to copy.

Todd - it may be something simple we could do for launch to have a description of how the site was developed.

Lyda - there will be a new set of black and white images that could be used.

Todd - perhaps you could create some background photos for the web pages.

Some folks are going to love it and some are going to feel it is mandatory.

Lyda - we have struggled with this, and it is a fine line.

Jaap-Jan - is it clear why it is important to follow the brand guides?

Lyda - the brand homepage section explains this.

Jason - are font choices (such as ariel) mandatory or flexible?

Lyda - we tried to write it so people would be pushed toward consistency. There are no font police that are going to knock on your

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door.

Jaap-Jan - does this apply to web only, or does it apply to print pieces, etc.

Lyda - the font guidelines, color guidelines, etc., apply to every medium.

Todd - what happens when people start using other fonts?

Lyda - governance is going to be a big part of this.

Jaap-Jan - is the goal to have this applied to our web pages by 3/15?

Lyda - no. The first print piece to go out will be the Chancellor's Report. UR will rework other websites over the summer. The 3/15 launch is a campus launch. We are educating the campus so people can begin absorbing and applying it to their work. Admissions print pieces have begun to roll over to the new designs already.

Lyda discussed the Social Media section of the brand guide.

Bo - can I give my folks the link to the beta site?

Lyda - I'm a little hesitant because the rest of the site is not complete.

Bo - Can I copy the text and send it?

Lyda - let me see how clean it is and send you an email.

Jason - Facebook allows you to verify aliases.

## **IOC Divisional Webmasters**

Deferred to next meeting

## **Top Tier Pages Timeline**

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Deferred to next meeting

Next Meeting: March 28, 3pm.