

July 25, 2014

To: Executive Board,
From: Kristina Weatherbee and Michael Wooder
Re: Maroons' logo

Background:

We would like to recommend the attached image as a redesign of the official Maroons logo. This redesign updates the somewhat ill conceived current image and brings the service into line with the MSU Visual Identify guide. In addition, this image is representative of the changes that have occurred within the Maroons culture over the past two years that we plan to perpetuate into the future. We also believe that it will be a better visual representation of the service, which will allow students to better understand the purpose of the Maroons.

Replication costs:

There will be only a few replication costs associated with this redesign, as many of the items produced with the Maroons' logo are purchased new each year. Rep suits are our only item in need to retrofit. That being said, rather than encouraging all returning Maroon Representatives to purchase new suits, or have the service or the MSU subsidize the cost of replacing 27 suits, we will instead secure patches of the new logo that they can put onto existing suits. The cost of this endeavour will be approximately \$500, which will be split between the SLDC's public relations budget and the promo budget of the Maroons.

Implementation plan:

In regards to our implementation plan, we will purchase materials as they are normally produced, simply using the redesigned logo. The following is a list of materials that will be produced this year and that will have the new logo visible on them (all of which fit into the Maroons current budget):

- *Rep Suits (new members only)*
- *Rep Jerseys*
- *T-Shirts*
- *Wristbands*
- *Lanyards*
- *Updated images on social media/webpages (website, Twitter, Facebook)*

The Rep Suits and Rep Jerseys will be produced in time for Welcome Week 2014, where the new logo will be visible to incoming and returning students, particularly at events such as Mac Connector and the Football Game. We also hope to have some of our other promotional materials (wristbands, lanyards, posters, etc.) ready for Welcome Week 2014 in order for us to have them at ClubsFest. This is an excellent opportunity for us to promote the new brand to incoming students and inform them about the services that the Maroons offer.