

Blockers Critical Normal Backlog Notes

Priority by Numbers

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
	? • ▢	
	? • ▢	FOR EASIER ORGANIZING, NUMBER THE LINES RATHER THAN MOVE THEM: 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.
	? • ▢	
	? • ▢	
	? • ▢	
	? • ▢	
	? • ▢	



Northwind Coffee rebrand

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



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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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2	? • ