

## Student Recreation Center Branding Study

**PRESENTED TO:** Marketing and Outreach Committee

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

**PRESENTED BY:** Aaron Tapper, Director, Titan Recreation

### **BACKGROUND**

The Student Recreation Center opened in April 2008 and has a color scheme that features green and beige. In addition, there are a lot of white walls and a lack of excitement inside the building. In the past year, we have started to incorporate more blue, orange and grey colors for a Cal State Fullerton look.

### **PROPOSAL**

Hire an architect firm to complete a branding study to redesign and enhance the interior look of the Student Recreation Center. List of deliverables to include a set of design plans, preliminary sign locations, circulation/wayfinding schematics and entire project cost estimates.

### **RATIONALE**

Hiring an architect firm will provide a professional review of the Student Recreation Center and provide guidance on how to improve the interior look. The company will also be well-versed in the current trends of interior designs of recreation centers.

### **IMPACT**

This study will develop a set of plans that Titan Recreation can implement in the future to enhance the interior look of the Student Recreation Center. It will provide a facelift for the building and will tie the building to the campus. It will provide a more exciting look and feel as students and members use the center.

### **BUDGET IMPACT**

Cost of the project to hire an architect firm is not to exceed \$50,000 and will be funded by Titan Recreation's current year budget savings.

### **IMPLEMENTATION TIMELINE**

Branding study will begin immediately and a final plan will be presented to the TSC Board of Trustees in April 2018. After the plan is approved, an implementation timeline will be established.