



SEPTEMBER 17, 2009

CALENDAR | SEPTEMBER 17-23

- 17 • University Forum, Liz Lemon Swindle
2 p.m., Taylor Chapel
- 18 • A Nashville Tribute
7:30 p.m., Hart Auditorium
- 19 • Del Parkinson recital
7:30 p.m., Barrus Concert Hall
- 22 • Devotional, W. Rolfe Kerr
2 p.m., Hart Auditorium

ANNOUNCEMENTS

Free Financial Planning Appointments

A DMBA financial planner will be on campus Sept. 21 and 22. If you would like an appointment, please contact Human Resources at Ext. 1131.

Mailing and Shipping Addresses

The university has two new mailing and shipping requirements. Visit the following link for details: www.byui.edu/MailServices/mail_services.htm.

Alumni Mysteries of Mexico Tour

There are only a few spots left. Reservations must be made by Oct. 15. Call the Alumni Office at Ext. 2234, or visit www.byui.edu/alumni.

New Web site created to help build BYU-Idaho's brand

BYU-Idaho announces its new and improved visual identity Web site, located at www.byui.edu/identity. The site has been reconstructed to unify, standardize and simplify all forms of visual and written communication. This new Web site will help students and faculty create communication pieces, such as posters and fliers, and obtain approval more easily and quickly.

The Importance of Visual Identity

The visual identity of the university has always been important. With the advancement and evolution of Ricks College into BYU-Idaho, the increased stature of the university has led to the need for more consistency in visual and written communication.

Visual identity is used to help establish a company's brand. Thus, the university's visual representation and identity revisions have been created to benefit BYU-Idaho. "The whole reason for the visual identity is to help the university emerge out of obscurity. These revisions will be a great help," said Brian Memmott, University Communications Creative Services manager.

Kirk Rawlins, communications coordinator for University Communications, said, "The groundwork is in place, and now we want to apply these standards. However, some departments may not be sure how to implement them. Our goal is to provide support."

Training and Assistance

A student team is available to provide training and assistance in applying BYU-Idaho's identity. Specifically, they are prepared to clarify what is required, provide resources, and approve communication pieces more quickly. Mike Walton, student identity manager, explained, "We understand that the programs, processes and policies can be difficult to understand. That is why we are trying to make this new site easy to use."

Together, the new site and the student team hope to lead the campus community and BYU-Idaho's brand into recognition.

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Visual Identity continued from page 1

WHAT ARE MY OPTIONS?

There are many ways to advertise on campus with print and digital pieces. Print formats include posters, kiosks, vertical banners, brochures, fliers, table tents and postcards. Digital pieces may include my.byui Web banners, PowerPoints, Web pages and screensavers.

1 GET A TEMPLATE



The university has three main print template categories: University Formal, University Semi-Formal, and On-Campus Informal. The template you use depends on the nature of your communication, your audience, and where you will display your message.

Don't know which one to use? Check out detailed information on each category at www.byui.edu/identity. Click on "Get a Template," and then click on the print template of your choice. Handy tools help you choose the correct size and category for your advertisement.

Also in this area, you will find templates for digital ads, office forms and letterhead.

2 GET A LOGO

BYU
IDAHO

Academics

200 Kimball Building
Rexburg, ID • 83460-1690
Phone: (208) 496-1141

All communication pieces need a logo to identify the sponsoring office, college or program.

The identity Web site allows you to download the appropriate logo by selecting your department, college or office from a dropdown menu. Simply go to www.byui.edu/identity, and click on "Get a Logo."

When you open your downloaded file you will see four approved logos. The preferred logo for posters is the white horizontal logo. This is placed in the black bar at bottom of your template. This space is reserved solely for university branding. Note: The white logos appear blank until applied to a dark background.

3 GET APPROVED



You're finished creating your communication piece—so now what? Before distributing anything, you need to get approval.

Go to www.byui.edu/identity, and click on "Get Approval." You will be walked through a series of questions that will ensure your piece meets university standards.

Once you've completed the checklist, send a low-resolution PDF of your piece to your Communication Council representative for approval. Depending on the nature of your piece, additional approval may be required. Instructions are provided for finding your representative and for creating a PDF.

Need to create a campus communication piece? It's easy! Just follow three easy steps, shown below.

Creating your visual communication pieces is easy. Just follow the steps below, then go online and try them out for yourself at www.byui.edu/identity. And don't forget there is always help along the way. Send questions to ucidentity@byui.edu, or contact University Communications at 496-3274.



NEXT WEEK'S DEVOTIONAL W. ROLFE KERR



Elder W. Rolfe Kerr currently serves as the President of the Logan Utah Temple. Previously, Elder Kerr served as the Commissioner of the Church Educational System and was called as a member of the First Quorum of the Seventy on April 5, 1997.

