

**USA Marketing and Communications Advisory Committee**

**8:30-10:00 a.m., January 15, 2016**

**Student Center Terrace**

**Agenda**

Welcome and Introductions

- New Members

Brand Guidelines

- Feedback and Discussion of Brand Guidelines document
- Brand Templates and Website/On Demand Printing from Publications

Brand Launch

- Recommended Date (Week of March 21)?
- Brand Launch Elements
  - Emails
  - Branding Website
  - We are South Website/Video
  - USA Highlights Publication
  - Looking South Magazine
  - Building Banners
- Brand Launch Day Activities

Next Steps

- Meeting in February or Early March to review Launch Day