

**Norco College
Marketing Committee Meeting**

September 11, 2019
10:00am-11:00am
IT 218

Minutes

1. Approval of Minutes April 17, 2019
 - a. Motion passed 7 yes/1 abstain

2.

- ~~Brand Identity/Position and Consistency will possibly be changed which can be updated.~~
- b. Need to reference the current style guide.
- c. ~~Color Guide~~ update school colors updated to match the current as well a link to
- d. ~~Colleges 965 Bill App~~ Social media appropriate, add/delete, have a link to SRSM with the district and accounts
 - i. Will bring examples from other colleges
- f. Web policies – technology committee and district webmaster
 - i. ~~The~~ style and design should adhere to the style guide themes, fonts and
- g. ~~Find the R/O~~ Department provide initial review, increase efficiency of the then process. Templates will assist with accuracy
- h. Local marketing materials – add local approval
- i. Design policies – align with style guide
- j. College Logos – Need to align both style guides, deeper look at logo approval process. Need to create some alignment.
 - i. Need timelines and deadlines
 - ii. Include other colleges in the conversation
- k. Logos – Include other approved logos
- l. Fonts – Are fonts consistent?

4. Comments – Where can faculty go to design flyers now? – Printing and Graphics webstore
5. VisionPoint Update (Ashley Etchison)
6. New ASNC, Library, LRC, and Athletics Logos (Ruth Leal)
 - a. New logos – have not gone through approval process. Working on streamlining process.
7. Open Forum

Next meeting will be October 9th in IT 218