



MEMORANDUM

From the office of the...
SHEC Coordinator and Marketing & Communications Director

TO: Executive Board
FROM: Sutina Chou, SHEC Coordinator & Michael Wooder, MCD
SUBJECT: New SHEC Logo
DATE: March 7th, 2017

Dear Executive Board,

We are writing to you to introduce the new SHEC logo for your consideration. The necessity of a new logo has been mentioned by past coordinators and remained on the long-term to-do list dating as far back as Katie Ferguson, who held the role in 2010. There is a clear need for the service logo to be redone, as it is one of the few remaining images still in use by the MSU that does not meet the current brand standard.

When discussing potential directions for the new logo, the narrative we wanted to express through the image was that of a “peer-based health support service, providing care, resources, and education.” We strongly believe that this phrase adequately captures the essence of what SHEC does, and the various ways it carries out its mandate. We wanted to stay away from images with a medicalized or professionalized connotation, such as the caduceus or the red cross, as they contradictory concepts / representations to the peer-based approach that is central to SHEC.

With the above considerations in mind, the image we have generated goes above and beyond expectations. Staying true to form in SHEC blue, we opted for a heart shaped image that is made up of two people-like figures, with the wording left aligned next to the logo. The heart, defined by two people embracing, represents the holistic, caring approach used by SHEC in regards to its student health efforts. This message is further reinforced by the people figures, who represent resources and education that are peer-based and rely on students coming together as supports for each other. Left aligning the abbreviation and full title of the service next to the logo itself, along with the font choice, are brand elements of the MSU.

Given that this logo change was part of the SHEC Coordinator's year plan, as well as the long-term goals of the MSU, we have already anticipated the need to give away most the items currently in storage / rotation that will be outdated once a new logo is adopted. To that effect, there will be very little burden on the existing budget, as most items will be purchased into next year. The implementation strategy of this logo will begin with a switchover to the new logo on all social media platforms, followed by replacing the few physical items in the space remaining, that will need to be rebranded. All items purchased going forward will have the new logo on it.

An idea currently being considered for a soft launch of the logo is to purchase lanyards on this year's budget with the new image as a volunteer appreciation gift, to draw interest to the possibility of returning to the service. This brings me to the replication and implementation costs associated with rolling out this new logo. As mentioned before, all the small service branded objects will have been given away by the end of the year. What remains will be only paper resources (i.e. brochures, information sheets, in-space posters, etc.), which are in the process of being expired, the remainder of which can be easily recycled and reprinted at very low cost, and all within existing budget parameters moving into next fiscal year. The remainder of the items that need to be replaced or implemented that are of a higher-cost, but effectively permanent in the space, are listed in the table below, along with their estimated costs. These three purchases will be facilitated through existing budget lines inside SHEC, in this fiscal year, and will in no way have a detrimental impact to service promotions or operations.

Cost Type	Item	Estimated Cost
Replication	Pull-up banner	\$250
Replication	Door window decal	\$40
Implementation	Window frosting	\$500 (high-end)

Ultimately, we are excited at the prospect of a new logo, as it is about time that SHEC joined the majority of the MSU's services by meeting the current brand standard. The image effectively captures what is at the heart of the service, the PTM was heavily involved in the consultation process and the image was created through the design staff of Underground Media + Design. Given the space renovations and impending restructuring of SHEC this is the perfect time to launch a new logo. Combined, SHEC has a fantastic opportunity to rebrand, reposition, and reinvent itself in the next year, in order to better serve the students of McMaster University.

We would be pleased to answer any questions you may have.

Sincerely yours,

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&

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