

July 18, 2017

To: Executive Board

From: Dave Dedrick and Michael Wooder

Dear Executive Board,

The MSU brand has evolved to stay current within the modern university environment. However, Underground Media + Design has been using the red square logotype and black & red colour scheme for the last ten years, and is long overdue for an update. Given the dramatic restructuring of full-time staff, along with the design focused priorities of the business unit, we are well timed for an updated look. In order to stay competitive in the design industry, as well as appeal to a student audience, all while retaining the professionalism on which Underground is built, we ask the Executive Board consider approving the attached redesigned Underground Media + Design logo.

In keeping with the MSU Visual Identity Guide, we've created a logo that utilizes the MSU's primary font family (Gotham), along with primary and secondary colour schemes (maroon, black, and teal), to build upon the existing brand, aiding in the expansion of The Underground's presence on campus. In addition, updating the service logo facilitates the growth of the overall brand awareness of the McMaster Students Union.

The logo itself is set in Gotham Bold, and the icon is a stylized version of a drop, representing CMYK ink droplets, as well as incorporating a subtle "U" and "G" within the art. The teal colour was chosen to promote more of a digital/modern esthetic, and to stand out amongst MSU services and University departments, while staying true to the MSU's brand guidelines.

Logo Implementation Costs:

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| 1) Sintra diecut letters / logo for storefront | \$3500 + tax |
| 2) 8x10 foot plasticized wall banner behind main counter | \$750 + tax |
| 3) Poster board signage in store | \$250 |
| 4) Pull up Banner | \$50 |
| 5) Table top Banner | \$11 |

Updating the storefront sign will be the most expensive aspect of this rebrand, however it will easily last for more than a decade. The total projected cost of this project is \$5,113.50 after tax, where applicable. This cost can be absorbed within Underground's approved annual budget as it stands. If additional support is required, the Communication department's Promotions line can assist, however that is not projected to be necessary.

If approved, there is sufficient time to implement the new logo in all Welcome Week publication work, such as the Almanac, Wall Calendar and Welcome Week preview. All store signage, pull-up banners and new marketing materials would be in place by the end of August, prior to Welcome Week. Thank you for considering this proposal.

Sincerely,

Dave Dedrick, Manager & Creative Director
Underground Media + Design

Michael Wooder
Director, Marketing & Communications