

# How to mark a line

| | | |
|---|---|---|
| 3 | ? ◉ ▢ | Printer closes Friday noon — STATEMENT · CIRCLE THE DOT |
| 2 | ? • ▢ | Who signs the print order? — QUESTION · CIRCLE THE ? |
| 1 | ? • ▣ | Send Dana the cover proof — ACTION · CIRCLE THE BOX |
| 4 | ? • ☒ | Book the photographer — DONE · X THE BOX, KEEP THE CIRCLE |
| | ? • ▢ | |
| | ? • ▢ | THE ROWS CAN'T MOVE, SO A NUMBER IS THE PRIORITY: 1 COMES FIRST. |
| | ? • ▢ | LETTERS WORK TOO: A BEFORE B. PICK ONE KIND PER PAGE. |
| | ? • ▢ | A NOTE UNDER A LINE BELONGS TO IT: NO ICON, NO NUMBER. |
| 5 | ? • ▣ | Hear back from Northwind |
| | ? • ▢ | Sent both Oct 1. Said end of the week. |
| | ? • ▢ | |
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# Northwind Coffee rebrand

Done when the new logo is live on the website
and in the press kit on launch day, Oct 10.



# Blockers

| | | |
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| 1 | ? • ◎ | Hear back from Northwind on logo B or C |
| | ? • ▢ | Sent both on Oct 1. They said end of the week. |
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# Critical

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| 2 | ? • ◎ | Replace the logo download on the press-kit page |
| 1 | ? • ◎ | Swap the logo in the site header |
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# Normal

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| 3 | ? • ▢ | Dana: update the LinkedIn page |
| 1 | ? • ☒ | Make the new browser-tab icon |
| 2 | ? • ▢ | Update the email signature |
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# Backlog

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| 1 | ? • ▢ | Add an animated logo for the loading screen |
| 2 | ? • ▢ | Is the tagline changing too, or just the mark? |
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# Notes

Dana owns print and social; I own web and email

Northwind prefers the warm palette (Sep 29 call)

- Logo #B5451B
- Type #2B2620