



EXTERNAL AFFAIRS COMMISSION

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## ABOUT THE COMMISSION SEAL AND LOGO

### PREFACE

In an effort to preserve the history of this commission and to provide continuance as the group's membership changes, the commission provides this record detailing the history, design and symbolism of its seal and logo.

### HISTORY OF THE PREVIOUS DESIGN

In the summer of 2007, Chair Steven D. Lee commissioned Creative Media, an ASUCD unit, to design a logo for EAC. The previous design monochromatically uses a border of three dark-blue circles of different widths; the middle circle, as the widest circle, has text in white of the words "External Affairs Commission," on the upper half and on the lower half "Associated Students, UC Davis." The innermost circle, made using two vertically curved bands, appears similar to an iris, to represent the focus of each member. The central picture has three rings, this time in three-dimensional fashion and locked together similar to the basic structure of an atom; as a nucleus, the abbreviation "EAC." The center icon of three interlocking rings represents the three main constituents/communities working with the commission: the students of UC Davis; the faculty and staff of the university; and, by means of the local government, the residents of the City of Davis. The commission's abbreviation—placed as a nucleus—shows the centrality of the commission in the three communities. The inner circles also connect the commission's seal to current design of the ASUCD logo.



**The retired design of the commission's seal adopted under Chair Steven D. Lee.**



**The design of the ASUCD logo.**

### THE CURRENT DESIGN

As part of his plan to restructure the way EAC runs and involving other commissioners more deeply in communication with the local officials, Chair Gregory J.S. Dizon desired a more simple design, for more comfortable use by all commission members.

Designed at the end of the fall quarter, the chair wrote a *memorandum* on January 1, 2006 adopting the current design.

Additionally, the chair standardized and promulgated the proper use of the commission's letterhead to be in compliance with standards of the university's policy; the chair sought to use the commission seal, which draws from the previous logo, as the formal symbol of the commission and to use the commission logo, a simpler icon, for informal use or communications.

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## THE SEAL AND LOGO

The seal of EAC retains the monochromatic circles and text from the older design as the border. At the central face: a design of three vertical bars through which runs a single horizontal line



**The Seal of the External Affairs Commission adopted on January 1, 2009.**

redefines the commission's service. Keeping with the symbolism of the previous design, the three vertical bars, again, represent the commission's three communities of outreach. Though the vertical bars are not equal in length, they intentionally form a dual symbol: 1) an abstract triangle to echo design triangle found in the ASUCD logo, showing the student government the commission serves; and 2) an abstract triangle to represent a the mathematical delta—the symbol of change—to represent the great change our communities make when working together. The single line running through the bars is a *horizon line*, used in classical art when illustrating the land. This horizon line represents the geography of Davis, the land which binds the greater Davis Community, and

echoes the spirit of the Principles of One Community signed by the three constituencies that the vertical bars represent. The commission's logo is a simplified version of the seal, using the center design as an icon. Underneath the icon, the commission's name is scripted in capital letters.



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**The logo for the External Affairs Commission, adopted together with their official seal.**

## ENDING THOUGHTS

The Constitution of the Associated Students, University of California, Davis (ASUCD) establishes seven commissions as subordinate bodies of the Senate. The Association's Constitution charges the External Affairs Commission (EAC) with the broad responsibility of establishing rapport and relations with external bodies to safeguard the welfare of its members. The graphical-marks of the commission seek to illustrate the commission's duties and the regular work it does for the Association.

*Gregory J. S. Dizon, January 6, 2009*