

## Imperial College Union

### **COMPREHENSIVE UNION BRANDING STRATEGY**

*A note by the President and the Deputy President (Finance & Services)*

#### **Executive Committee Notes**

1. That over the past few years the Union has dedicated considerable resources to establishing a strong online brand.
2. The Union logo features prominently in our bars at South Kensington and on promotional material for Union events and Club and Society activity.
3. The Union's shops are still using the old ICU brand, as is the office franking machine.

#### **Executive Committee Believes**

1. That due to the inconsistency in the branding of the walkway shops the Union is missing out on an opportunity to promote our brand on a busy campus location.
2. That the use of the old Union branding makes the shop appear somehow "separate" from the Union to the student body.

#### **Executive Committee Resolves**

1. To mandate the President to instruct operational managers to formulate, cost and implement a branding strategy that will be consistent across the whole of the organisation.