Submit by Email to pr@aafcs.org

Family & Consumer Sciences Brand/Icon Usage Permission Form

December 2011

The Family & Consumer Sciences icon and tagline, "Creating Healthy and Sustainable Families," are owned by the American Association of Family & Consumer Sciences (AAFCS), and may not be used by outside organizations, businesses, or education institutions and agencies without prior written approval from AAFCS. To request permission to use the Family & Consumer Sciences brand, icon, and tagline, please complete all fields below and email the completed form to AAFCS at pr@aafcs.org.

Please keep in mind that:

- Submitting the request form does not guarantee approval.
- Once approval has been granted, you will receive the Family & Consumer Sciences Branding Toolkit Graphic Standards Manual, and appropriate icon files.

Application Form

Date: 12/7/2011

Name: Gayla Randel

Title: Ed. Program Consultant - FCS

Name of Organization/Business/ Education Institution or Agency: Kansas State Department of Education

Address: 120 CE 10th Avenue

City: Topeka

State: KS

Zip Code: 66612

Email Address: grandel@ksde.org

Phone Number: +1 (785) 296-4912

AFFILIATES/UNITS/SCHOOL DISTRICTS

Are you also requesting permission for your affiliates, units, or school districts? ☒ Yes ☐ No

If yes, provide a list of affiliates, units, or school districts with this permission request.

REASON FOR REQUESTING ICON

☒ Brochure/Fact Sheet ☒ Stationery ☒ Website and/or Link ☒ Advertising (Print/Television)

☐ Create FCS Icon Product for Sale (please specify)*

☒ Other (please specify): This will be used on all items in which FCS is being involved in educational settings, be they middle, secondary, or post-secondary departments.

*If your request to create an FCS icon product is approved, nonprofits pay an initial fee of $100 and corporate entities pay an initial fee of $250. Additionally, organizations and businesses agree to pay a 6% royalty fee to AAFCS on gross sales totaling $5,000 or more (review sales; send 6% royalty at end of each calendar year, if applicable).

EXPLANATION OF USE

Variety of uses, which are probably too numerous to mention, but it will be used to assist in creating a national brand by application in Kansas. Please note we may have some post-secondary students who move across the state line for student teaching and would also like to use the logos on the items they created while attending school in Kansas.

USAGE DATES (Can be for a maximum of five years)

Usage Begins (mm/year) 12/11 Usage Ends (mm/year) 12/16

ICON COLOR/FORMAT(S) REQUIRED

☒ Black/JPG ☒ Color RGB/JPG ☒ 4 Color (CMYK)/EPS ☒ PMS Spot Colors/EPS

Approval Process and Terms of Use

You agree to the terms and conditions for usage of the Family & Consumer Sciences icon as defined in the Family & Consumer Sciences Graphic Standards Manual. You agree to end use of the Family & Consumer Sciences icon at the end of the specified time period. Permission extends only to the specified use requested in each form submitted. If you wish to use the Family & Consumer Sciences icon in additional materials, you must submit a new request.

GENERAL RESTRICTIONS

If AAFCS approves the use of the Family & Consumer Sciences icon, this does not grant any right, title or interest in the icon to requested parties, other than the rights specifically granted in the actual approval. The user will not make any representation or do any act which may be taken to indicate that it has any right, title or interest in the icon except under the terms of the consent issued by AAFCS. The user should not assign, transfer or enable usage of the Family & Consumer Sciences icon to others, without the prior, written consent of AAFCS. If the user receives permission for their affiliates, units, or school districts, it the responsibility of the user to ensure the icon is used properly.

The user should not use the Family & Consumer Sciences icon, or any part thereof, as part of their name or identity.

SPECIFICS

The user must:

(i) not alter or modify the Family & Consumer Sciences icon in any way;

(ii) ensure the Family & Consumer Sciences icon appears and is printed in its entirety, as supplied, by itself and not combined with any other graphic or textual elements;

(iii) ensure the Family & Consumer Sciences icon is not used as a design element of any other logo or trademark;

(iv) not use the Family & Consumer Sciences icon in any manner that might disparage or injure the reputation of the family and consumer sciences field;

(v) not use the Family & Consumer Sciences icon on any website that is not stated in the permission form;

RESERVATION OF RIGHTS

AAFCS reserves the right to terminate, revoke, modify or suspend its approval of the Family & Consumer Sciences icon usage and any rights arising out of or in connection with the approval, in whole or in part, without cause at its sole discretion at any time.

By adding my name below, I hereby agree to comply with the above terms and conditions:

Signature (Typed Name) Gayla Randel Date 12/7/2011

Title Ed. Program Consultant - Family and Consumer Sciences

FOR AAFCS OFFICE USE ONLY

Date of Application 12/21/2011

☒ Authorization Granted ☐ Authorization Denied

Signature (Typed Name) Gwynn Mason