

Summer 6-24-2014

## **SB [S] 55-007 Logo Optimization and Guideline Operations (LOGO) Act**

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## University of South Florida Student Government Senate

SB [S] 55-007  
Logo Optimization and  
Guideline Operations (LOGO) Act  
55<sup>th</sup> Term  
Summer 2014



*The intent of this legislation is to update the Official SG Logo and create guidelines for its usage.*

### A SENATE STATUTORY AMENDMENT

Be it enacted by the Senate of the University of South Florida Student Government assembled, that the following changes be made to the Student Government Statutes:

### Chapter

### 202

### Official Logo of the University of South Florida Student Government

- 202.1 This Chapter shall define the Official Logo of the University of South Florida Student Government.
- 202.2 The official Logo for Student Government shall be as follows:



**202.3** The Colors of the Student Government logo will be consistent with the official [Student Government Logo Style Sheet found at the end of Title II.](#) ~~color palettes of the University of South Florida, Tampa Campus.~~

**202.4** This shall be the universal logo for Student Government and shall appear on anything and everything deemed necessary.

**202.4.1** [Additional approved variations of the Student Government logo shall be located in the Official Student Government Logo Style Sheet.](#)

~~202.4~~**202.4.2** [Only those variations appearing on the official Student Government Logo Style Sheet may be used by student organizations.](#)

**202.5** Changes to the Official Logo [or Official Student Government Logo Style Sheet](#) shall require a supermajority vote of the Judicial, Senate, and Executive Committee, prior to being voted on in the form of a bill by the Senate.

~~202.5~~**202.6** [The Rules and Regulations for the Official Logo shall be found in Title VIII \(8\) and in the Official Student Government Logo Style Sheet.](#)

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## STUDENT GOVERNMENT LOGO STYLE SHEET

UNIVERSITY OF SOUTH FLORIDA, TAMPA CAMPUS

STYLE	1	2	3	4	5
CONDITIONS	None	Print materials	Fabric embroidery only	Only if the width of the imprint area is at least four times its height and no other style is reasonable	Only if the height and/or width of the imprint area is 2" or smaller
EXAMPLES	General purpose, T-shirts	Event flyers	Polo shirts	Vinyl banners, other signage	Pens, lanyards, sunglasses
<b>FULL COLOR</b> USF Green and USF Gold See color information below					
<b>USF GREEN</b> PMS 365 C100 302 CP CMYK: C85 M19 Y75 K13 HTML: #008000 RGB: R51 G153 B71					
<b>USF GOLD</b> PMS 10 C100 455 CP CMYK: C85 M19 Y100 K12 HTML: #FFD700 RGB: R255 G166 B147					
<b>APPLE</b> PMS 375 CMYK: C40 M0 Y100 K0 HTML: #FF0000 RGB: R255 G0 B0					
<b>BRONZE</b> PMS 118 C100 113 CP CMYK: C15 M10 Y85 K10 HTML: #A52A2A RGB: R165 G84 B29					
<b>BLACK</b>					
<b>WHITE</b>					

## STUDENT GOVERNMENT LOGO USE GUIDELINES

UNIVERSITY OF SOUTH FLORIDA, TAMPA CAMPUS

- GENERAL NOTES**
- Only the logos provided on the style sheet are permitted.
  - The size of the logo shall be large enough that all text is readable.
  - All graphics must be approved by the A&S Business Office and Student Affairs Communications & Marketing.

### GUIDELINES



### CLEARANCE





Andy Raeb  
Andy Rodriguez, Student Body Senate President

6/25/14  
Date

Jean Cocco  
Jean Cocco, Student Body President & Trustee

6/25/14  
Date

SB [S] 55-007

Author: Abdool Aziz, Student Body Senate President Pro Tempore

Sponsor: Abdool Aziz, Student Body Senate President Pro Tempore

Committee Action: (6-0-1)

First Reading: June 24<sup>th</sup>, 2014

Second Reading: June 24<sup>th</sup>, 2014

Final Vote Count: (20-0-1)