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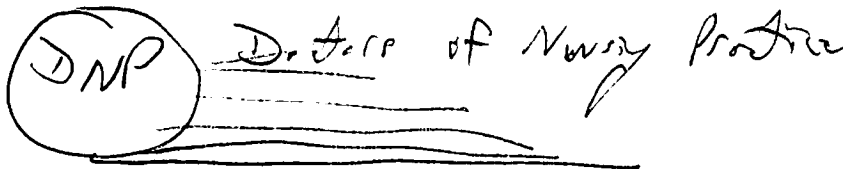
February 17, 2011

Hello Jason,

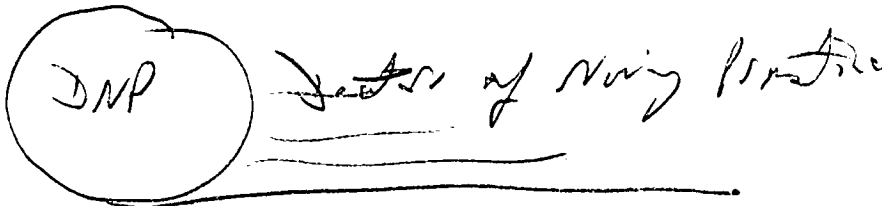
I am sketching out (freehand) an idea for a logo. More important to the look is an appreciation for where and how it will be used. Here's a list of expected uses:

- In the Banner / Heading on all pages of the web site
- In all aspects of the shopping cart (currently using a logo instead of a picture of an item or service)
- Letterhead (of course)
- Business Cards
- Flyers / Brochures / Conference Programs
- Jump Drives
- Other items that I cannot think of right now.

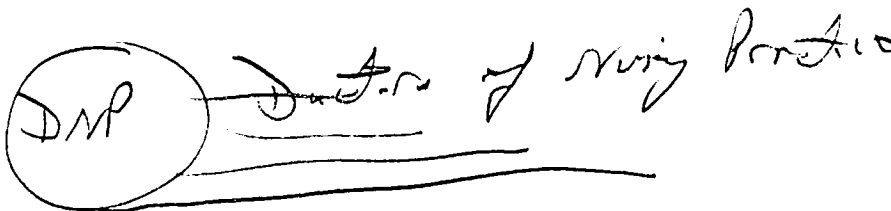
Hopefully the logo (at least for the web site's purposes) will allow a name to be entered below it.  
For example:



New England Organization of DNPs



Michigan DNP Organization



California Organization of DNPs