

Complaint 1 Ruling IUSG Election Commission

Issued: March 9, 2019, Vision v. Bridge IU

Vision submitted a complaint on March 2 alleging that Bridge IU violated university policies, Section 208 of the Procedural Election Code, by using the name “IU” and the IU trident symbol. The complaint alleged that Bridge IU logo and branding for their campaign violates branding university policies, violating Section 208 listed below from the Procedural Election Code:

*Any ticket, candidate, or any person acting on behalf of any ticket or candidate found to have violated a publicly disseminated university policy, including the policies of the Student Life and Learning Office, University Information Technology Services (UITS), and those found in the Code of Student Rights, Responsibilities, and Conduct, for the purpose of promoting a candidate or ticket shall constitute a violation of this Code.*

On March 5, the Election Commission decided to accept the complaint after speaking on the phone with the Office of Licensing and Trademarks and determining that there was a substantial possibility of a violation. Please note that Section 208 was mistakenly labeled Section 209 in the Procedural Election Code index. After Bridge IU initially submitted a reply brief on March 6 pointing out this discrepancy, the Election Commission received permission from the Supreme Court to correct the index number, while the body of the Procedural Election Code remained the same. Bridge IU then submitted another reply brief on March 7 after the Election Commission corrected the mistake.

The Election Commission will address this complaint in two parts: (1) use of the name Bridge IU, (2) use of the IU trident.

(1) In 2017, the Election Commission received a complaint regarding the use of the name “Empower IU” regarding the use of the name IU. According to university administration in 2017, *“It is SLL’s determination that all of the IUSG tickets are part of IUSG and that IUSG is a USO (University Student Organization) and not an SGSO and therefore can use the IU name.”* Therefore, the complaint in 2017 was dismissed and Empower IU was allowed to use IU in their name.

The Election Commission consulted with their current advisor, Mara Dahlgren, who confirmed that IUSG is still a USO (University Student Organization). According to Section 208 of the Procedural Election Code, *“Candidates are considered members of IUSG during the election season.”*

Therefore, IUSG is a USO and candidates are considered part of the USO during election season. According to university policy, Student Organizations, STU-01, Policy #2, <https://policies.iu.edu/policies/stu-01-student-organizations/index.html> “USOs may use the Indiana University name and marks as well as those of the affiliated campus, school, or department.”

The Election Commission finds that use of the name Bridge IU would not confuse students, as the name is most often used in context of other material indicating that it is a campaign. For example, the body of the Instagram account lists “Candidate for President and Vice President of IUSG.”

Therefore, the Election Commission finds that the name Bridge IU is not in violation of the Procedural Election Code or university policies due to past precedent and since a USO can use the IU name.

(2) In regards to the use of the IU trident, the Election Commission acknowledges that a USO can use use IU marks. However, there are specific branding guidelines as pointed out in Complaint 1 that must be followed when the IU trident is used. When reviewing the branding guidelines, it appears that the circle around the IU trident in Bridge IU logo would violate the guideline as pictured below from the website:

<https://brand.iu.edu/design/logos-lockups/index.html>

## Using the IU trident



When a trident is used as a stand-alone element with a width of 5/8 inch or larger, **a clear area equal to the “U” of the trident must surround the mark.**

Although the trident can be used alone when the above staging requirements are met, the [trident tab](#) gives you additional flexibility.

The Election Commission received the following response from Valerie Gill, Director of Sponsorships, Licensing, and Trademarks of the IU Office of Licensing and Trademarks, on March 8:

*“You are correct that the IU Brand Guidelines do not allow groups to create their own logo (like the IU logo with the people around it). This group should remove the Trident from the logo. Use of IU marks should be limited to the unit’s marketing lockup, or other brand element as approved by the unit. “*

Therefore, Election Commission finds that Bridge IU is in violation of university policy by using the IU trident and respectfully asks that they remove it from their campaign branding. Bridge IU should consult with the Office of Licensing and Trademarks for correct use of the IU trident if they wish to still use it in their brand. Bridge IU will be contacted with the number of points that they will be receiving for this violation.

Signed,  
Hannah Eaton, Chair  
Kathleen Gonzales  
Runjin Li  
Bethany Dillow  
Quinn Gordon  
Rachell Pena  
Lucy Newell  
Shems Al-Ubaidi  
Jeffrey Bae