

Hi Mason,

I wanted to confirm that we will be using the 'Rock River District Vision' as the working title in the report.

We will bring the top three names to the RDA meeting on the 23rd for discussion and further consideration.

I also wanted to call your attention to the proposal from my previous email for some next steps around brand identity. We have an opportunity to work on a logo, brand elements, and style guide around the name that is chosen and could incorporate it into the final plan commission submission (after we get feedback from our preliminary submission plan commission). Please see that scope again below for your consideration.

Future Anticipated Services (under separate agreement)

- Brand Identity (\$9,500)
 - Logo + Brand Elements
 - Logo development reflecting name and visual style
 - Visual Language, Photography + Typography
 - Establish precedent imagery for overall look + feel
 - Create framework for approved photography + original artwork
 - Select primary and secondary typeface, create color palette and hierarchy, and develop custom graphics to use for communications
 - Style Guide
 - Develop packaged document incorporating all design elements above including guidelines for appropriate use of those elements, voice/tone, and verbiage
 - Digital assets including: logo, logo alternates, patterns, and stock photography

I'm excited by this direction and new name for this study area as we look to build excitement around the plan!

Regards,
Eric Mayne