

BOARD OF DIRECTORS

Session 117

Date *March 1st, 2018*



Submitted by Brittany Pham, Communications Director

BOARD BILL 4.15: An Act to Officially Adopt a New ASUW Logo

WHEREAS: The logo of any organization is crucial to maintaining its brand identity, and;

WHEREAS: The current ASUW was last instated in 2011, and;

WHEREAS: The ASUW Brand Awareness Survey demonstrated a need for the Association to rebrand itself with students, and;

WHEREAS: The proposed logo has been through several iterations, each approved by a student-centered focus group, and;

WHEREAS: the ASUW Board of Directors have been involved in the process of the creation of the proposed logo, and;

WHEREAS: ASUW employees have been informed of the proposed logo and have had opportunities to provide input, and;

WHEREAS: the ASUW Visual Designers have intentionally designed the proposed logo to better represent the Association and appeal to students.

THEREFORE, BE IT ENACTED BY THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF WASHINGTON BOARD OF DIRECTORS

THAT: the following logo be adopted by the Association, and;



THAT: this proposed new logo replaces the current in all ASUW materials moving forward, and;

THAT: the phased roll out of this new logo begin on March 2nd to be executed by the Office of Communications, and;

THAT: a copy of this bill be forwarded to Rene Singleton (SAO advisor), Emily Kalstad (SAO advisor), and Brittany Pham (ASUW Communications Director).

End