



GUIDELINES ON THE USE AND APPLICATION OF 20 YEARS OF FREEDOM LOGO



REPUBLIC OF SOUTH AFRICA



1. BACKGROUND

1.1 20 YEARS OF FREEDOM

1.1.1 About the 20 years of freedom

The 20th anniversary of South Africa's democracy on 27 April 2014 will end the second decade of our freedom.

It will also mark the year in which those born in 1994, 1995, and before April 1996 will have the opportunity to vote in their first ever election. It is important to prioritise this generation, and appreciate that it has got a vested interest in the future.

During this time, South Africans will be afforded an opportunity to recall the momentous events leading up to 27 April 1994 and reflect on the next 20 years; and the kind of South Africa we want in 2034. Every sector of society will likely reflect on the progress made and the challenges that the nation has faced over the past 20 years.

The 20-year mark will be a time for national celebration through formal and spontaneous events, in an inclusive manner, with friends from both the rest of the continent and the world. The celebration will bring an opportunity for further international marketing and positioning.

It will be an opportune moment to capture through print and electronic media reflecting how far we have come as a country. This will present an opportunity to cement South Africans' national identity and promote social cohesion, and present an opportunity for projecting into the future.

1.1.2 The objectives of the 20 YEARS OF FREEDOM logo

- Mobilising collective ownership of our 20 years of democracy by all South Africans and sectors of society. This will involve encouraging sectors to develop and implement their own celebration plans that will link to the broader national celebration. Critical to collective ownership, is ensuring direct participation and ownership by all South Africans.
- Engendering social cohesion and a national identity that is representative of our rich and diverse culture.
- Creating a build-up of public awareness and excitement, towards Freedom Day and sustain it thereafter throughout 2014. This includes promoting a national mood that encourages popular participation in the various initiatives, including the buildup to the national elections.
- Promoting coherence through encouraging participation by all sectors in a way that lends sustainable momentum and promoting widespread use of the logo and message.
- Promoting awareness of the progress that freedom has brought and a sense of the challenges of the third decade.



- Reposition South Africa within the international community. Includes promoting awareness of the role that international solidarity and partnership played in our liberation and will play in development, and of how the reconstruction and development of SA depend on our engagement in international efforts to create a system of international relations more favourable to development and eradication of poverty.
- Promoting awareness of the vision for the next 20 years and mobilising South Africans to take active part in realising the vision.
- Patriotism – the 20 Years of Freedom and Celebration should be used as an opportunity to build patriotism. The 20 year milestone could be a trigger to initiate a citizen driven patriotism campaign through collaboration with stakeholders towards building up to the next 20 years (i.e. every year a 20 + year with a report on progress publicised on the 27 April each year).

1.1.3 Protecting the 20 YEARS OF FREEDOM logo

The 20 YEARS OF FREEDOM logo/brand is the property of the Government Communication and Information System (GCIS). The copyright and reproduction of the logo/brand for commercial or other uses are vested in GCIS. The logo/brand should not be used for fraudulent or unauthorised transactions. The 20 YEARS OF FREEDOM logo/brand has considerable legal protection arising from various Acts of Parliament and international agreements and protocols.

The 20 YEARS OF FREEDOM logo/brand will enjoy legal protection in most countries. South Africa is a party to the Paris Convention for the Protection of Industrial Property, a treaty that has been signed by most countries. Article 6 provides that all member countries must agree to refuse registration of, and to prohibit use of, armorial bearings and other state emblems of member countries without authorisation.



2. BRAND ARCHITECTURE

2.1 20 YEARS OF FREEDOM logo

2.1.1 Background

The branding architecture is the organising structure of the relationship between the 20 YEARS OF FREEDOM logo/brand and its partnerships. In the case of the 20 YEARS OF FREEDOM Celebrations, the mother brand is the 20 YEARS OF FREEDOM logo, represented by the South African freedom as country's principal identity, and the main-brand is the South African Coat of Arms and stakeholders are co-brands.

The 20 YEARS OF FREEDOM logo/brand is the emblem that is managed by the State as an official visual symbol of the 20 YEARS OF FREEDOM celebrations. It is what differentiates the other logo/brand and is an identity that reflects the past 20 YEARS OF FREEDOM as well as embraces the future.





2.1 20 YEARS OF FREEDOM logo

2.1.2 Construction and meaning

The logo reflects the past 20 years of freedom for South Africa as a country celebrating this event as one nation.



