

**University of Colorado  
Student Union**

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**A Bill**

**Bill History**

The University of Colorado Student Union desperately needs a logo in order to effectively reach students via promotional items, professional letterhead, and positive image building. The logo that UCSU presently uses for these purposes is outdated and unimaginative. After speaking with several professional graphic designers, UCSU has learned the technical criteria for creating a reproducible logo. The criteria are as follows: 1) any original design must be formatted to an EPS system; 2) any design must be fractalized.

Both of these criteria require specific graphic design software such as Macro Media Freehand or Harvard Graphics with a scanner that has specific graphic capabilities. The only department, on campus, that has the capabilities is Publications and Marketing. A verbal contract was agreed to with Mike Campbell during the Spring semester of 1999 to have him create and produce a new UCSU logo. The contract was broken with Mr. Campbell by UCSU, after the Legislative Council failed the motion to pay for his professional services. Due to state regulations, UCSU is required to use University resources to complete a project of this manner. Presently, UCSU's relationship with Mike Campbell is strained because the contract was put on hold. He invested many hours working under the terms of the contract, and felt it was unprofessional of UCSU to break the contract and fail to pay him for the work he did. Mr. Campbell refuses to have contact with UCSU, let alone negotiate terms for a new contract, until he is certain he will be paid for his work and UCSU guarantees their support until the completion of the project. The terms of the contract and the conduct of UCSU with Mr. Campbell have to be strictly professional, granting him the authority to make all decisions regarding the logo with input from UCSU.

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**Bill Summary**

This bill will approve funding for the production of a new logo created by Mike Campbell of the University of Colorado's Department of Publications and Marketing. A new ad-hoc committee called the New UCSU Logo Committee will be appointed to give

input on the new UCSU logo. It also guarantees that the new contract with Mike Campbell will not be broken by UCSU.

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**THEREFORE, BE IT ENACTED by the Legislative Council of the University of Colorado Student Union that:**

**SECTION 1:** This bill authorizes UCSU to enter into a contract with Mike Campbell. Funding will come out of the new UCSU logo account, not to exceed \$1,000, for the creation and production of a new UCSU logo.

**SECTION 2:** A new ad-hoc committee called the New UCSU Logo Committee, not to exceed 6 members, will be appointed by the Legislative Council President to assist Mike Campbell with decisions regarding the new logo. Once the ad-hoc committee has narrowed the design to three choices, Legislative Council will vote to select and approve the final logo.

**SECTION 3:** The ad-hoc committee will consist of the Public Relations Director of the Executive Staff, two Representatives, two Senators, and a student at large.

**SECTION 4:** The deadline for the logo to be selected and approved by Legislative Council is January 1, 2000.

**SECTION 5:** This bill takes effect upon passage.

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10/21/99	Passed in Committee	
10/28/99	Passed	12-0-2

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Jerod Clark, Leg. Council President

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Tara Friedman, Tri Executive

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Dan Pabon, Tri-Executive

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Michelle Richardson, Tri-Executive