UNIVERSITY OF WISCONSIN-EAU CLAIRE
STUDENT SENATE RESOLUTION

IN SUPPORT OF UPDATING THE LOGO OF UW-EAU CLAIRE

STUDENT SENATE

1 WHEREAS, the Student Senate logo should be updated periodically to reflect current trends in graphic design; and

2 WHEREAS, the student body is represented by the Student Senate which serves as its preeminent governing body; and

3 WHEREAS, the Student Senate wishes to put forth its best image; and

4 WHEREAS, a new logo was created to update the Student Senate image; and

5 WHEREAS, having a more aesthetically pleasing logo would benefit the Student Senate image; and

6 WHEREAS, the new Student Senate logo does not incorporate text like its predecessor because it instead takes the form of a universal symbol like Apple's apple or the Nike swoosh; and

7 WHEREAS, Student Senate has a high level of recognition and a text-less logo would serve as a clean and elegant solution; and

8 WHEREAS, the new logo will serve as a combination of both
symbol and text until it is utilized as a single symbol; and

WHEREAS, the new logo can easily be used in both symbol or
combination form; and

WHEREAS, the new logo incorporates two intertwining S's
that make use of the two S's in Student Senate; and

WHEREAS, the two intertwining S's also symbolize the close
relationship between the Senate and the students; and

WHEREAS, the logo is loosely based off of the UW-Eau Claire
Campus Organizations BluSync Connecting Communities logo;

BE IT THEREFORE RESOLVED that the Student Senate support the
adoption of a new logo; and

BE IT FINALLY RESOLVED that upon passage a copy of this
resolution be sent to Dr. James Schmidt, Chancellor; Dr. Patricia
Kleine, Provost/Vice Chancellor; Dr. Beth Hellwig, Vice
Chancellor, Student Affairs; Dr. Joseph Abhold, Dean of Students;
Mitch Freymiller, Chair, University Senate; Kristen Hendrickson,
Director, Budget and Resource Planning; Sara Thommesen,
Coordinator, Student Organizations; and Kristin Schumacher,
Assistant Director, Activities, Involvement and Leadership.

SUBMITTED BY
Amanda Thao, Marketing Coordinator, Ethan Fuhrman, Student
Office of Sustainability Director

September 23, 2016