

1993 will bring a revamped logo for UNLV

by Shannon Ceresola

Beginning Jan. 1, UNLV will change its national image and move into the new year with a completely new look.

UNLV will replace the current logo, known as the "sunburst," with an updated version. The sunburst logo has represented the university for more than 20 years.

"While an attractive design, there's been some concern as to whether it clearly denotes UNLV," said Les Raschko, director of University News and Publications.

Raschko said the decision to use the letters UNLV, partnered with the full name of the university, was deliberately made to capitalize on the growing national awareness of the university and its academic programs.

"Our logo now clearly states our name and positions us for the future," Raschko said.

UNLV President Robert Maxson agrees. "We are, of course, the University of Nevada-Las Vegas," he said. "But our four unique initials—no other institution in the nation shares them—gives us a special way to refer to ourselves and create a memorable impression."

In recent years there has been a reluctance to use the sunburst logo for various reasons, generating an increase of other logos used by individual departments resulting in confusion for outsiders.

According to Donna McAleer, publications manager at the university, one of the greatest complaints about the old logo was in the photocopying. The letters spelling UNLV around the center of the sun became difficult to read.

"The staff at publications worked hard, and on their own time, to come up with some ideas and get the ball rolling," McAleer



The school will replace the old sunburst logo (right) with a new, streamlined version.

said. Many prototypes were shown to groups of faculty, staff, students and alumni for their input to what they felt represented the university effectively.

The attempt to create a new logo was a group effort and cost was a constant factor during the process. According to McAleer all work was done internally and any outside consultation was donated.

"The overall cost for the past work is less than \$1,000," Ras-

chko said. "We have done everything very gradually and with efficiency in mind. By making the logo changes as we change to a unified telephone prefix also makes good sense. Since new plates and negatives have to be made for printing letterhead to carry the correct phone numbers, changing the logo at the same time saves money."

Eventually the old logo will be phased out, so any existing supplies of printed materials can be depleted. In addition, any-

thing displaying the old logo will be left until used or replaced. Any new merchandise or equipment that is purchased, including vehicles, will display the new logo.

"I believe our new logo is an attractive one that states UNLV in a strong and timeless way," Maxson said. "We send out more than 14 million pieces of mail each year and that's 14 million chances to say who we are proudly and consistently."

Democrats and Republicans take off the gloves

(CPS)—The fight for the presidency has moved from the convention halls to the towns, cities and campuses across the United States, particularly key states in the Midwest. And the 1992 campaign is shaping up on issues of the economy, trust and family values.

President Bush and Vice President Dan Quayle received the official go-ahead to push their agenda of less government and lower taxes from the party faithful at the Aug. 17-20 Republican convention in Houston.

Democratic presidential candidate Arkansas Gov. Bill Clinton and his running mate, U.S. Sen. Al Gore of Tennessee, maintain that after 12 years of Republican presidential leadership, a change of party and philosophy is needed at 1600 Pennsylvania Ave.

The race for the White House includes winning the hearts—and votes—of college and university students. While historically the 18-24 age group has had the lowest voter turnout of all age groups, both parties have made it clear the youth vote is important.

And that fight is being held on college campuses across the United States. College Republicans were out in force at the Republican convention in Houston, as was the Republican Youth Coalition, controlled by College Republicans.

Nearly 500 College Republicans helped run the show at

the convention, said Mandy Innis, national first vice-chairman of the College Republicans. She said many of them got on the convention floor each night and were active in helping out with logistics.

Innis, who graduated this year from the University of Texas-Austin with a degree in international business, said two main issues that face students are the economy and jobs. Like many other Republicans, she blamed Congress, not Bush, for the stagnant economy and other social problems.

She doesn't have a job yet, but is hopeful she will find one. And what impresses her most is that "I feel strongly that the world is free now, and policies of President Bush and (former president) Reagan helped with that," she said. "The president is committed to a safe world."

While such phrases as "family values" and "lower taxes" were bandied about the Astrodome in Houston, neither Bush nor Quayle made direct mention of any higher education issue during their keynote speeches. However, prior to the convention Bush had said he intended to make education one of his highest priorities.

During his acceptance speech in Houston, Bush said, "Improve our schools so our kids can get the education they need to succeed. Let's help these kids."

Tony Zagotta, chairman of the College Republican Nation-

al Committee, said it is the Democratically controlled Congress, not President Bush, that's responsible for the current economic woes.

While the job market has not improved for college students, "I don't put the blame on Bush, but on the Congress. Young people feel that way. The president's polling numbers for this age group are the best he has. Young people appreciated the Republican's approach to free trade," he said. "Of course there are problems, but there is a lot of opportunity out there."

What concerns college students, Republican student leaders say, are the economy, jobs and foreign policy.

Democratic student leaders said students are interested in the environment, abortion, student loans and the economy.

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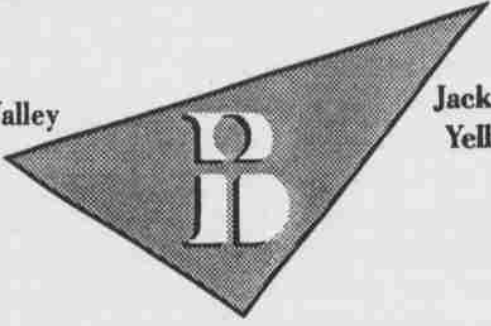
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