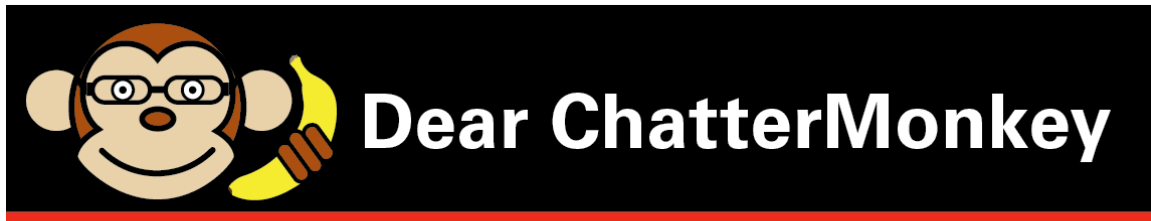


Monkeys are awesome. They're funny, friendly, athletic, intelligent and will do just about anything for a banana. I've even heard that if you put a bunch of monkeys in a room with a bunch of typewriters, eventually they'll produce Hamlet or the Declaration of Independence or something. So what better mascot for Visual Chatter's new answerer of all things Brand?

Ladies and gentlemen, you've got your helper-monkeys, you've got your Survey Monkeys, you've even got your Sea Monkeys. Well, allow me to introduce you to the new monkey in town: ChatterMonkey. If you have a Brand-related question, she (or is it "he", it's so hard to tell with monkeys) will answer it.



the Brand expert with a-peel



Dear ChatterMonkey, my department is very important and special and we need a logo that relates how special we are and separates us from the rest of the pack. So could you create a couple of different options for me to choose from?

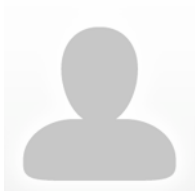
*Kind regards,
Proud Team Member
Dept. of Fluffy Bunnies*



Dear Proud, congratulations on being a member of such an awesome team. Now about that logo—there is only one option for a departmental logo (see attached). For more information about the new graphic and editorial standards go to the Brand Central link on our internal site's home page.
— ChatterMonkey

THE UNIVERSITY OF TEXAS
MD Anderson
Cancer Center
Department of Fluffy Bunnies

Making Cancer History®



Dear ChatterMonkey, I think you misunderstood me. This looks very much like all the other departmental logos I've seen here at MD Anderson.
Kind Regards,
Proud



Dear Proud, yeah, that's kinda the point. No department "needs" a logo because the new one developed for the institution, plus the tagline "making cancer history®" really say it all.

Feel free to use the approved departmental logo I sent you on cool shirts for your employees.
—ChatterMonkey



Dear Chatter Monkey, Okay, yes, I understand what you're saying and I get that you have to say that, but we really are very important and we want something different, something special, that represents all that we do for the institution.
Regards,
Proud



Dear Proud, "Making Cancer History®" is the mission of the institution, and by using the same logo and tagline, we let everyone know that we are all a part of that mission. That being said, if you use photos specific to your department in all your printed materials, you can create a "look" for your group but still follow the graphic standards.



Chatter Monkey — uh-huh. So, are you guys going to create a logo for us or what.



Dear Proud, we will not be designing a logo for you.



Hey ChatterMonkey, I get it. You don't want to do it. I understand. You're busy. Tell you what, our AA Valerie is pretty good on the computer, I'll get her to work something up.



Proud, please don't do that. We don't enforce these rules to be mean or to quash anyone's creativity, we just need to keep our message consistent.



So Monkey, check it out. Valerie put this together. This logo really represents what we do. I'm thinking about getting it trademarked!



*Doing our part to help
make cancer history.*



Oh...my...g... As I said, unofficial departmental logos are against the graphic standards of the institution. Even before the new branding they were frowned upon because they often sent a conflicting message and... wait, is that a pancreas?!



Yeah, isn't it great? I think she got it off the Google or something. She has mad Word skills.



I don't know where to begin, this is wrong on so many levels.



Uh-huh, now how do I get this puppy on some polo shirts?!



You don't.



Look monkey, I really don't understand what your beef is. Besides, I've sent this up the approval chain so it's really not up to you.



What?! It was never up to me. This is an institution-wide policy that everyone at MD Anderson, including me, has to follow.

THREE DAYS LATER...



*Dear ChatterMonkey, my VP just informed me that the new branding initiative rules out the use of any internal logos or icons. Who knew? Valerie's pretty peeved. You guys should really get that message out.
Kind regards,
Proud Team Member, Dept. of Fluffy Bunnies*



You're killing me.