**OWG 12-4: Branding and Identity Approved Recommendations**

1. Recommends working with Facilities to ensure that new and revised campus signage is completed in a timely and cost-effective manner that is in compliance with new brand and identity standards by March 2018.

2. Recommends updating existing design and brand guidance documents and systems from both institutions to reflect the new consolidated institution be put in place in January 2018. This work will occur in collaboration with the Marketing (OWG 12-2) team and marketing plan under development.

3. Recommends providing new the Georgia Southern University letterhead and business cards through a single vendor or system and creating a dedicated web page for fulfillment/ordering. Process for ordering will be available starting January 2018.

4. Recommends keeping the logo, colors and mascot as currently used by Georgia Southern University to retain existing brand equity. Official logo mark will be available for each campus starting January 2018.

5. Recommends creating a consistent look for new maps for all three campuses and working with the Web team to update online maps. New maps will be available moving forward from January 2018.

6. Recommends creating a comparison inventory of current publications (currently underway) at both institutions to help ensure that all new publications incorporate relevant, up-to-date information when produced after Jan. 1, 2018.

7. Recommends revising the current Georgia Southern University seal by adding three stars to indicate the multi-campus nature of the new institution and to recognize the legacy and traditions of all campuses involved in the consolidation (see attached). To be used, once approved, beginning January 2018.