Subject: A final push to complete the campus brand update

Dear colleagues,

The Boise State University brand and the “B” have come a long way — and quickly — in the past three years. But to maintain our strong and unified brand identity and project it into the future, the time has come for each of us to take a visual inventory of our public spaces and to remove outdated logos and old marks, especially those from marketing displays and signage. This includes old marks on doors, wall vinyl, posters, table drapes and pull-up banners. It’s also time to retire letterhead, business cards and marketing materials.

Any display showing either the diamond logo — or even just the old lettering from the diamond logo — now needs to be removed.

You may recall, the original plan in 2012 was to have the new university signature mark replace all old logos within a year. In many instances, that deadline was met. We also made allowances for later replacements due to budget concerns. We now have set a firm deadline of May 31 for removing all outdated marks on campus. The only “old” marks that may remain are those which are historically in context. Some examples include the 75th-year anniversary plaques around campus, research posters that display the logo used at the time the research was completed, or donor recognition panels that predated the change.

We fully recognize that in some instances new signage, banners, table drapes or posters will need to be produced, printed and installed. Here are links and contact information that will be helpful:

- For signage or wall vinyl updates and estimates — and for removal of outdated window vinyl — contact the Boise State Sign Shop at 426-3588 or signshop@boisestate.edu
- The Office of Institutional Compliance and Ethics understands the importance of Boise State University’s Shared Values and is proud to sponsor the distribution of the new Shared Values posters that includes the university signature mark. Those wishing to receive this new edition, which replaces the diamond logo version and fits in the same frame, can stop by the Office of Institutional Compliance and Ethics located in Riverfront Hall, Room 306. The posters are available free of charge, however there are limited quantities in both blue and white and they will be distributed on a first-come, first-served basis. For more information, please call (208) 426-1258.
● To design new table drapes and banners contact Printing and Graphics and for sample ideas and for a list of licensed vendors, contact the Office of Trademark Licensing.

On a related note, the popular “B” lapel pins are available for purchase at the Boise State Bookstore at cost if purchased with a department code. Please contact Nicole Gouvea nicolegouvea@boisestate.edu for assistance or to place an order.

To help reiterate the value of what we have worked on together, take a look at what one of the most well-known and sophisticated brands in the world has recently done: Coca-Cola is engaged in a massive worldwide effort the company calls the “One Brand” re-unification strategy.

In addition, this is a good time to remind folks in your area that we should always refer to ourselves as Boise State or Boise State University — there are many, many other entities that can refer to themselves as BSU.
Thank you for all that you have done over the past three years to build one of the strongest university brands in the region — and, in fact, in the nation. For questions or concerns, please contact the university brand committee at brand@boisestate.edu.