Elder Kerr has served the Church in many other capacities, including as a member of the Second Quorum of the Seventy, president of the Texas Dallas Mission, president of the Europe West Area, and as a counselor in the Europe North Area, the North America Northwest Area, and the Utah South Area presidencies.

Elder Kerr graduated with bachelor's and master's degrees from Utah State University and a doctorate degree from the University of Utah. He has received honorary doctorate degrees from the University of Utah, Utah State University, Utah Valley State College, and Dixie State College.

Elder Kerr is a former Utah Commissioner of Higher Education, executive vice president of Brigham Young University, president of Dixie College, assistant to the president at Utah State University, associate dean of students at the University of Utah, dean of men at Weber State University, and coordinator of student government at Utah State University.

Elder Kerr and his wife, Janeil, are the parents of six children and currently have 11 grandchildren.



EMPLOYEE PROFILE

Jim Terry
Financial Services
Cashier & Ticket
Services Manager

BYU-Idaho's Cashier and Ticket Services manager, Jim Terry, is not afraid to try something new. In fact, Terry even wishes to try on President Obama's shoes for a day.

"It would be fascinating to see what it's like," he said. "I would also like to give my input on a few issues."

Terry said he would never really put together a presidential campaign, but it wouldn't surprise some. He usually finds a way to accomplish his goals.

When Terry decided he wanted to be involved in law enforcement, he earned a bachelor's degree in criminal justice and law enforcement. After working in California, he wanted to live in an LDS community and closer to family, so he came to BYU-Idaho as a member of Campus Security. When he wanted to give back to the community, he ran for the Madison County School Board and joined the Kiwanis Club.

"I enjoy serving people, especially children, and I enjoy giving back to the community, so the Kiwanis Club was perfect for me," he said.

Another thing the California native wanted (more than the Lakers to win another championship) was to raise a family. Now, after 32 years of marriage, two children and five grandchildren, he's accomplished that too.

THANK YOU

Thank you for the beautiful flowers. Not only did they brighten our home but also lifted my spirits. We are appreciative to the BYU-Idaho community for this kind gift.

Ken and Jeanette Howell

Thank you so very much for the beautiful flowers that were sent to the funeral services for our beloved mother, Ella Griggs. We appreciate the many expressions of sympathy and love. These loving expressions of support continue to lift us through a challenging time.

Bill and Jan Torngren

Thank you for the beautiful flower arrangement sent at the death of our mother. We appreciate your thoughtfulness.

Daughters of Kaye Hymas

FOR SALE

Cinnamon bunnies, large, gentle rabbits, soft fur, very pretty. Only four left, \$15 each. Call Donna at 624-4726 or 313-1310.

Horticulture apples ready for picking, \$.50 per lb. Open Monday through Saturday (you pick at your convenience, any time). Weigh & pay at the yellow Apple Shack by the orchard.

1991 *Camaro*, black, RS, T-top. 184,000 miles, but 75,000 miles on high-performance 350 engine. Runs strong, sounds tough. Front end repainted, body in good condition. \$3,800 or best offer. Call Tom at 206-1653.

2004 *Honda Shadow*, \$4,500. Excellent condition, 5,000 miles. Maroon and black VT750C Shadow, 750 Aero Value 2 cylinders, 4 stroke, 745 cc. Call Ext. 1596, or e-mail fluckigerja@byui.edu.

Jayco Eagle Series 32 ft. trailer w/ 14 ft. super slide. Loaded! Comes with hitch with stabilizer and sway bar. Electric jack, stored inside. Call 356-6380 or 313-1780.

Pine trees, \$10 per foot. *Chainsaw*, \$50. *1.5 cu. ft. refrigerator*, \$35. Call Ferron or Paula at 356-0219.

BIRTHDAYS | SEPTEMBER 17-23

- 17 Bert Dial, Carpenter Shop
Darryl Foutz, Accounting
Ronald Hammond, Religious Education
- 18 Gracie Hill, LDS Philanthropies
- 19 Henry Eyring, Executive Offices
Ray Versluys, Theatre
Jason Williams, English
- 20 Eli Lankford, Exercise & Sports Science
- 21 Jason Lenz, HVAC
Tim Whitworth, Electrical
- 22 Jacquell Fluckiger, Admissions
Fred Free, Food Services
Shawn Johansen, History, Geo., Poly Sci.
Kendra Justesen, Online Learning
Martha Scott, Art
Stephen Smith, Sociology & Social Work
- 23 Russ Benedict, Financial Services
Sheldon Kidd, Accounting
Ed Kumferman, Foreign Language



University Communications

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News & Notes

A weekly publication of University Communications

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If you have any information for future issues, please e-mail newsdesk@byui.edu