



**RIT Student
Government**

**Rochester Institute of Technology
Student Government Bylaws**

Appendix G: Student Government Branding

Last Amended: August 29, 2025

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Student Government Logo

1. The Student Government logo must remain the same for a minimum of seven years to the date it was last changed.
2. A change to the logo must be presented to the Senate and passed with a two-thirds majority vote before it can be changed.
3. The SG logo must appear on any publications associated with Student Government, as deemed appropriate by the Director of Marketing

Committee Logos

1. Committee logo must remain the same for a minimum of seven years to the date it was last changed.
2. Committee logos must appear in conjunction with the Student Government logo on any publications associated with the Student Government, as deemed appropriate by the Director of Marketing

RSO Logos

1. The logo of any RSO will follow their own internal branding guidelines
2. If an RSO wishes to change their logo or alter it in any way, Student Government's Director of Marketing must receive official correspondence from the organization with the reason for such change and all updated files of the logo.

PawPrints Logo

1. The PawPrints logo must remain the same for a minimum of seven years the date it was last changed.