

Introduced to the Senate Floor on February 9, 2023.



ASUCD SENATE BILL #55

Authored by: XU
Co-authored by: Fujimoto, Dei Rossi, Hatcher, Mattsson, Shafi
Introduced by: Xu

Referred to: Internal Affairs Commission

Recommended by: Internal Affairs Commission

No Recommendation, 9-0-0 on
February 7, 2023. YES: Truong,
Kumfert, Deshmukh, Rizk, Tran, Do,
Kobayashi, Boggeln, Do.

An ASUCD Senate Bill to define the ASUCD Brand Guide and clarify its role as a recommended but optional resource to design ASUCD materials.

BACKGROUND: The ASUCD Brand Guide was created by Creative Media to maintain consistent brand and marketing materials across ASUCD and to indicate that a unit or body is a part of ASUCD. However, its role and rules of adherence have never been codified. Given the diversity of services and organizations within ASUCD, the brand guide is unsuitable to represent the identity of every unit. In practice, it has been inconsistently enforced and some units ignore it completely. This bill amends the Bylaws to more accurately reflect the present implementation of the ASUCD Brand Guide and codifies the right for media units to publish materials without interference.

Section 1. The ASUCD Senate hereby amends Section 1408(8) of the ASUCD Bylaws as follows:

- (8) A slate of candidates may develop logos and branding for their slate that must be compliant with University policy, ~~Creative Media guidelines~~, and shall be subject to approval by the Elections Committee.

Section 2. The ASUCD Senate hereby amends Section 2205 of the ASUCD Bylaws as follows:

2205. **THE RIGHTS OF ASUCD UNITS**

A. ASUCD Units shall have the right to:

- (1) Administrative assistance from ASUCD Headquarters (HQ) with limitations based on HQ's capacity to provide said assistance; and
- (2) Autonomy in internal hiring decisions, with the exceptions of Unit Directors, Career Staff, or unless otherwise specified in the ASUCD Constitution, Bylaws, or relevant Memorandums of Understanding; and

- (3) A standalone and itemized budget page on the ASUCD Budget Website; and
 - (4) Self-representation during budget hearings; and
 - (5) At least one (1) adopted senator; and
 - (6) ~~A logo and branding guide~~ The ASUCD Brand Guide designed by Creative Media; and
 - (7) Be listed as a potential recipient for funds from the Better Business Practices/Pilot Programs account (pending application approval) in accordance with the chapter on Business Practices of the ASUCD Bylaws.
- B. The California Aggie and KDVS shall have the following additional and inalienable rights, including but not limited to the right to:
- (1) Control its published content without interference from officials of ASUCD, Creative Media, or the ASUCD Brand Guide; and
 - (2) Hire its respective Unit Directors in accordance with Media Board Guidelines; and
 - (3) Protection from budget line item edits by the ASUCD Senate unless previously approved by the Media Board or equivalent action; and
 - (4) Any other rights granted in Media Board's Guidelines and applicable UC Policy.

Section 3. The ASUCD Senate hereby amends Section 2604(A) of the ASUCD Bylaws as follows:

- A. All ASUCD marketing materials must either be approved by Creative Media, ~~the ASUCD Board on Outreach and Engagement~~, elected or appointed members of the ASUCD Executive Branch, the ASUCD Senate or its subordinate bodies, Unit Directors or Unit leadership, or be created according to the ASUCD Brand Guide. The ASUCD Brand Guide must be made available to any person/group within ASUCD that requests it, and its use shall be optional.
- (1) All marketing materials created by Creative Media must be distributed according to the terms agreed upon by Creative Media Marketing and the appropriate representative(s) from the client ASUCD body.
 - (2) Creative Media shall maintain an official ASUCD banner of at least six by four (6' x 4') dimensions. This banner shall be made available for use by other units or shall be prominently displayed in an area on campus with regular foot traffic.
 - (3) Creative Media shall maintain an official ASUCD A-Frame that may be periodically updated to reflect upcoming ASUCD events. This A-Frame shall be made available for use by other units or shall be prominently displayed in an area on campus with regular foot traffic.

Finance: No

Appropriation: None

Vote: Majority

DO PASS AS AMENDED, 12-0-0 BY A ROLL CALL VOTE OF THE ASUCD SENATE ON FEBRUARY 9, 2023.
YES: ILUPEJU, ALAMILLA, OJEDA, SCHNELBACH, SHURMAN, TALREJA, RAGHUNATHAN, FUJIMOTO, KLEIN, LESCHYN, XU, GUPTA

**PASSED IN ACCORDANCE WITH SECTION 503(C)(6) OF THE ASUCD BYLAWS ON
February 16th , 2023.**

Radhika Gawde

Date