

[Redacted]

(b)(3)

From: [Redacted]
Sent: Thursday, June 23, 2016 8:29 AM
To: [Redacted]
Cc: [Redacted]
Subject: RE: [Redacted] Patch/Logo...Slogan Needed! ---~~SECRET//TK//NOFORN~~

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

Classification: ~~SECRET//TK//NOFORN~~

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

(b)(3)

Good morning [Redacted]
(U) Per our discussion, the revised logo with the additional stars looks good to me.
Thank you,
[Redacted]

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

[Redacted]

From [Redacted]
Sent: Wednesday, June 22, 2016 12:30 PM
To: [Redacted]
Cc: [Redacted]
Subject: RE: [Redacted] Patch/Logo...Slogan Needed! ---~~SECRET//TK//NOFORN~~

(b)(3)

Classification: ~~SECRET//TK//NOFORN~~

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

(b)(3)

[Redacted]

(U) Good questions. I've attached an updated logo that has been touched up by the artist and here are the background explanations:

1. (U) Lewis & Clark – Adventurers and explorers. Heading into the great unknown (staring to the west) to discover and explore the newly purchased Louisiana Territory and report back to President Jefferson. This

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

2. [Redacted]
3. [Redacted]

4. (U) The falcon represents our launch booster, a SpaceX Falcon-9 rocket.

(U) We'll work the logo issues whether we use Ricky Bobby's quote or not. Thanks.

[Redacted]

(b)(3)

From [Redacted]
Sent: Wednesday, June 22, 2016 10:21 AM
To [Redacted]
Cc [Redacted]
Subject: Re: [Redacted] Patch/Logo...Slogan Needed! ~~SECRET//TK//NOFORN~~

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

Classification: ~~SECRET//TK//NOFORN~~

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

(b)(3)

Good morning,

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

(U//~~FOUO~~) For your situational awareness, I've attached the current ND that addresses the logo approval process. The slide below that gives the reason we now have the ND. When [Redacted] ready to submit the logo for approval, we'll need an explanation of each graphic on the logo. I've attached the [Redacted] explanation as an example of what people will be looking for as th [Redacted] logo goes through the approval process. Here are my initial thoughts...

- [Redacted]
- [Redacted]
- [Redacted]
- What is the unclassified meaning/significance for Lewis & Clark?
- What is the unclassified meaning of the slogan as it relates to the program?

(b)(5)

(U//~~FOUO~~) Also, if you settle on a slogan which references potentially well-known statements (e.g. movie lines), consider reaching out to [Redacted] for a read ahead on whether the slogan infringes upon copyrighted material. [Redacted] can forward the slogan to the NRO patent attorney for a read ahead so it doesn't slow the logo approval process.

(b)(3)

Regards,

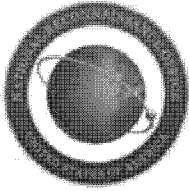
[Redacted]

[Redacted]

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

Passing clearances? Click [here](#).

~~SECRET//TALENTKEYHOLE//NOFORN~~



(U) What We Don't Want T

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

Click to add notes

From: [Redacted]

(b)(3)

Sent: Wednesday, June 22, 2016 8:29 AM

To: [Redacted]

Subject: [Redacted] Patch/Logo...Slogan Needed! --- ~~SECRET//TK//REL TO USA, FVEY~~

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

Importance: High

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

Classified By: [Redacted]

(b)(3)

Derived From: INCG dated 20120213

Declassify On: 25X1, 20661231

=====

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

[redacted] Team,

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 (b)(3) approval process. Ricky Bobby quote from Talladega Nights is not exactly an academy award winning moment. ☺

Please submit your ideas for the slogan on the patch. [redacted] satellite (b)(1) mission. Have fun with it and thanks! (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)



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

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

=====
Classification: ~~SECRET//TK//NOFORN~~

=====
Classification: ~~SECRET//TK//NOFORN~~

=====
Classification: ~~SECRET//TK//NOFORN~~