



REPORT

From the office of the...

Marketing & Communications Director

TO: Members of the Executive Board
FROM: Michael Wooder, Marketing & Communications Director;
Scott Robinson, Vice-President (Finance); Jeffrey Campana,
Union Market Manager
SUBJECT: Union Market Logo Concept
DATE: November 29, 2018

Dear Executive Board,

The MSU brand has evolved to stay current within the modern university environment. However, Union Market has been using the now outdated “Muskoka chair” image for over 15 years, and is long overdue for an update. The image has survived, despite the fact the “country general store” brand on which it was built has long gone by the way side within the business unit.

Given the scope of service delivery, the variety of products, and the modern approach to store design, it is well timed for an updated look. In order to regain a contemporary aesthetic, as well as appeal to a sophisticated student audience, all while retaining the professionalism on which Union Market is built, we ask the Executive Board consider approving the attached redesigned Union Market logo and icon guide.

In keeping with the MSU Visual Identity Guide, we’ve created a logo that utilizes the MSU’s primary font family (Gotham), along with secondary colour schemes (navy and orange), to build upon the existing brand of Union Market, aiding in the expansion of the business unit’s presence on campus. In addition, updating the logo facilitates the growth of the overall brand awareness of the McMaster Students Union.

The logo itself is set in Gotham bold, with a clever use of colour to ferment the colloquial use of “UM” to describe the store. In this circumstance, we would deploy more than one stylized icon, depending on the marketing effort in question. The main logo approval lacks an icon, however, the team will select one of the four options included in this brief when deployed in real word scenarios. The coffee icon will likely take precedent, given the large volume of sales corresponding to that product. That said, this strategy of dynamic icon use gives us the ability to more effectively represent the store and the products therein, when advertising cold beverages, snacks bagels, etc. The

biggest failure of the current design is that it in no way reflects the changing nature of student consumption habits and the product offerings of Union Market. This icon strategy, as described above, with additional icons to be developed as needed, prevents the image from becoming outdated after a short timeframe, while staying true to the MSU's brand guidelines.

Logo Implementation Costs:

- 1) Sintra diecut letters / logo for storefront \$6,000-8,000k (future capital request)
- 2) Bid price on coffee cups:
Pre-paid expense, amortized over the life of the inventory, within defined budget parameters
- 3) Bid price on coffee lids:
Pre-paid expense, amortized over the life of the inventory, within defined budget parameters
- 4) Pull-up banner for future promo purposes \$250
- 5) In-store signage updates where necessary \$500-\$1000

Updating the storefront sign will be the most expensive aspect of this rebrand, however it will easily last for years to come. The cost of the sign will be accounted for via a capital request for next year's capital budget, which will come before the Executive Board and SRA at a future date. With approval, the sign will be installed in early May.

The total projected cost of this project is minimal, minus the capital for the external sign. There is very little that needs to be physically replaced and the timing of the rebrand would coincide with the delivery of new cups / lids, which is planned for late spring, early summer. We will allow the current inventory of cups to expire, thus reducing the cost of implementing this change. All costs can be absorbed within Union Market'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.