- A** **National Flag:** Our national flag is the most commonly used visual symbol of South Africa. Our National Flag was hoisted for the first time on 27 April 1994. The National Flag is the symbol of unity for South Africa.
- B** **The figures:** The figures are the indication of people queuing at the voting stations. The colours of the figures are representing the diverse people in unity.



2.1 The 20 YEARS OF FREEDOM logo

2.1.3 Colours

The logo reflects the past 20 years of freedom for South Africa as a country celebrating this event as one nation. The colours of the Flag are incorporated in the design. Our National Flag is the most commonly and well known used visual symbol of South Africa. The colours are there to celebrate our diversity as a country.





2.2 Correct use of the 20 YEARS OF FREEDOM logo

2.2.1 Typography



“20 YEARS OF FREEDOM” Font type: Forms part of the logo and can therefore not be separated from the design.



2.3 Correct use of the 20 YEARS OF FREEDOM logo

2.3.1 Single colour applications and shades



Application of a black version on white, which would also apply to one colour application. When using single colour applications, neutral colours from the palette must be used.



Application of a white version on black, which would also apply to one colour application. When using single colour applications, neutral colours from the palette must be used.



2.3 Correct use of the 20 YEARS OF FREEDOM logo

2.3.2 Single colour application

Use of 20 YEAR OF FREEDOM single colour application will be done on a white/black background *only* and no other shades/colour.



When using single colour applications, only 20 YEARS OF FREEDOM logo colours must be used.

Do not use any colours other than the ones specified in these guidelines. Use only the colour that form part of the full colour of the 20 YEARS OF FREEDOM logo



2.4 Correct use of the 20 YEARS OF FREEDOM logo

2.4.1 Control grid

To maximise the impact and clarity of the 20 YEARS OF FREEDOM logo, a clear space area has been created around the logo.



Note: Do not reconstruct it under any circumstances. Use artwork supplied.



Note: Minimum size
To capture the fine details of the 20 YEARS OF FREEDOM logo accurately, never reproduce the logo to be less than 10 mm in height.



2.4 Correct use of the 20 YEARS OF FREEDOM logo

2.4.1 Control grid

To maximise the impact and clarity of the 20 YEARS OF FREEDOM logo, a clear space area has been created around the logo.





2.5 Incorrect use of the 20 YEARS OF FREEDOM logo

Incorrect use of the 20 YEARS OF FREEDOM logo can result in possible legal action to the perpetrator, the logo may not be used for private purposes.



The 20 YEARS OF FREEDOM logo should not be overlapped by or blended with other visual objects such as pictures/clip art images, etc.

Full/single colour incorrect colour applications.

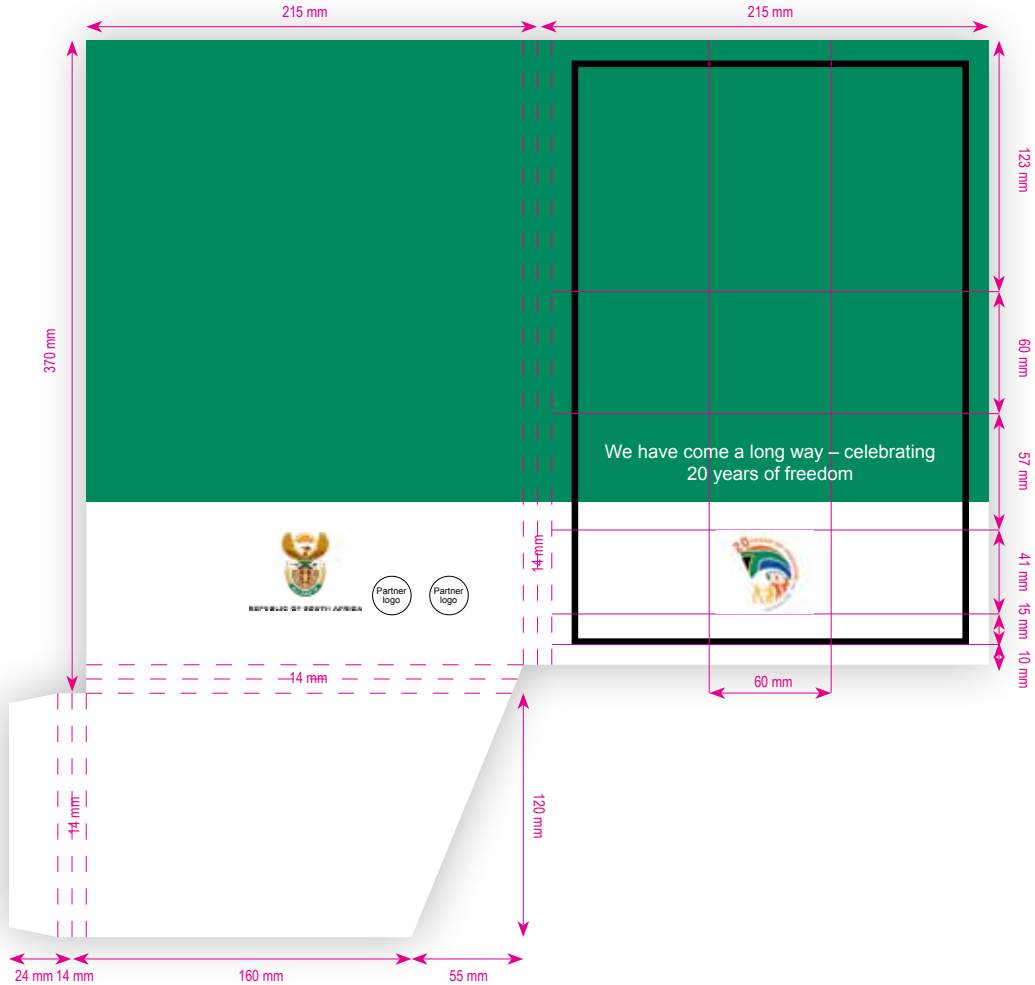
The logo cannot be applied on any visual background.



3. PRINT

3.1 Print

3.1.1 Presentation folders

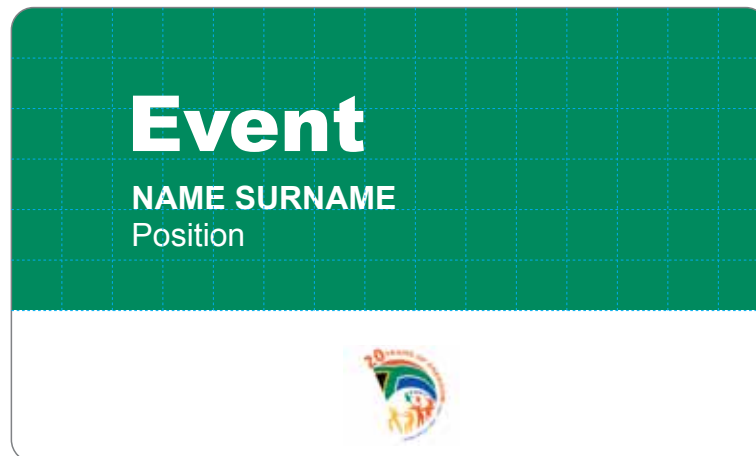
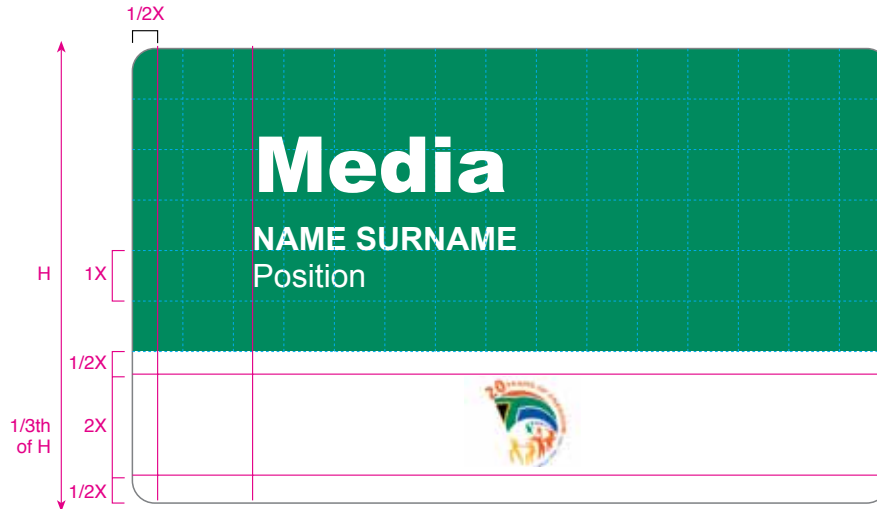


	Die line		Scoring
Size flat:	510 mm X 451 mm	Size folded:	229 mm X 317 mm
Stock:	Conqueror Contour 300 gsm	Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour		



