



# The Student Senate

Texas A&M University

S.B. 64-03

The Student Senate  
64<sup>th</sup> Session  
Texas A&M University

**Introduced By:** Crystal Usher, Vice President of Academic Affairs  
Jason Syptak, 2010-2011 SGA Development Commissioner

**Sponsored By:** Jody Harris, Off-Campus Senator

**Action Taken** Passed  
May 2<sup>nd</sup>

**Certified By:** Tanner Wilson  
Tanner Wilson  
Speaker of the Senate

**Duly Approved:** Jeff Pickering  
Jeff Pickering  
Student Body President

**SGA Branding Act**  
*Special Designation: Act of the Senate*

*"An act calling for all SGA branches, commissions, and committees to utilize the official Student Government Association logo."*

**Whereas(1):** Each year the Texas A&M Student Government Associations Student Senate Appropriations Committee allocates up to \$50,000.00 between three branches; and,

**Whereas(2):** Each branch and the organizations within them have a multitude of resources provided to them because of they are part of SGA; and,

**Whereas(3):** The three branches are all members of the Texas A&M Student Government Association and communicate with the student body on a daily basis; and,

**Whereas(4):** Branding is used to establish a significant and differentiated presence in the market to attract and retain loyal consumers. For SGA, the consumers are the students.



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Further Certified By: Tanner Wilson  
Tanner Wilson  
Speaker of the Senate

**Therefore**

**Let it be**

**Enacted(1):** That Title V of the Student Government Association Code shall be immediately amended to include the following:

## SUBTITLE 3 - OPERATIONS

Revised April 29, 2011

Chapter 304 – The Branding Act  
Created by S.B. 64-XX

### Article I. Legislative Intent

The Student Senate intends to set forth guidelines for SGA branding.

### Article II. Definitions

Branding shall be the process of creating a unique name and image for a product in the consumer's mind.

### Article III. Requirements

All entities within SGA shall be subject to the following branding requirements:

- (a) SGA organizations shall include the SGA logo on any and all official items of the organization
  - a. Items include but are limited to T-shirts, printed paper materials, banners, buttons and other large items
- (b) SGA organizations shall include the words "TAMU SGA" on small items which are not large enough to distinguish the SGA logo
  - a. Small items include but are not limited to pens and pencils
- (c) The SGA logo or words "TAMU SGA" may be in color or in black and white



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## Article IV. Authority and Enforcement

The primary responsibility for the enforcement of this Act shall fall to the student(s) who oversee the SGA committees, commissions, cabinet members, Student Senate, and the Judicial Court. Each aforementioned person is responsible for the respective bodies of which they are a part. The SBP shall be responsible for ensuring the compliance of the respective individuals.