



Student Government

UNIVERSITY OF COLORADO **BOULDER**

University of Colorado Student Government Legislative Council

December 1, 2016

86 LCB 01- Marketing Logo

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CUSG Director of Public Relations
CUSG Multimedia Chair

A Bill to create a student government marketing logo

Bill History

The CU Student Government logo has been a wonderful, but quiet representation of the organization for years. With new goals and a new marketing scheme, it is time for a logo change. The new logo has been discussed with Strategic Relations, and approved by members of the student body to make sure the logo representing students is one students

respond to. The lock-up as defined by the CU Office of Strategic Relations will still be used in a more formal setting as outlined by 77LCB21.

Bill Summary

This bill will amend certain sections of 77LCB21 in order to add the new logo that was designed in collaboration with CU Boulder Strategic Relations.

Whereas, with a rebranding process a new logo is powerful;

Whereas, the new logo has been approved by many members of the student body to make sure they support and are respondent to it;

Whereas, the new logo will be used for “swag” purchases and outreach efforts to represent CU Student Government to the students.

THEREFORE, BE IT RESOLVED by the Legislative Council of the University of Colorado Boulder Student Government, in a simple majority THAT:

Section 1: Amend Section 3 of 77LCB21

- a. Amend the summary to strikeout “and all” and “but not limited to”
- b. Strikeout “Student Group Funding Board” and replace it with Student Organization Allocations Committee in Section 3.3
- c. Strikeout Section 3.7.a-c.
- d. Strikeout Section 3.8.a-e.
- e. Strikeout Section 3.9.g-h.

Section 2: Amend Section 7 of 77LCB21

- a. Strikeout “Student Organizations Finance Office” and replace it with “Center for Student Involvement”
- b. Strikeout “Student Group Funding Board” and replace it with Student Organization Allocations Committee

Section 3: Add a “Section 8: Implementation of CU Student Government Marketing Logo” to 77LCB21 shown in Appendix B

- a. Section 8 will read:
 1. Any University of Colorado Student Government promotional materials including but not limited to:
 - a. Apparel / Clothing
 - b. Nametags / Placards
 - c. Pens, Water Bottles, Stickers, etc.
 2. Any and all University of Colorado Student Government electronic communications including but not limited to:
 - a. Website(s)

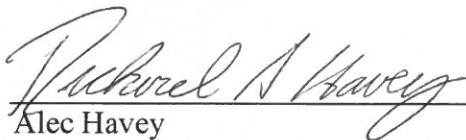
- b. Blog(s)
- c. Facebook Page(s)
- d. Email Correspondence Signatures (all staff members from all three (3) branches) for those who have email addresses created solely for CU Student Government use (eg. cusg.president@colorado.edu)
- e. PowerPoint Presentations
- f. Flyers (event or otherwise)
- g. Materials promoting CU Student Government elections by the Election Commission (not to be construed to include materials produced by tickets, candidates, and/or political parties in furtherance of a campaign)

Section 4: Amend Section 8 to become Section 9

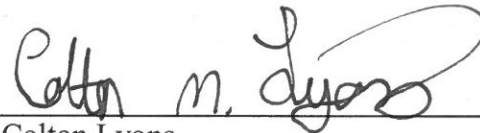
Section 5: Create Appendix B

Section 6: This bill shall take effect upon passage by the Legislative Council and upon either obtaining the signatures of two Tri-Executives or the lapse of six days without actions by the Tri-Executives.

Vote Count		
12/1/2016	Approved on First Reading	Acclamation
12/8/2016	Postponed	Acclamation
1/19/2017	Postponed	Acclamation
1/26/2017	Amendments Bundled	Acclamation
1/26/2017	Approved on Second Reading	Acclamation



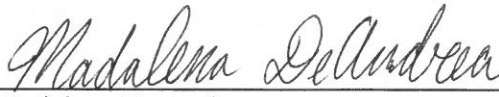
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