

UTAH COLLEGE OF APPLIED TECHNOLOGY

AGENDA ITEM

UCAT BOARD OF TRUSTEES

18 May 2017

ITEM: II.O

TOPIC: Utah System of Technical Colleges Logo

BACKGROUND

On March 24, 2017, Governor Gary R. Herbert signed into law Senate Bill 238. Among other modifications to higher education code, SB 238 renames the Utah College of Applied Technology the Utah System of Technical Colleges and changes the name of each member college of the Utah System of Technical Colleges from an applied technology college to a technical college.

On July 1, 2017, the legislation takes legal effect for the Utah System of Technical Education and its member colleges. A component of administrative compliance with the new law includes updating branding to reflect the change including, but not limited to: stationary, signage, logo, official seal, website URL (uniform resource locator), and website design.

At minimal cost, the Commissioner's Office has contracted with a graphic designer to assist with creation of a new logo and branding concept to execute across all current and future communication platforms.

The directive to the designer is to create a classy, formal logo that identifies the system as a statewide entity with the ability to easily execute it in both formal and less formal situations.

RECOMMENDATION

The Commissioner's Office recommends Board approval of the logo and branding concept under item "O" and to direct the office to proceed with new system branding, including securing the rights to a new URL at UTECH.EDU.

Attachments: Forthcoming

