

**Riverside City College**  
**Marketing Resources Committee (MRC)**  
**Meeting Minutes**  
**November 30, 2023**  
**12:50pm-1:50pm**  
**Zoom**

**Co-Chairs:**

Patrick Scullin, Faculty

Dr. Kristine Di Memmo, Management

Natalie Halsell, Classified Professional

**Attendees:** Patrick Scullin, Natalie Halsell, Jodie Julian, Liz Lecona, Daniel Gregory, Chie Ishihara, Leslie Vargas, Deb Ferguson, Kris LoVerso, and Jennifer Bielman

*The meeting commenced at 12:51 pm.*

**Information Item:**

No discussion or edits for the October 12, 2023 minutes.

**Old Business:**

***Brand Guide 2.0 Second Draft Read***

The committee members reviewed the second draft of the Brand Guide 2.0 and provided the comments below:

- Along with the “What NOT to do” section, there should be a “What to do” section.
- The program names and colors for Guided Pathways need to be confirmed.
- For the Athletics logo, the tiger needs to face towards the left.
- There should be one place people go for graphics design requests under Contact Us.
- Under branding guidelines, add management.
- Look into whether co-branded logos can be changed to reflect the colors of Guided Pathways.
- There are a lot of questions about when to use program Guided Pathways logos and if they can be changed. What’s the difference between a department and program color/logo?

***Marketing Campaign Update***

The new marketing campaign voting form is on the student app and website, and booths will be set up around campus for voting. It will be announced when the old banners are removed so people have the chance to take them before they go into the trash.

**New Business:**

N/A

**Equity in Marketing (Open Discussion):**

N/A

*Meeting adjourned at 1:44 pm.*