

USA Marketing and Communications Advisory Committee

8:30-10:00 a.m., January 15, 2016

Student Center Terrace

Agenda

Welcome and Introductions

- New Members

Brand Guidelines

- Feedback and Discussion of Brand Guidelines document
- Brand Templates and Website/On Demand Printing from Publications

Brand Launch

- Recommended Date (Week of March 21)?
- Brand Launch Elements
 - Emails
 - Branding Website
 - We are South Website/Video
 - USA Highlights Publication
 - Looking South Magazine
 - Building Banners
- Brand Launch Day Activities

Next Steps

- Meeting in February or Early March to review Launch Day