

Alternative Logo

**PRESENTED TO:** Titan Student Centers Board of Trustees – Marketing & Outreach Committee

**MEETING DATE:** Wednesday, February 21, 2018

**PRESENTED BY:** Tori Hust, TSCBOT Vice Chair  
Scott Martin, Marketing & Communications Associate Director

### **BACKGROUND**

A TSU wayfinding campaign was initiated last year with the intent of helping patrons of the TSU more easily navigate their way around the building. Vinyl logo extensions have been installed on some ASI offices and meeting rooms but some offices and meeting spaces do not have any identifying information.

### **PROPOSAL**

Vote on whether or not to use the secondary ASI logo (i.e., disc) on doors to office spaces that house more than one ASI program or service.

### **RATIONALE**

As stated above, this project will further develop the TSU wayfinding campaign and improve the ease of building navigation. The inclusion of the secondary ASI logo (with programming names below) on doors of shared spaces, will contribute to the goals of the campaign.

### **IMPACT**

It will make it easier for TSU patrons to navigate within the building and improve student access to ASI programs and services.

### **BUDGET IMPACT**

None. Vinyl printing and installation to be completed in-house by Marketing, Communications, & Design staff.

### **IMPLEMENTATION TIMELINE**

Production and installation to occur following board approval.



PRODUCTIONS  
STREET TEAM  
TITAN TUSK FORCE

UNIVERSITY CONFERENCE CENTER  
HOURS:

MON - THU  
8AM - 5PM  
FRI  
8AM - 5PM  
SAT & SUN  
CLOSED

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