

Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
October 13, 2022
1pm-2pm
Zoom

Co-Chairs:

Patrick Scullin, Faculty

Dr. Kristine Di Memmo, Management

Natalie Halsell, Classified Professional

Attendees: Patrick Scullin, Tucker Amidon, Daniel Gregory, Peggy Lomas, Steven Mahpar, Paris Rico, Kristine Di Memmo, and Mark Knight

The meeting commenced at 1:02 pm.

Approval of minutes: September 8, 2022 minutes approved by consensus.

Old Business:

Brand Guide 2.0

The committee reviewed Patrick's Brand Identity Marks Outline he created as a starting point for the Brand Guide 2.0. There are four tiers: Primary Logo and Branding System; Co-Branded Logos; Extended Branding System; and Limited Use Badges, Icons, and Graphics. The Committee added a few items, like guiding principles (consistency, clarity, and credibility). It would be beneficial to have examples of approved and non-approved logos/graphics.

A subgroup will be created to start working on designs and rough drafts of branding systems.

Consortium Media Preference Survey

The committee will work on the Desert Region Consortium Media Preference Survey in Spring, happening between February 13-April 9th 2023. The group will come up with the questions for the survey during the next meeting.

New Business:

Tiger Bedazzle for Website

The committee reviewed the customized RCC logos (Tiger Doodles) for the website for National Hispanic Heritage Month and LGBTQ+ History Month. These logos will be used on social media as well. If you click on the logos, they take you to a page with information about the significance of the celebration/recognition for that month.

The committee discussed having the RCC website logo phase in and out between the original logo and the custom logo.

Home Page Carousel

The website was created for new students, so the carousel replacing the Hero video may not be consistent with the original purpose of the website. The carousel could be useful on the student Portal.

Staff Directory

A mock-up of the digital staff directory was reviewed by the Committee with positive feedback.

Meeting adjourned at 1:50 pm.