



Brand Assets Approval Form

Approval Steps

1. Partners must route all materials with WOT for approval prior to utilizing to ensure proper usage.
2. Refer to the That's WY Brand Guidelines prior to creating assets. Brand Guidelines provide specific examples for use across print and digital media.
3. In order to gain approval from WOT, please complete this form in its entirety and submit a copy of the proposed creative.
4. Please allow 1-2 business days for approval.
5. If additional approvals are needed, WOT will provide an explanation of what changes need to be made. Organizations will then be asked to submit a new form along with revised creative.
6. Please note, some assets will be approved for a specific period of time. Please ensure your organization keeps a copy of final approval to reference and remove assets at the end of the approved usage period.

Partner Information

Organization Name:			
Contact Name:			
Email:		Phone:	
Summary of Campaign Use:			
Proposed Length of Use:			
Estimated Reach of Campaign:			

Campaign creative: all campaign creative is required to accompany this approval form for review.

Submission

Please submit all requested materials to:
Kristin Phipps, Brand Integration Sr. Manager
Kristin.phipps@wyo.gov
307-777-2887

Note: Please allow 1-2 Business Days for response.