

1. Primary Customer

The primary customer is the Communications and Marketing Department at Edmonds Community College (EdCC). This includes the Director of Communications and Marketing, and Communications Specialist (henceforth referred to as the stakeholder). Their role within the college is to promote Edmonds Community College in advertising and marketing materials. They also ensure that materials utilizing the Edmonds Community College logo and name conform to the requirements for presenting the logo and representing the college. The Communications and Marketing Department is an internal, primary stakeholder in the water bottle project. They have enough influence to halt the project if they do not approve of the water bottle design when the Edmonds Community College logo is used.

2. Interview Summary

Alice Uhl met with the stakeholder on Thursday, 07/17/2014 in Gateway 320. The stakeholder recommended *not* to use the Edmonds Community College logo in the water bottle design. Because the reusable water bottle campaign is a student-lead project and not a project initiated by the college itself, the EdCC logo is not required to be on the water bottle. If the EdCC logo is not used on the water bottle, then the Management 270 class does not need to have the water bottle design approved by the Communications and Marketing Department. However, if any other stakeholder wants the EdCC logo on the water bottle, the Communications and Marketing Department must be consulted throughout the design process in order to approve the usage of the EdCC logo.

The stakeholders' schedules were full for the week of 07/21/2014 - 07/25/2014, so the majority of the communication was done via email. Alice emailed the Communications and Marketing Department on Friday, 07/18/2014 with additional clarifying questions. The stakeholders emailed their response to the questions on Wednesday, 07/22/2014. I conducted a follow-up meeting with the stakeholder on Thursday, 07/24/2014 to address some final questions.

Some of the requirements learned from the meetings were: if the EdCC logo is used on the reusable water bottle, the artwork of the water bottle must be designed by the students leading the project and approved by the Communications and Marketing Department. There are requirements for the EdCC logo if it is used on the water bottle (see questions 4 and 5 for needs and requirements). For example, the EdCC logo can only be represented in the colors of white, black, and specific shades of blue and green. There are no requirements from the Communications and Marketing Department about other co-sponsors as long as they do not interfere with the EdCC logo's protected space. Protected space means that the EdCC logo must have empty space around the logo. The water bottle design must be submitted to the Communications and Marketing Department at least a week in advance for approval.

3. Additional Summary

There were only two live interviews with the Communications and Marketing Department (7/17/2014 and 7/24/2014). All other communications were conducted via email. The Communications and Marketing Department answered all our emailed questions, but they edited and condensed questions 8, 9, 10, and 12 into one question (question 8) in their reply email. These questions involved the specifics of the allowed colors for the EdCC logo. This left

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ambiguity in their answer to our question about specific color varieties (question 10). A follow-up meeting was conducted to further clarify these questions.

Alice Uhl had a follow-up meeting with the stakeholder at 9:00 A.M. Thursday, 7/24/2014 about the use of the EdCC logo and marketing requirements. Our questions detailed the specifics of which shades of blue and green are acceptable in the logo and how the project team can acquire the correct colors. The stakeholder provided the CMYK color code for the specific blue (CMYK 100, 65, 0, 30). The CMYK color code for green is not available. There is a Communications and Marketing website which contains the logo file download list that will be made available upon request from the Marketing Department. I also asked about the process of having a design approved by the Communications and Marketing Department.

4. Needs

If the Edmonds Community College logo and name is not used on the water bottle:

1. The Communications and Marketing Department does not need to be involved in the water bottle design process.

If the Edmonds Community College logo or name is used on the reusable water bottle:

1. Any artwork using the EdCC logo must be approved by the Marketing Department.
2. Any materials using the Edmonds Community College name must be approved by the Communications and Marketing Department.
3. The EdCC logo needs to have protected space around it.
4. The EdCC logo can only appear in certain colors.
5. The EdCC logo must be a minimum size.

5. Requirements

If the Edmonds Community College logo and name is not used on the water bottle:

1. The project team does not have to submit materials for approval to the Communications and Marketing Department.

If the Edmonds Community College logo or name is used on the reusable water bottle:

1. Any water bottle artwork using the EdCC logo must be created by the project team and then be approved by the Communications and Marketing Department. The Director of Communications and Marketing, and the Communications Specialist must both be emailed at least a week in advance with the artwork that would need to be approved. The artwork should be submitted as a .pdf (Portable Document Format) file.
2. The Communications and Marketing Department must be contacted at least a week in advance to approve any marketing and advertising materials that use the Edmonds Community College name. If materials are being distributed off campus, it must have a non-discrimination statement included. The materials should be submitted as a .pdf (Portable Document Format) file.
3. The EdCC logo must have protected space around it. This means that there must be empty space equal to the size of the top line of the 'E' around the Edmonds CC Logo on the water bottle artwork.
4. The EdCC logo must be in a black, white, specific blue (CMYK: 100, 65, 0,30; PMS288), or specific green color. The EdCC logo also cannot have a background image. Upon request the Communications and Marketing Department will provide a URL with access to the logo files.

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5. The EdCC logo must be at least an inch wide at its smallest.

Appendix:

Water Bottle Questions (07/17/2014 and 07/18/2014):

If EdCC Logo is not used:

1. Is the water bottle required to include the EdCC Logo?

If EdCC Logo is used:

2. What are the Marketing Department's requirements for using the EdCC Logo?
3. Can the EdCC Logo share space on the water bottle with co-sponsor logos?
4. What do you mean by "protected space?"
5. Are there any co-sponsors who are not allowed to be included on the water bottle? (such as Starbucks, Habitat for Humanity, Everett Community College)
6. Can the water bottle itself be any color? Or, does it need to be one of the EdCC school colors?
7. Are there any restrictions to the water bottle material (i.e.: plastic, metal)?
- *8. What are the color requirements for the EdCC Logo?
- *9. What do you mean by "weird colors?"
- *10. Is there a specific variety of the colors that must be used? (i.e.: forest green, pine green, etc.)
11. How large does the EdCC Logo need to be? Does it need to be placed in a particular position (i.e.: horizontal or vertical along the bottle)?
- *12. How can we obtain the official EdCC logo for use on the water bottle?
13. Does the Water Bottle need to include the EdCC Triton on it?
14. How should we contact the Marketing Department to get the water bottle artwork approved?

Other questions about the water bottles and promotions:

15. Are there any requirements from the Marketing Department for using The Green Team Logo?
16. If the Edmonds Community College name is referenced in any promotional materials for the water bottles (such as posters, press releases, on-campus and off-campus events), does the Marketing Department need to approve the promotional materials/event?

***Questions Revised/Removed by Marketing Department in Final Response**

Changed to:

8. What are the color requirements for the Edmonds CC Logo?

Final Meeting Questions with the Communications Specialist 07/24/2014:

1. What shades of blue and green are approved to be used in the EdCC Logo? Is there a specific color code?
2. Is there a website link we can use to access the logo and color, or would the Marketing and Communications Department supply us with the logo and color?
3. How early should the design be submitted for approval? Approximately how long is the approval process?
4. Is there a preferred file format for us to submit designs in for approval?
5. Is there a specific form we should fill out when emailing designs for approval?
6. Is the process for submitting advertising and marketing materials the same process as for submitting artwork designs?