



Bill Approving the Student Government Logo and Tagline

WHEREAS, the Student Government Association is the official student governing body for Illinois State University;

WHEREAS, increased Student Government Association visibility is a goal of the 2007 -2008 Administration;

WHEREAS, a logo as part of the University Identity Program establishes an identity and a sense of professionalism while engaging with constituents and University officials;

WHEREAS, the Assembly of the Student Government Association must approve the logo and tagline;

WHEREAS, the Assembly of the Student Government Association had the opportunity to provide feedback along the process;

WHEREAS, the Association’s logo was created by University Marketing and Communications;

WHEREAS, the new logo would be the official logo of the Student Government Association;

WHEREAS, the word’s “Advocacy, Unity, Leadership” would serve as the official tagline for the Association;

THEREFORE, BE IT RESOLVED, the Assembly of the Student Government Association accepts the recommendation of the Executive Committee and approves the new SGA logo and tagline for use for a period of four years to ensure the branding of the Student Government Association’s longevity;

BE IT FURTHER RESOLVED, the Assembly of the Student Government Association directs the SGA Chief of Staff to work with Advisor Zompetti, Public Relations Director Caban, and Secretary of the Assembly Mason to ensure that all forms, publications, marketing pieces, and any materials from the Association reflect the new Student Government logo and tagline, effective immediately.

Adopted by the Assembly of the Student Government Association on the ____ day of _____, 2007.

We hereunto set our hands in affirmation of the adoption of this bill by the Assembly of the Student Government Association:

Dave Horstein, Student Body President

Mark Cassata, Speaker of the Assembly

I hereunto set my hand it witness and certification of the adoption of this bill by the Assembly of the Student Government Association:

Ted Mason, Secretary of the Assembly

Vote: ___Y ___A ___N