

RESOLUTION TO: Student Senate
FROM: Andrew Dismukes, Business
Sam Nunn, At-Large
RE: Student Input in Visual Identity System
DATE: September 30, 2019
PSSR: 19-1007-01

Student Input in Visual Identity System

WHEREAS, the current interlocking AU has remained relatively unchanged since it was officially licensed as the primary logo in 1970, and the logo has since become deeply ingrained in our history as a university and represents Auburn at home and abroad; and,

WHEREAS, the University has begun to move forward with the idea of the implementation of a new “visual identity system” for Auburn University in efforts to elevate the brand; and,

WHEREAS, the unexpected unveiling of this new identity system to the students, alumni, administration, and other entities has received negative feedback which should never be associated with our logo; and,

WHEREAS, a preliminary effort was made to garner student input on this topic at a meeting on December 3rd, 2018, but officials did not reach out again, although students were told that another meeting would be called; and,

WHEREAS, many businesses and departments on campus cannot move forward with certain projects and initiatives because of the uncertainty of the status of this proposed change; and,

WHEREAS, in this transitional period of leadership for Auburn University, the student body feels that this initiative should not be at the forefront of our worries as a University as we are dealing with issues that are more pressing in our region;

THEREFORE, LET IT BE RESOLVED, We, the Auburn University Student Senate, ask that any progress on the new visual identity system come to a halt and ask that future decisions of this magnitude consider the input of the student body and the surrounding Auburn family.