**First Reading:**

**Second Reading:**

**Pass:**

**Fail:**

**Other:**

**Bill 1-20-F. To Allocate funding for the rebranding, printing, and installation of new SGA signage within Downing Student Union.**

**PURPOSE: For the Student Government Association of Western Kentucky University to allocate $1,000 to allow for the printing and installation of new signage around DSU. This will replace our current logo with the new logo that is approved by the university.**

**WHEREAS: The Executive Cabinet will be providing the majority of funding for this project at $1,334.45, while the Senate will be providing $1,000 from Senate Discretionary to cover the full project cost of $2,224.45, and**

**WHEREAS: The old SGA logo was used during a time when the red towel logo was used more around campus and before the changes made to the University Branding Manual, and**

**WHEREAS: The red towel logo is a more fitting logo to WKU athletics and sport teams, rather than university departments, and**

**WHEREAS: The signage being changed includes: The main sign outside the SGA office, the sign behind the reception desk, covering up the lettering/logo outside of both sides of the SGA chambers and adding lettering to the conference room, and**

**WHEREAS: This rebranding will help SGA move away from the older representation of our athletic-style logo and more to a unified branding image within the university structure. As we are one whole organization not comprised of just an Executive Cabinet nor just a Senate body, we represent the full Student Government Association and should all fall together under one brand.**

**THEREFORE: Be it resolved that the Student Government Association of Western Kentucky**

**University will allocate $1,000 for the rebranding, printing, and installation of new signage within Downing Student Union.**

**AUTHORS: Matt Barr, Chief of Staff**

**SPONSOR: Campus Improvements Committee, Public Relations Committee**

**CONTACTS: Tiffany Dempsey, WKU Planning, Design and Construction Project Manager**