

Question:		Answer:	
Please List 3-4 Key Words to Describe the Brand		-Resilience -Regeneration -Cities - motivated, practical, planful, action oriented, coalitions, linking arms, peer learning -Communities – peer learning, citizen activism, coalitions	
Please provide 3-4 Competative Brands		- http://thealliancetc.org/ - https://columinate.coop - https://www.storybasedstrategy.org/ - https://ojaifoundation.org/	
What are the project deliverables and how should they be handed off?		Logo, icons, Graphics, Data Visualization graphics, Color Palette, Style Guide, Font. Deliver via Google Drive	
What is the project deadline?		4 Weeks from start date	
What can you tell me about the user?		They live in Minnesota and are typically 50 years old and upwards. They may already be familiar with our parent network Alliance for Sustainability 1. Policymakers, through high-impact campaigns and public policy with weekly Take Action with our partners 2. Business leaders, through our SHE Kindness Business Program starting with a Target Corporation 2021 Earth Month presentation for several hundred staff 3. Students and Educators, through our SHE Kindness School Program launching in the Fall of 2022	
What are your goals?		Our objective is to brand then relaunch with a fresh look and new team in Q4 2020. We need materials to pitch to seed donors aka a Founders Circle and a fantastic website that renders on phones to engage members and funders to expand the work.	
What do you currently have in place?		We currently have branding goals, target audience, and a few designs we like, which should make it easy for you to get started. We also have a fresh start with a solid message vision, mission, etc, and the ability to provide any other information you need.	

Question:

Answer:

Question:

Answer: