

[Redacted]

(b)(3)

From: [Redacted]
Sent: Wednesday, July 06, 2016 4:16 PM
To: [Redacted]
Subject: RE: [Redacted] Patch/Logo...Slogan Needed! --- ~~SECRET//TK//REL TO USA, FVEY~~

(b)(1)
(b)(3)

Classification: ~~SECRET//TK//REL TO USA, FVEY~~

Classified By: [Redacted]
Derived From: INCG dated 20120213
Declassify On: 25X1, 20661231
=====

(b)(3)

That is why we changed to "si non primus, es ultimus" in the final recommendation.

From: [Redacted]
Sent: Wednesday, July 06, 2016 3:12 PM
To: [Redacted]
Subject: RE: [Redacted] Patch/Logo...Slogan Needed! --- ~~SECRET//TK//REL TO USA, FVEY~~

(b)(3)

(b)(1)
(b)(3)

Classification: ~~SECRET//TK//REL TO USA, FVEY~~

[Redacted]

(b)(3)

=====

"si non primus es novissimi" ... Sounds like a really bad sinus infection.

Regards,

[Redacted]

(b)(3)

From: [Redacted]
Sent: Thursday, June 30, 2016 8:05 AM
To: [Redacted]
Cc: [Redacted]
Subject: RE: [Redacted] Patch/Logo...Slogan Needed! --- ~~SECRET//TK//REL TO USA, FVEY~~

(b)(3)

(b)(1)
(b)(3)

Classification: ~~SECRET//TK//REL TO USA, FVEY~~

Classified By: [Redacted]
Derived From: INCG dated 20120213
Declassify On: 25X1, 20661231
=====

(b)(3)

I have the solution: "si non primus es novissimi". It is Latin and roughly translates to "If you ain't first, you're last" according to Google Translator. Someone can check this translation, but it should solve the copyright issue since Ricky Bobby doesn't speak latin. It will also be more *mysterious* for the average, non-latin literate observer.

This Latin approach has worked before and allowed one of my previous organizations to have the slogan "Doing God's work with other people's money" fly right through the approval process.

Thanks,

[Redacted]

(b)(3)

From: [Redacted]
Sent: Friday, June 24, 2016 8:35 AM
To: [Redacted]
Cc: [Redacted]
Subject: RE: [Redacted]atch/Logo...Slogan Needed! --- ~~SECRET//TK//REL TO USA, FVEY~~

(b)(1)
(b)(3)

Classification: ~~SECRET//TK//REL TO USA, FVEY~~

Classified By: [Redacted]
Derived From: INCG dated 20120213
Declassify On: 25X1, 20661231
=====

(b)(3)

Folks,

I'm still waiting to hear from the majority of the team on slogan ideas, but I did check with legal and the Ricky Bobby quote is out due to copyright issues. Here are some additional ideas for the slogan:

"Amazing the things you find when you bother to search for them" – Sacagawea

"Everything I do is for my people" – Sacagawea

"Ocean in view! O! The view!" – William Clark

"You will endeavor to inform yourself by inquiry of the character of the country" – Pres Thomas Jefferson

"...be ambitious for the attainment of all that a man can be" – William Clark

"Corps of Discovery"

[Redacted]

(b)(3)
(b)(5)

Please let me know if you like any of these or if you have other ideas. Latest version of logo attached.

Thanks.

[Redacted]

(b)(3)

From: [redacted]
Sent: Wednesday, June 22, 2016 8:29 AM
To: [redacted]
Subject: [redacted] Patch/Logo...Slogan Needed! --- ~~SECRET//TK//REL TO USA, FVEY~~
Importance: High

(b)(3)

(b)(3)

(b)(1)

Classification: ~~SECRET//TK//REL TO USA, FVEY~~

Classified By: [redacted]
Derived From: INCG dated 20120213
Declassify On: 25X1, 20661231
=====

(b)(3)

[redacted] Team,

(b)(1)

(b)(3)

We now have a decent artist rendering of the [redacted] patch with a Lewis & Clark theme and I'm looking for suggestions on the bottom slogan. While the current phrase was provided by our own [redacted] I'm not sure if it will fly through the approval process. Ricky Bobby quote from Talladega Nights is not exactly an academy award winning moment. ☺

(b)(3)

Please submit your ideas for the slogan on the patch. [redacted] satellite and mission. Have fun with it and thanks!

(b)(1)

(b)(3)

And for those who are wondering the bird on the patch is a falcon (in reference to our SpaceX launch provider and the Falcon-9 booster).

[redacted]

- Please assess logo from a security perspective too. Thanks.

(b)(3)

[redacted]

=====
Classification: ~~SECRET//TK//REL TO USA, FVEY~~

=====
Classification: ~~SECRET//TK//REL TO USA, FVEY~~

=====
Classification: ~~SECRET//TK//REL TO USA, FVEY~~

=====
Classification: ~~SECRET//TK//REL TO USA, FVEY~~

=====
Classification: ~~SECRET//TK//REL TO USA, FVEY~~