

To: Executive Board
From: Priya Gupta, Helen Zeng and Michael Woorder
Re: Elections Department Logo

Following considerable time and effort, we gladly put forth the attached image as our recommendation to Executive Board for a new Elections Department logo. Using multiple designers' input, as well as that of the Elections Department and associated staff, we are confident this image accurately meets the branding goals of the MSU, while clearly articulating the aspects of choice, democracy and voting, key aspects related to the MSU Elections Department.

Background:

The outdated Elections Department logo featured a physical ballot and ballot box. On top of the problematic font and design elements, the image was no longer reflective of the manner in which students vote on campus. We began by focusing on a dozen variations to represent online voting specifically. This endeavour, though useful to the overall design process, ultimately proved unworkable. The variations of hands, pointers and cursors used to reflect an online ballot made for less than ideal logos for our service. We came to agreement on the attached image, as it reflects choice and uses the very recognizable symbol of Canadian democracy, the "X" in a circle. In our image, we use the letter 'o' inside the word 'Elections' to represent a vote. Though not intrinsically tied to online voting, the image is clearly tied to voting as it pertains to the numerous levels of Canadian electoral jurisdictions and therefore the image is reflective of services provided by MSU's Elections Department.

Implementation costs:

Presidential Election T-shirts and design time \$800
Lanyards - \$200 + tax
Buttons - \$100 + tax
Rave Cards - \$100
Coffee Sleeves - \$230 + tax
MSU Window Banner - \$120
MUSC Banner - \$90
Presidential poster campaign (design, print, and poster run) \$250

Replication costs:

Pull-up banner - \$250
Display board - \$150
Door sign - \$2

As the major promotional spending of the Elections Department takes place during the MSU Presidential Election, December through January will be the ideal time to launch a new image. In addition, all associated costs can be absorbed inside current budgets with no impact on the service's financial planning. The pull-up banner, display board and door sign can be funded through the Elections Department's (general) *Advertising & Promotions* budget. All other materials are year-over-year items specific to the MSU Presidential election. Therefore, the bulk of materials will be funded through the existing allotment associated with Election Department's *Advertising – Presidentials* budget line.