3.1 Print

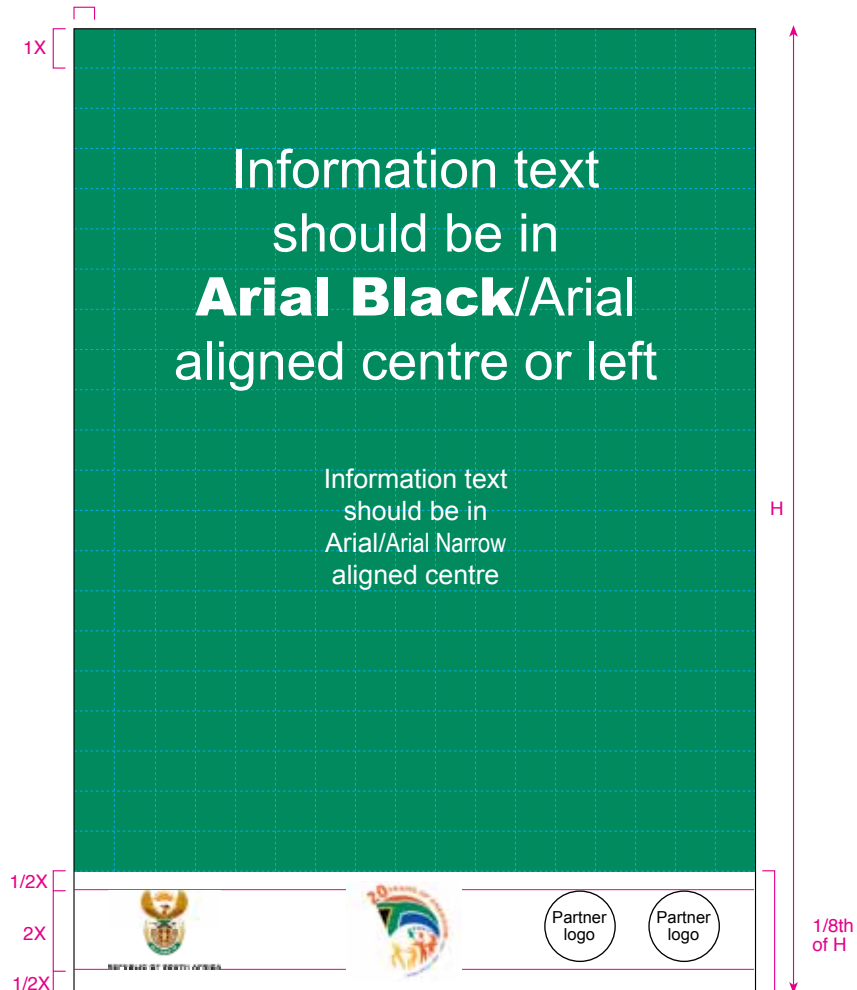
3.1.2 Name tags





3.1 Print

3.1.3 Poster



Posters come in different sizes, ranging from A4, A3, A2, A1, A0. Here we have illustrated a basic look.

The branding strip placement must be 1/8th of your poster height and the 20 YEARS OF FREEDOM logo must always be centred.

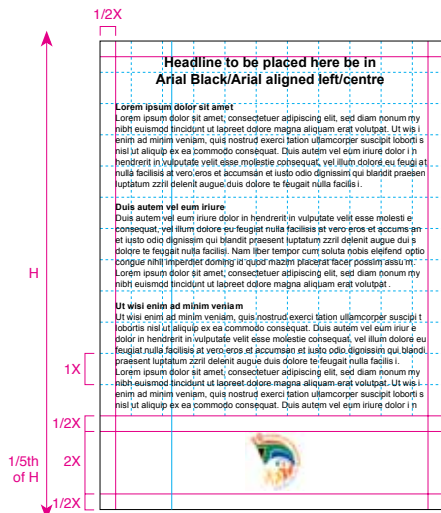
If co-branded, look at the co-branding section, but the national COAT of ARMS must always take the first preference in the group.

Note: The 20 YEARS OF FREEDOM logo may be in any one of the approved colours (see single colour applications Section).



3.1 Print

3.1.4 Print Media



Headline to be placed here be in Arial Black/Arial aligned left/centre

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis i enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iruree dolor i hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugiat nulla facilis.

Duis autem vel eum iriure
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie e consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accums an et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui s dolore te feugiat nulla facilis. Nam liber tempor cum soluta nobis eleifend opto congue nihil imperdiet doming id quod mazim placerat facer possim assau m.

