

UW-Eau Claire University Seal Narratives

Council Oak Narrative – to be used on the new webpage

The Council Oak stands as a symbol of UW-Eau Claire's commitment to serving as a place of meeting and exchange. The symbolism originated with the first Council Oak, a majestic tree that stood where the Ojibwe and Dakota Nations as well as other Nations, including the Ho-Chunk, Menominee and Potawatomi, met to share knowledge and discuss peaceful resolutions to their differences. The current Council Oak was planted and dedicated in 1990 by elders from the Ojibwe and Ho-Chunk Nations after the original Council Oak, which had been damaged by lightning in 1966, fell in a windstorm in 1987. The Council Oak remains a sacred place and is recognized by UW-Eau Claire as a symbol of the ancestral and sacred lands of Indigenous Peoples, past and present.

Excellence Narrative – to be used on the new webpage

Source: Building Excellence by Oberly and Gough.

In 1966, President Leonard Haas punctuated a jubilee celebration by asking academic departments to name students and faculty worthy of receiving "excellence" awards. He called for a medallion to be created as high recognition for each recipient. Haas did not attempt to define the word or the criteria. It was his belief that faculty could appreciate "doing the best you can with the talent you have and with the resources you have available" in and out of the classroom. For students, excellence meant "challenging themselves academically and as future leaders." The resulting medallion was embraced by the university as its seal.

Land Recognition

Land Recognition Statement

Paired with the seal, to be used on business cards, email signatures and print materials when appropriate. This may also be spoken at meetings or public gatherings.

I/We acknowledge that the University of Wisconsin-Eau Claire occupies the sacred and ancestral lands of Indigenous Peoples. I/We honor the land of the Ojibwe and Dakota Nations.

Oral Narrative

Available for faculty, staff and students across campus to use at meetings or public gatherings when appropriate.

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University Seal Usage and Guidelines

The seal should not be used as a logo, placeholder or used in a generic way. This usage would be contrary to the preservation of its value to the campus community. Whenever possible, the seal should be paired with the land recognition statement or approved narratives. The seal may be paired with the university wordmark such as official university stationery, research posters and select academic documents.

The seal paired with the land recognition statements will be available for download on IMC's Blugold Insider page.

Below are instances where the seal paired with the land recognition statement would be appropriate:

- Poster promoting Inter-Tribal Student Council events
- Academic documents created by students, faculty and staff engaged with American Indian Studies
- Business cards (via the official template in Printing Services)
- Email signatures (available for download)
- PowerPoint – UW-Eau Claire branded template with Individual seal explainer slide (available for download within the branded PowerPoint template)
- PowerPoint – UW-Eau Claire branded template with Individual seal explainer slide and title/ending layouts with the seal (available for download within the branded PowerPoint template)

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 uwec.edu	I acknowledge that UW-Eau Claire occupies the sacred and ancestral lands of Indigenous Peoples. I honor the land of the Ojibwe and Dakota Nations.
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Minimum Size:
2/3" seal diameter (.67")