

## **OWG 41 Marketing Approved Recommendations**

- 1. Recommends maintaining the ASU brand architecture model (Core Academic Identities) and nomenclature; and developing and tailoring the brand to specific colleges.**
- 2. Recommends that DSC's brand become a part of ASU's brand and will be incorporated into the new institutional visual identity.**
- 3. Recommends that the newly consolidated university review graphic standards and implements institution wide.**
- 4. Recommends that a comprehensive public relations plan be written for the new university.**
- 5. Recommends maintaining the ASU Seal.**