

**Student Government Resolution 122.002**

**A Resolution Formalizing the New Logo, Updated Official Seal, and Branding Standards for the Student Government**

**Sponsored by: Kennedy Cooper, President of the Student Association; Kathryn Hammock, PR Director; Esther Fox, Vice-President; Alicia Stout, Speaker; Alexis Cook, Secretary; and Mike Owsley, Treasurer.**

WHEREAS,

- The Student Government is the official governing body of the Student Association and exists to represent the present and long term best interest of the Student Association in the formulation of University policy and in the fulfillment of the University mission; and
- Due to increased use of social media to promote the activities of the Student Government, members of the student senate found it important to focus on branding<sup>1</sup>; and
- Norah Grojean has designed a new logo, as well as updated the Official Seal, and created branding standards for the Student Government<sup>2</sup>; and
- The University Publications office has confirmed that these items adhere to Truman State University's branding guidelines; and

THEREFORE BE IT RESOLVED THAT THE STUDENT GOVERNMENT,

- Formally adopts the new logo, updated Official Seal, and branding standards; and
- Requests that these branding standards be added into the Standing Rules; and
- Encourages all publications by the Student Government adhere to these standards; and
- Thanks Norah Grojean for helping the Student Government.

THE STUDENT GOVERNMENT DIRECTS THAT,

Additional copies of this resolution be disseminated to The Truman Media Network; Truman State University Publications Office; Union and Involvement Services; and The University Archives.

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<sup>1</sup> Meeting Minutes from the meeting where we talked about this

<sup>2</sup> See Appendix A



**TRUMAN**  
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Approved by Unanimous Consent on October 23rd, 2022.

Kennedy Cooper, President of the Student Association



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## Appendix A:

### LOGOS:



### FONTS:

#### Adobe:

Truman State Font:

**Hurme Geometric Sans Bold**

Main:

**Agenda Bold**

Sub:

Agenda Medium

Accent:

*Lobster 1.4*

#### Canva:

Main:

**Cerebri Bold**

Sub:

Cerebri

Accent:

*Lobster*

### COLORS:

#### Main:



#### Accent:

