

Union unveils new UUP logo

The UUP logo has a new look.

The union is unveiling the new logo this month, after six months of review and revision by the UUP Membership Committee and a series of focus group meetings.

It was designed by UUP member Dan Dippel of Upstate Medical University, an instructional support



associate and freelance artist. Dippel worked with the UUP Communications Department to create the new design, using concepts such as strength, unity and forward movement. At the same time, the new logo preserves many elements of the former design, above left, including the oval shape and red and black colors.

“Our logo was redesigned to make it cleaner and more readily recognizable at a glance, an important first step in moving the design from a simple abbreviation for United University Professions and into a symbol that clearly



identifies the union,” said UUP President William Scheuerman. “The Membership Committee and our focus groups felt that creating a simple and more contemporary design would make it easier for everyone to know who we are and convey a sense of momentum,” added Membership Development Officer Edward Quinn. “We’re very grateful for their input and advice throughout this process.”

— Denyce Duncan Lacy

WEB SITES OF INTEREST

www.sefa.state.ny.us

This site explains the role of the State Employees Federated Appeal, an annual campaign that solicits donations from state employees. Since 1983, SEFA has raised more than \$100 million.

<http://qcpages.qc.cuny.edu/newlaborforum>

New Labor Forum is owned and edited by the Queens College/CUNY Labor Resource Center. The journal provides a place for labor and its allies to test new ideas and debate old ones. Issues being explored include, but are not limited to: the global economy’s impact on work and labor; new union organizing and political strategies; labor’s new constituencies and their relationship to organized labor’s traditional institutions; internal union reform and new structural models for the labor movement; alternative economic and social policies; and the role of culture in a new, revitalized labor movement.



Did you know you can get *The Voice* online? Go to www.uupinfo.org and click on *The Voice* cover icon on the home page.

www.uupinfo.org

library.albany.edu/speccoll/documentinglabor

This site boasts an exhibit of labor-related collections (including UUP’s) held in the Archives of Public Affairs and Policy at the M.E. Grenander Department of Special Collections and Archives at SUNY Albany.

(Editor’s note: The Voice welcomes contributions to WEB SITES OF INTEREST and READING LIST, as well as your letters. Send your suggestions and letters to Director of Communications Denyce Duncan Lacy at ddlacy@uupmail.org or to Publications Specialist Karen Mattison at kmattiso@uupmail.org.)

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UUP is Local 2190 of the American Federation of Teachers (AFL-CIO) and is affiliated with New York State United Teachers.

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