**We Are 1 Brand Use Application**

We Are 1 (Somos 1) is a brand to promote health and wellness among gay men, bi men, trans people, and straight men who have sex with men in King County, Snohomish County and Pierce County in Washington State. The brand is intended to provide consistent and sustained health communications to this audience over time, and to be a trusted source of information, helping to link individuals to local services and care.

The brand’s logo is available for use by any individual, group or organization, as long as that individual/group/organization and its intended projects (i.e. campaigns, programs, materials, etc.) meet the criteria developed by the We Are 1 (Somos 1) brand owners. For the brand’s criteria for use, please consult the We Are 1 [Brand Guidelines](http://we-are-1.com/uploads/file_attachment/file/4/WeAre1BrandGuidelines2014_041814_.pdf) document.

*Please take as much space as you need to answer each of the following questions.*

**About You**

Organization Name

Organization Address

Contact Name & Title

Contact Email

Contact Phone

**About Your Project**

Project Name:

Describe the Purpose/Goal of your project.

When will the project launch and how long will it run?

What is the project’s target audience?

What is the project’s target geography (i.e. cities, counties, states)?

Does the project have other partners or sponsors? If yes, please list.

How will the project be promoted (i.e. media relations, advertising, social media, postering, etc)?

What types of project materials will include the We Are 1 logo?

When complete, please send your application to Jsani Henry at Public Health – Seattle & King County.

Email: [Jsani.Henry@kingcounty.gov](mailto:Jsani.Henry@kingcounty.gov)

Or by mail: Public Health – Seattle & King County

Attn: Jsani Henry

401 5th Ave, Suite 1152

Seattle, WA 98104

Your application will be reviewed by the campaign brand committee within 7 business days and we will contact the person listed on this application regarding approval.