Ut wisi enim ad minim veniam
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipi t lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irur e dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandi praesent luptatum zzril delenit augue duiis dolore te feugiat nulla facilis i.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis i enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iruree dolor i h

Partner logo **Partner logo**

Headline to be placed here be in Arial Black/Arial aligned left/centre

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis i enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iruree dolor i hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugi at nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugiat nulla facilis.

Duis autem vel eum iriure
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie e consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accums an et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui s dolore te feugiat nulla facilis. Nam liber tempor cum soluta nobis eleifend opto congue nihil imperdiet doming id quod mazim placerat facer possim assau m.

Ut wisi enim ad minim veniam
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipi t lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irur e dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandi praesent luptatum zzril delenit augue duiis dolore te feugiat nulla facilis i.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis i enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iruree dolor i h

Partner logo **Partner logo**

Press articles come in different sizes. Here we have illustrated a few basic looks. The branding strip placement must be 1/5th of your press advertisement height and the The 20 YEARS OF FREEDOM logo must always be on the left-hand side if co-branded, look at the co-branding section, but the 20 YEARS OF FREEDOM logo must always take the first preference in the group.

Note: The 20 YEARS OF FREEDOM logo may be in any one of the approved colours.

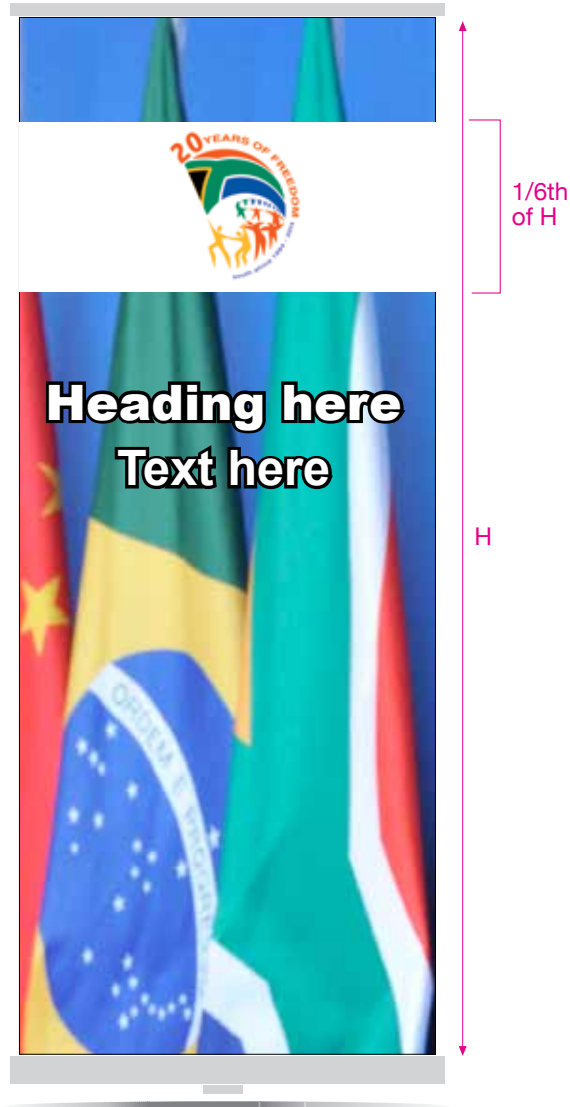
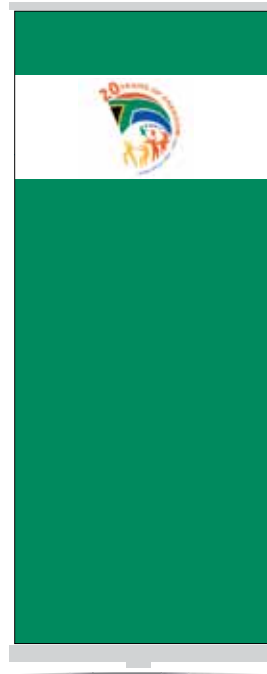
Headline, subhead, body copy and information text may be aligned left or centred, in line with the The 20 YEARS OF FREEDOM.

Pictures must be adapted and cropped to suit the typographic format for size, position and placing.



