

Integrated Image Roundtable
Meeting Notes
December 12, 2006

In attendance:

Brenda Bishop, Troy Brown, Sheri Eggleton, Paula Jenkins, Gail Plater, Janson Sisk, Peter Tuesen, Andrea Anderson, Susan Crum, Kim Sorrell, Amy Warner

Welcome and opening comments by Amy Warner. Warner reviewed the correspondence issued from Indiana University Vice President for University Relations Mike Sample dated 12/12/06.

In general the data included in the correspondence is virtual the same at IUPUI with a few minor adjustments. Centers, auxiliary units, institutes and museums, IUPUI administrative units, and Purdue academic units are exempt from the current Block IU signature series released in the fall pending guideline generation in January 2007. Vice President Sample indicates that academic units can order signature packages through Creative Services in Bloomington for \$115 or you may contact Troy Brown at IUPUI have your signatures developed at no cost this year. Workshops are forthcoming through the Office of University Marketing and External Affairs will establish the workshops in the spring of 2007.

Academic and service units at IUPUI are encouraged to appoint a point person to stay on top of the Integrated Image policy implementation on campus. The point person should begin to identify signature requirements for your unit including a listing of business cards, signs, letterhead, publications that will be produced this coming academic year. All units are encouraged to eliminate the use of unit based logos and IUPUI campus cape and discontinue the use of the IU seal. Investments should be minimal on marketing materials until new signatures have been produced for IU degree granting units.

Discussion Questions:

Will we be able to order signatures, cards, and print materials through IKON and have they been briefed?

Troy Brown has met with IKON and briefed them on the signature process. As new signatures are designed at IUPUI, Creative Services will approve and archive the new signatures releasing them for duplication through IKON.

Our school wants to implement web banners as soon as possible, is there someone in External Affairs to contact?

Steve Hodges in the Office of Communications and Marketing is on standby to assist with banner implementation. You may contact him directly at 274-7711 or by e-mail sjhodges@iupui.edu .

Are the IUPUI web banners available?

The final fonts will be included in the next phase of signature release at the end of January. If your web team is making a system upgrade, Steve Hodges can provide you

with design elements that can assist you during this time of transition. Contact him directly at the information provided above.

Have the signature packages been officially approved by Purdue?

There has been no official approval of the proposals for the Purdue schools at IUPUI. However, Purdue administration has provided council and advice on the design elements. Both Purdue schools on the IUPUI campus must be in agreement on the implementation to make the new signature process work. Discussion are continuing with Science and Engineering to gain consensus.

When will we be expected to roll out the new IUPUI signatures?

We can begin releasing the new signatures as they become available; we anticipate this to be in February 2007. We will work with each academic unit and campus administrative unit to roll out the signatures to meet the timeline and production needs of the campus unit.

What about Centers and Auxiliary Units?

There are many policy decisions yet to be made on Centers and Institutes at the university level. Centers, Institutes and auxiliary units will not be expected to participate until guidelines are defined in the spring 2007 with implementation in the summer of 2007.

The JagTag has developed brand identity on campus and with our community vendors who do we work with to comply with the guidelines?

JagTag represents and auxiliary unit on campus and your signature and communication materials should be developed with Troy Brown in the Office of Communications and Marketing.

The School of Dentistry has to move forward on the Seal Mobile and with joint partnerships with the Indiana Dental Association; do we continue to work with Troy?

Yes. Due to the immediate situation with the Seal Mobile we can produce something you can use immediately. Production pieces for co-sponsorship can be handled one project at a time similar to the needs of the Center for Young Children who must post national affiliations as part of their brand.

This campus continues to conduct work internationally. Has IU considered including USA in the signature addresses on letterhead, cards etc?

We will pursue this as part of the IUPUI signature package.

Next Meeting: Tuesday, January 9, 2007 1-2:00 pm – UL 1116