Indiana Student Government Election Commission,

We have received the violation complaint and understand where the trademark concerns may have arisen. Vision IU has accused us of violating Section 508 of the Procedural Election Code Status and Indiana University’s logo and branding policy. With that being said however, we respectfully disagree and stand behind our statement when we say Bridge IU had zero intentions of “misleading” or being “deceptive” to the IU student body. Bridge IU has one focus, to bridge the relationship of students, faculty members and administrators to create transparency throughout campus.

Our campaign name, Bridge IU, was brought to the attention Hannah Eaton, the Chair of the Election Commission, long before we formally started campaigning. Photo 1 shows the email chain between Bridge IU and IUSA Elections regarding the name of our campaign and as one can see, Hannah did not raise any concerns about the name violating the election code or university rules. As a result, we appropriately assumed that the name is okay to use and have branded our campaign around “Bridge IU” thus far. Our brand name and logo was never intended to mislead anyone, but to represent the student body and the values we stand for as a campaign.