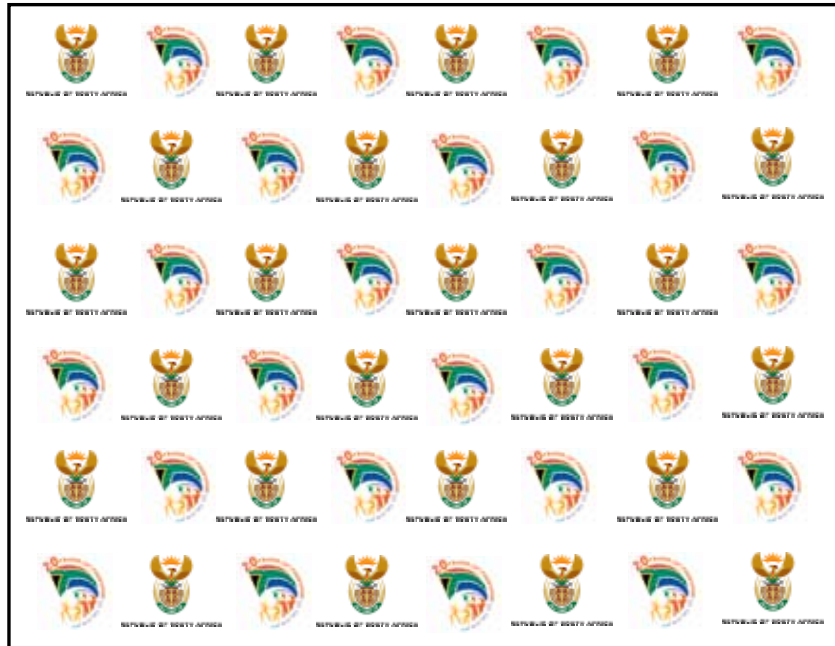
4. EXHIBITIONS

4.1 Pull-up banners





4.2 Backdrop



This example of a backdrop is for use at all national/international 20 YEARS OF FREEDOM celebrations /events. The 20 YEARS OF FREEDOM logo has to be in full colour.



4.3 Shark fins



This example is of a shark fin for use at national/international 20 YEARS OF FREEDOM events.

The 20 YEARS OF FREEDOM logo has to be in full colour.



5. PROMOTIONAL

5.1 Marketing collateral

5.1.1 Bags





5.1 Marketing collateral

5.1.2 Pens and caps





5.1 Marketing collateral

5.1.3 T-Shirts





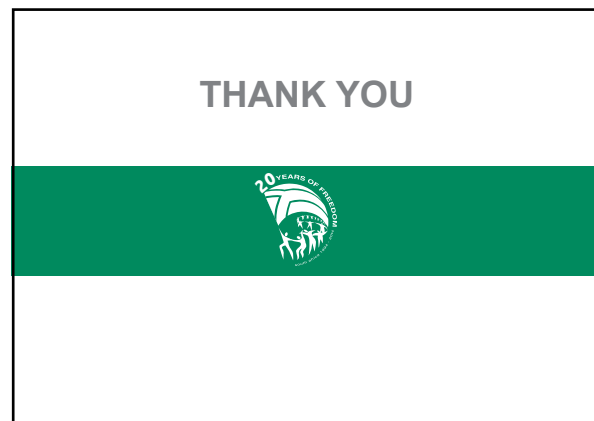
6. PRESENTATIONS

6.1 Powerpoint presentations

Opening slide



Closing slide





7. CO-BRANDING

7.1 Co-branding

7.1.1 Sponsor/partner

In all instances, the basic principles of colour usage, size, typography and control grid must be applied.

The 20 YEARS OF FREEDOM logo should always be equal to any sponsor/partnership logo. The National Coat of Arms should always be centred or aligned on the left-hand side or above the identity of the party seeking endorsement.



Note: When co-branded, the National Coat of Arms should always take a position of priority.

The two symbols must not be closer than 2XC. There must also be a clear space of no less than 2XC around the edge of the page.

At all times, permission to co-brand with 20 YEARS logo should be obtained from GCIS Head Office.

For permission, e-mail:
lynette@gcis.gov.za,
rachel@gcis.gov.za,
or collen@gcis.gov.za.





