



MEMO

From the office of the...

Marketing & Communications Director

TO: Members of the Executive Board
FROM: Michael Wooder, Marketing & Communications Director & Sofia Palma Florido, Diversity Services Director
SUBJECT: Diversity Services Re-Branding Proposal
DATE: March 29, 2021

As discussed in several Diversity Service reports to the Executive Board this year, we have worked diligently to review and revitalize the branding associated with MSU Diversity Services. For the consideration of the Executive Board, attached is the proposed name and logo change for the service, to hereafter be known as **MSU Diversity + Equity Network**. The name change is inspired by the need to address the ubiquitous nature of 'diversity services', in the context of a university campus. There was a time wherein this service was one of the only voices to bring issues of representation and culturally specific programming into the forefront of student life of McMaster University. That was many years ago. Since, diversity and inclusion are now celebrated constructs, weaved into the discourse of university services, programs, offices, and recruitment efforts. Which raises the question, what exactly are "diversity services" at this point in time?

By firmly aligning our service with the labels of diversity and equity, we position the Diversity + Equity Network as a both a student services office and a resource hub, dedicated to the inclusion of McMaster students from equity seeking groups. Moreover, by utilizing the word 'network', the service invokes a sense of connectedness across the variety of offices, programs, and people who share similar goals on our campus. In addition, as the newest peer support centre of the MSU, the Diversity + Equity Network will take on a name that provides more clarity to the public as to its goals, intentions, identity, and purpose, amongst the range of peer support offerings from the McMaster Students Union.

The logo presented herein was developed to reflect an updated and modern look, compliant with the organization's branding goals, as well as a reflection of the service's operations, values, and identity. A group of stylized human forms are the basis of the new icon, which illustrates a community, while also demonstrating both a celebration and collection of diverse identities, working in concert. Simple and clean, this image brings together the service operations and will work well in large or small print.

Implementation costs:

- 2022 – 2023 promotional material - 2022-23 budget allocation, with no additional finances required
- Indoor signage as required - \$100-\$200

Replication costs:

- Pull up banner for the service - \$200

If approved, the new logo and service name can appear in the major publications for September, namely the MSU Guidebook, the Almanac, the Welcome Week preview, etc.

It is anticipated that all costs associated with the image change can be accommodated within the existing annual budget. The replication of the pull-up banner can be funded via the MSU's Advertising and Promo budget line, if the next staff team is concerned that it would pose a detriment to their service promo line. Social media accounts will be adjusted to reflect the name and logo change following an approval from Executive Board and subsequently, the Student Representative Assembly. Updates to corresponding operating policies will be sent to the SRA for amendment in April, with job descriptions going to Executive Board once they start meeting again. Finally, e-mail address for staff and volunteers within the Equity + Inclusion Network do not need to be changed, as they all currently begin with the prefix of 'diversity' (e.g. diversity@msu.mcmaster.ca).