

27 January 2000

52 Legislative Council Bill # 4

**UNIVERSITY OF COLORADO  
STUDENT UNION**

**Sponsored by:**                      **Matt Dempsey**                      **Senator of Arts & Sciences**  
   **Amanda Breeden**                      **Representative**  
   **Scott Allan Zakon**                      **Senator of Graduate School**

**Authored by:**                      **Amanda Breeden**                      **Representative**

**A Bill**

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**Bill History**

The University of Colorado Student Union needs a logo in order to effectively reach students via promotional items, professional letterhead, and positive image building. 51 Legislative Council Bill # 15 approved the funding of the production of a new logo created by Mike Campbell of the University of Colorado's Department of Publications and Marketing. For several months, the *ad hoc* committee called the New UCSU Logo Committee has been brainstorming and designing new ideas for the official UCSU logo. The committee reviewed several designs and selected two new designs for Legislative Council consideration.

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**Bill Summary**

This bill will approve the selection of the official UCSU logo. The UCSU Legislative Council will determine the new logo by majority vote. There are two new logo designs created by the New UCSU Logo Committee. Legislative Council has three choices concerning the new logo. The first option, known as logo A, is the abstract geometric design. The second choice, known as logo B, is the people within UCSU logo. The final option, known as logo C, is current block logo.

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

**SECTION 1:** UCSU Legislative Council will vote among three logo design candidates: logo A (abstract geometric design), B (the people within UCSU), or C (current logo).

**SECTION 2:** The logo design receiving the most votes from the election in Section 1 will be considered the candidate for the official UCSU logo. The candidate design will be submitted for immediate ratification; said ratification by majority vote of UCSU Legislative Council members, present and voting. In the event that logo C, the current UCSU logo, is the candidate design it shall be considered as immediately ratified as the official UCSU logo.

**SECTION 3:** If the candidate design is ratified, it will be designated as the official UCSU logo. If the candidate design is not ratified, the existing logo, which is logo C, will be retained as the official UCSU logo.

**SECTION 4:** This bill takes effect upon passage.

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| 1-27-00 | Passed | 14-0-0 |
| 2/17/00 | Passed | 13-0-0 |