

Passed By Unanimous Consent
4/29/14

AR 5: In Support of Increased Branding and Signage on The University of Texas at Austin campus

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WHEREAS, Student Government serves as the official voice of students at the University of Texas at Austin; and,

WHEREAS, the University of Texas is host to over 52,000 students; and,

WHEREAS, The University of Texas at Austin's recognizable branding includes but is not limited to the stacked UT, the University of Texas at Austin wordmark, The University of Texas at Austin seal, the color burnt orange, and the Longhorn silhouette[1] 's ; and,

WHEREAS, Numerous institutions including several other Texas and Big XII institutions such as Texas A&M University and Texas Christian University have their respective university brand identities displayed throughout the campus;

WHEREAS, According to GALLUP Business Journal, "student engagement [at an institution of higher education], depends largely on creating a sense of belonging."; and, [2]

WHEREAS, "Harvard is the pinnacle of higher education and success and is now investing more in branding, then there are few more powerful examples to show that college branding is smart and effective."; and, [3]

WHEREAS, According to Global Village Concerns, "A school brand will instantly have a positive effect upon a school as its students and staff begin to feel the bond that comes with being united towards a common cause."; and, [4]

THEREFORE BE IT RESOLVED, That the Student Government at The University of Texas at Austin fully supports The University of Texas at Austin campus adding University of Texas signage to the campus to increase school spirit and to encourage a positive campus climate; and,

BE IT FURTHER RESOLVED, That brand markers include but are not limited to flags, stone carvings, banners, and floral arrangements; and,

BE IT FURTHER RESOLVED, That said brand markers be installed at the locations of including but not limited to the West Mall, East Mall, and South Mall; and,

BE IT FURTHER RESOLVED, That this resolution be sent to the President of the University, Kathleen Mably, Vice President of Student Affairs, University of Texas at Austin Facilities, Dean of Students; The Daily Texan; and Sponsored and Registered Student Organizations of the University of Texas Austin.

[1] The University of Texas at Austin Branding Identity - <http://www.utexas.edu/brand-guidelines/brand-identity>

[2] GALLUP Business Journal "Building a Brand in Higher Education" - <http://businessjournal.gallup.com/content/28081/building-brand-higher-education.aspx/#3>

[3] Fast Company "Does Branding Pay Off for Colleges? Harvard Thinks So." - <http://www.fastcompany.com/1361340/does-branding-pay-colleges-harvard-thinks-so/>

[4] The Importance of School Branding - <http://brandempowerment.com/schools/school-branding/>