**Campaign Background and Information**

The Prevention Planning Committee (PPC) developed the Anti-Stigma campaign to increase awareness about HIV among the general population in Orange County and reduce HIV related stigma. The logo and tag lines are intended to “brand” the campaign. Therefore, there are specific requirements to the campaign.

* The logo (HIV IT’S A HUMAN THING…) cannot be changed.
* The font and colors cannot be changed. **Approved materials will be finalized with approved font and colors.**
* The tag line can be changed but has to be consistent with the “OC” in orange font at the end of the tagline. This is a branding measure designed to keep the campaign tied to Orange County.

Any revisions/additions to tag lines must be approved by the Integrated Plan Committee. Please complete the form below for submission to the next meeting (the Integrated Plan Committee meets the fourth Wednesday of the month). Feedback, including approvals and/or suggested revisions, will be communicated via e-mail to requesting individual/agency within one week of the committee meeting.

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| Tag Line Request FormC:\Users\tamarra jones\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\8GHR1GAA\HIV LOGO (2).png |

1. What is your proposed tag line?       **OC**
2. What message are you intending to communicate?
3. How will the campaign be used (for example is this an on-going campaign or one-time use)?
4. Who is the intended target of the campaign?
5. Is the campaign going to be in different languages?

[ ]  No [ ]  Yes (If yes, which languages:      )

1. Is there any additional information you would like the committee to consider in reviewing your request?

[ ]  No [ ]  Yes (If yes, please describe:      )

1. Are you able to present your request at the next committee meeting?

[ ]  No [ ]  Yes

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Individual/Agency Submitting Request:

Phone: (     )       -       Email:

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| For Integrated Plan Committee Use |
| Tag line is consistent with campaign: [ ]  No [ ]  Yes  |
| Tag line is approved [ ]  No [ ]  Yes [ ]  Yes, with modifications:       |
| Date of committee review:       Committee Comments:       |
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