## Norco College Marketing Committee Meeting

April 18, 2018 11:00am-12:00pm IT 218

## Minutes

**Members Present:** Lenny Riley, Brady Kerr, Ruth Leal, Bryan Reece, Vonetta Mixson, Ashley Etchison, Rudy Castellanos, Autumn Parra

Absent: Meghan Linderman, Jennifer Krutsch

**Guests:** Sabrina Sepulveda, Cathy Brotherton, Kaytlyn Contreras, Adriana Catalan, David Schlanger, Crystal Slininger, Mark Hartley

## 1. Committee Business

a. Membership consists

fe to Mr. Kerr on the logos and changes were made based on that inp Athletic Leadership team met and provided feedback as well to the artists and the logos reflect those revisions. The committee review revised logos and determined which logos moved forward and those eliminated.

- The NC logo after a review and discussion, the committee decided to eliminate lower case nc design. The remaining two NC logos were moved forward with the revision to the cut NC that it become monotone in burgundy. Ashely Etchison will share that revision with the graphic artist and submit the revised logo to Brady Kerr. The NC logo is needed for co-branding and to bring more awareness to Norco College as many colleges are known for initials. The committee discussed the efforts this academic year to bring forth the use of NC as part of our culture.
- Norco College logo after a review and discussion, the committee decided to eliminate the full Norco College lowercase design. The update to the Norco College logo was minimal with adding a cut to the O in college and bringing it to larger prominence so it is not secondary to Norco but equal. The discussion was that this Col<</li>
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have been reviewed by Art faculty as well

• Ruth Leal reported that the approved items by the committee are being processed and that she is working with Sabrina Sepulveda on getting all invoices processed