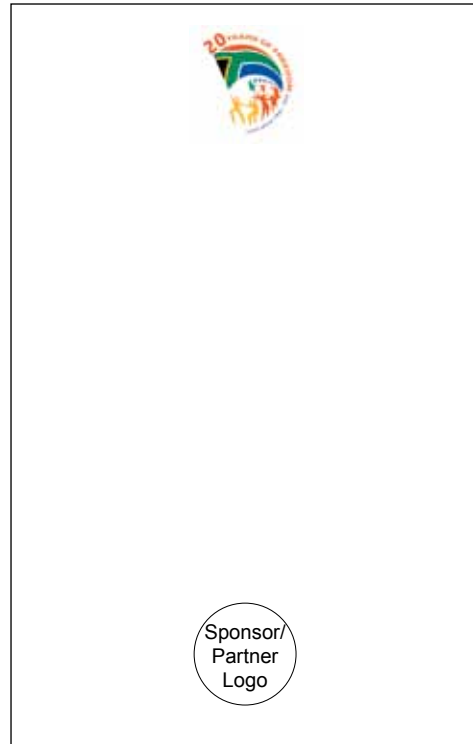
7.1 Co-branding

7.1.2 Sponsor/partner applications

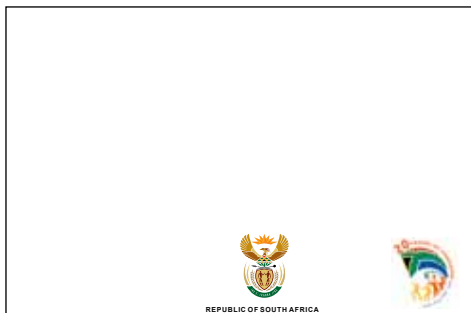
Vertical application



Vertical application



Horizontal application



Horizontal application





7.1 Co-branding

7.1.3 Multiple partners

The 20 YEARS OF FREEDOM logo and the co-sponsor logos should be same size.



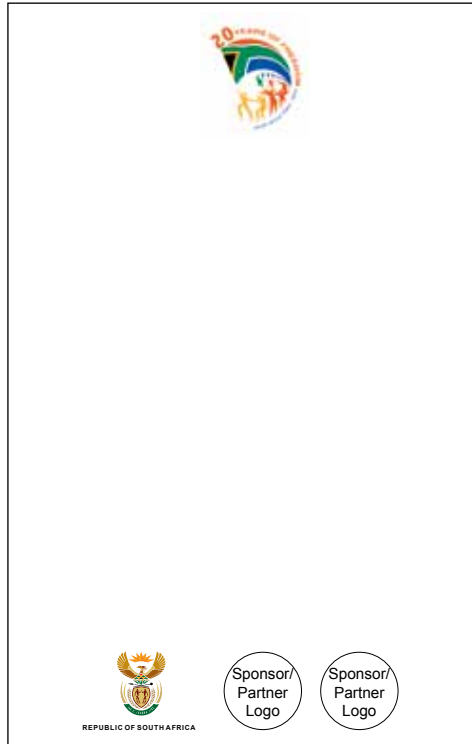


7.1 Co-branding

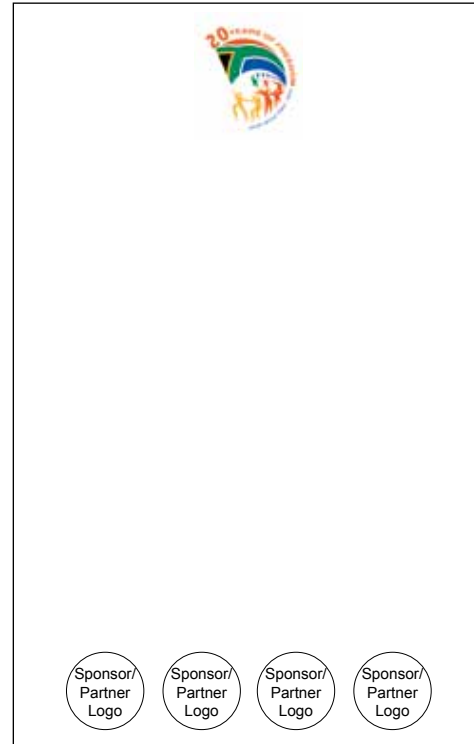
7.1.4 Multiple partners applications

The 20 YEARS OF FREEDOM logo and the co-sponsor logos should be same size.

Vertical application



Vertical application



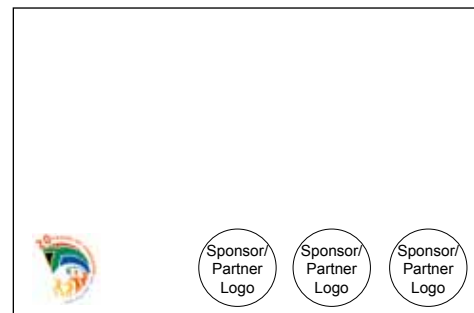
If the State is one of the co-sponsors, the national Coat of Arms should always be on the left-hand side of the other co-sponsor logos.

