



## CDA Agenda Item

Meeting Date: March 20, 2025

Agenda Item: Wind Up Logo for 2025

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### BACKGROUND

(Enter the who, what, when, where, why)

#### Executive Summary:

CDA needs to approve the 2025 Wind Up Logo. The Logo has been modified to remove the UW-Whitewater and Enactus affiliation.

#### More Information:

Staff has worked with the Media Services department to create a modified logo for Wind Up 2025. The previous logo has connections to UW-Whitewater and Enactus. As a reminder the board previously approved moving forward with the Wind Up competitive business competition, without the help from UW-Whitewater and Enactus.

Due to that the logo needed to be changed to reflect the removal of those groups. Attached to this memo is a copy of the new logo and comparison between the prior logo and the new logo.

### PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

### FINANCIAL IMPACT

(If none, state N/A)

N/A

### STAFF RECOMMENDATION

N/A

### ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Suggested 2025 Wind Up Logo
- Comparison of the 2025 Wind Up Logo and the 2024 Logo