

Logo at a glance

- **ASUO-funded groups** must append the "O" logo when printing new publications, including letterheads, advertisement fliers, posters and T-shirts.
- **Purchase orders** for printing new materials will not be signed unless groups have added the logo to their new publications.
- **Groups and departments** may use any old materials or publications; the rule only affects new materials.
- **Strategic Communications Associate Vice President**

Harry Battson must approve individual group logos before they can appear on publications with the new "O" logo.

■ **Letterheads** with student group logos have a specific design requirement. For an example, view Page 30 of the PDF file located at: <http://darkwing.uoregon.edu/~uopubs/graphicstyle>.

■ **More information** can be found at the Office of University Publications at <http://darkwing.uoregon.edu/~uopubs>.

SOURCE: Office of University Publications and ASUO

Logo

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whole transition if you will — as an opportunity to reevaluate (their) own marks," he said at the meeting. "This is just a good thing to do in terms of design."

The meeting was one of three logo meetings this week intended to inform ASUO-funded University departments, student groups and contract nonprofit groups about the new standards. However, no groups showed up for the department meeting, and roughly 20 people came for the student programs meeting.

Representatives attending the student group meeting were mostly concerned with policy specifics.

ASUO Accounting Coordinator Jennifer Creighton-Neiwert clarified at the Wednesday meeting that the policy, which will officially take effect Jan. 1, requires student groups to append the logo on their publications before ASUO controllers will sign a purchase order to print them.

"You're going to be able to use your old things that you have in your office, such as old senate letterhead and things like that, until they're out," she told the groups.

Beltran explained the policy will apply to publications groups send off-campus or use on-campus, such as letterheads, T-shirts or advertisements promoting the group.

"In the past, student groups have asked to use University marks on their publications, and (we've) resisted allowing them to do that," he said Wednesday. "With this new mark and the new standard, we're making it more available for student groups."

Some groups were unhappy with the new policy and wanted the choice to use an alternative logo, like the interlocking "UO" seal.

But Beltran said a single logo was necessary to maintain consistency and avoid confusion.

"What we're trying to do is establish a single mark," he said Wednesday. "As director of publications, I wouldn't necessarily want to have to deal with two different kinds of stationery."

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George Beltran
director of publications

Contract nonprofit groups — such as ASUO Legal Services and the Emerald — also met with officials Tuesday to discuss the policy.

Battson told the groups the level of compliance with the policy would hinge on how integral the University is to the nonprofit. Groups getting free EMU space, for instance, more likely would be required to comply than a group not reliant on the University's existence, such as Lane Transit District.

Specifics on contract nonprofit compliance will be decided when each group's contract comes up for renewal.

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