The placement of logos will be determined in the order of the main sponsor to the least sponsor.

Horizontal application



Horizontal application





7.1 Co-branding

7.1.5 Name tags





7.1 Co-branding

7.1.6 Newsletters/magazines



Own masthead

Headlines are regarded
as information text and
should be in Arial Black/
Arial Narrow, aligned left/
right/centre

Text could go here in one two or
three columns. It must align to
the left. It may be in any preferred
font. Text could go here in one
two or three columns. It must
align to the left.

two or three columns. It must
align to the left. Text could go
here in one two or three columns.
It must align to the left. It may be
in any preferred font.

go here in one two or three
columns. It must align to the left.
It may be in any preferred font
ext could go here in one two or
three columns. It must align to
the left.

Text could go here in one two or
three columns. It must align to
the left. It may be in any preferred
font. Text could go here in one
two or three columns. Text could

Text could go here in one two or
three columns. It must align to
the left. It may be in any preferred
font. Text could go here in one
two or three columns. Text could

Text could go here in one two o
three columns. It must align to
the left. Text could go
two or three columns. It mus



REPUBLIC OF SOUTH AFRICA



Sponsor/
Partner
Logo

Sponsor/
Partner
Logo



7.1 Co-branding

7.1.7 Print media

Headline to be placed here be in Arial Black/Arial aligned left/centre

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui s dolore te feugiat nulla facilis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

DUIS AUTEM VEL EUM IRIURE

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui s dolore te feugiat nulla facilis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

UT WISI ENIM AD MINIM VENIAM

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui s dolore te feugiat nulla facilis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui s dolore te feugiat nulla facilis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui s dolore te feugiat nulla facilis.

AUTEM VEL EUM IRIURE DOLOR

Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui s dolore te feugiat nulla facilis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui s dolore te feugiat nulla facilis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

DUIS AUTEM VEL EUM IRIURE

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui s dolore te feugiat nulla facilis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui s dolore te feugiat nulla facilis.

Headline to be placed here be in Arial Black/Arial aligned left/centre

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis i enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis s nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor i n hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugi at nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesen luptatum zzril delenit augue dui s dolore te feugait nulla facilis i.

Duis autem vel eum iriure

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molesti e consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accums an et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui s dolore te feugait nulla facilis. Nam liber tempor cum soluta nobis eleifend optio congue nihil imperdiet doming id quod mazim placerat facer possim assu m. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat .

Ut wisi enim ad minim veniam

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipi t lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriur e dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandi praesent luptatum zzril delenit augue dui s dolore te feugait nulla facilis i. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis i enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis s nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor i n



REPUBLIC OF SOUTH AFRICA



Partner
logo

Partner
logo



REPUBLIC OF SOUTH AFRICA



Partner
logo

Partner
logo



CONTACTS

TERMS OF USE

The following terms provide the general guidelines to use the official 20 YEARS FREEDOM logo before, during and after the event. This includes events, side events and activities. The application of the brand will be regulated on all goods and services for the South African Government. The GCIS will approve the use of the 20 YEARS FREEDOM logo/brand. Requests can be submitted to:

Mr Andrew Mohammed

Director – Media Production

GCIS

Private Bag X745, Pretoria, 0001, South Africa

E-mail: andrew@gcis.gov.za • Tel: +27 (0) 12 473 0015

or

Mrs Este Koorts

Deputy Director – Support Services

GCIS

Private Bag X745, Pretoria, 0001, South Africa

E-mail: este@gcis.gov.za • Tel: +27 (0) 12 473 0077

or

Mrs Lynette Rippel

Deputy Director – Corporate Identity

GCIS

Private Bag X745, Pretoria, 0001, South Africa

E-mail: lynette@gcis.gov.za • Tel: +27 (0) 12 473 0159

- The request should be submitted or send by e-mail printed on a letterhead.
- Authorisation for the use of the logo shall be granted after assessment by the appointed official and the artwork will then be provided.
- The application must consist of the following information:
 - main line of business
 - goods or services provided
 - description of the project in which the logo is going to be used, supporting the request and explaining the purpose for using the logo
 - mass media where it is intended to be used, including frequency of the use
 - time and period of use.