

## Logo Application

If you wish to propose a logo for your program or project, submit this application to the appropriate Department, Section Director, or State Leader for approval. Once approved by the Director or State Leader, forward the logo application to the Director, Communications and Marketing.

Department or Section: \_\_\_\_\_

Program Name for which you wish to have a logo: \_\_\_\_\_

Person Submitting request: \_\_\_\_\_

Date: \_\_\_\_\_

Please answer the following questions:

1. Does the program or project for which you are requesting a logo have an anticipated lifespan of six months or more?  Yes  No

\_\_\_\_\_

2. Does the program or project for which you are requesting a logo fall under another program or project for which a logo currently exists?  Yes  No

\_\_\_\_\_

3. Approximately how large is your targeted audience?

\_\_\_\_\_

4. What are the demographics of your targeted audience?

\_\_\_\_\_

5. Where is your targeted audience geographically located?

\_\_\_\_\_

6. Do you have a well-defined marketing plan for your program or project?  Yes  No

If the answer is "yes," please attach a copy of the plan.

If the answer is "no," please answer question 7.

7. When do you anticipate having a marketing plan with which the logo will be used?

\_\_\_\_\_

Recommended \_\_\_\_\_

Not Recommended \_\_\_\_\_

---

Department or Section Director or State Leader

---

Date

Recommended \_\_\_\_\_

Not Recommended \_\_\_\_\_

---

Director, Communications and Marketing

---

Date

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

---

Associate Vice President for Agriculture - Extension

---

Date