

Associated Students, Inc.
California Polytechnic University
San Luis Obispo

Resolution #99-25

ASI's Initial Feedback on the Commercial Uses of Cal Poly University Marks Interim Guidelines

- WHEREAS: The proposed guidelines are now only going through preliminary reviews, and
- WHEREAS: Vague terms open to interpretation such as poor taste, appropriateness, and disparage which fail to provide sufficient interpretative guidance appear in the Cal Poly University Marks Interim Guidelines and,
- WHEREAS: Within the "Interim Graphic Identity Standards for Commercial Purpose Section" a statement that a design must be formally reviewed is included and,
- WHEREAS: The process of this formal review is not detailed in the guidelines and,
- WHEREAS: The process an organization follows to reverse an adverse licensing decision does not specifically require student input, and
- WHEREAS: A fixed timeline to receive a license letter has not been provided in the guidelines, and
- WHEREAS: The guidelines do not include a provision that they are periodically reviewed for relevance and effectiveness, and
- WHEREAS: The Guidelines indicate that a license letter will be granted on a non-exclusive basis, and
- WHEREAS: The Guidelines do not address products which are counter-culture(eg Poly Plan Sucks shirts) ,and
- WHEREAS: The guidelines do not specify when university-affiliated organizations may sell or distribute goods/products regulated by the guidelines.

THEREFORE
BE IT

RESOLVED: That ASI requests that the formal review process include the use of a University License committee to evaluate the designs when an adverse licensing decision is stated. The committees' student representation should include the ASI president or designee. Any appeals resulting from this bodies decisions shall be brought forth to the University Designee with the assistance of the student representative, and

FURTHERMORE
BE IT

RESOLVED: That ASI recommends Commercial Uses of Cal Poly University Marks Interim Guidelines be reviewed on a semi-annual basis utilizing the feedback from the University License Committee. The student make up of the committee to review the effectiveness and clarity of guidelines should consist of the ASI President or designee, student member of the Foundation Board of Directors, and the student member of the El Corral Bookstore Committee, and

FURTHERMORE
BE IT

RESOLVED: ASI President works with the Licensing Office to ensure a predictable timeline for approval/disapproval of the design. In addition, ASI recommends that a 10 day window from start to disposition of appeal is ample time for both the university and student groups

FURTHERMORE
BE IT

RESOLVED: ASI Encourages the University to consider these concerns when adopting the final document.

CERTIFIED as true
and correct copy, in witness
thereof, I have set my hand and
seal of the Associated Students, Inc.,
this *2nd* day of *June 1999*..

ADOPTED at the regular meeting of
Board of Directors by a *unanimous*
vote on June 2, 1999.

Damien Johnson
Secretary, ASI Board of Directors

Amy Luker
Chair, ASI Board of Directors

Dan Geis
ASI President

Sponsored by: Samuel Aborne, ASI Board of Directors, College of Engineering