



MEMO

From the office of the...

Marketing & Communications Director

TO: Executive Board
FROM: Michael Wooder; Kristina Epifano, Vice-President
(Administration); Hannah Philip, MAC Bread Bin Director
SUBJECT: MAC Bread Bin Name and Logo Change
DATE: July 26, 2018

As discussed at the Executive Board meeting of July 17, attached is the proposed name and logo change for Mac Bread Bin, to hereafter be known as the MSU Food Collective Centre (FCC). The name change is inspired by the need to address the now solidified presence of the food security framework offered by this service. The Food Collective Centre, a physical location, has become the hub of operations and will become synonymous with the service brand. In addition, when the service moves to the soon-to-be built Student Activity Building, it will receive dedicated space, for both the food pantry and administrative operations. Therefore, it will wholly become the Food Collective Centre. Moreover, the name change allows for the collection of food security apparatuses to be expressed inside a singular, yet logical brand, as the anonymous food donation program, food reclamation program, and the produce delivery program, will continue as services offered under the umbrella of the collective. Updates to corresponding job descriptions and operating policies will be amended as required.

The logo, presented herein was developed to reflect an updated and modern look, compliant with the organization's branding goals, as well as a reflection of the service's operations, values, and identity. As a collective, of both services and people, a stylized human forms the basis of the bowl or plate, on or in which visual elements of food and consumption are present, namely the grain and the fork. Simple and clean, this image brings together the service operations and will work well in large or small print. The icon presents people who help bring food to the table.

Implementing costs:

- 2018-2019 promotional material - (standard budget allocation, no additional finances)
- Signage as required - \$100-\$200

Replication costs:

- Pull up banners for service (\$200)
- Pull up banner for 'second course' (\$200)
- A-frame directional sign

If approved, the new logo and service name can appear in the major publications for September, namely the MSU Guidebook, the Almanac, the Welcome Week preview,

etc. With the exception of the pull-up banners and possible directional sign, it is anticipated that all costs associated with the image change can be accommodated within the existing annual budget. The replication of signage, namely pull-up banners and the artwork for the A-frame, will be accommodated via the MSU's Advertising and Promo budget line, with no expected detriment to that budget either. Social media accounts will be adjusted to reflect the name change. E-mail address will be created, once approved. Users who email "macbroadbin@" will be seamlessly redirected to the new inbox. There shouldn't be any disruption to service delivery or communication with services users.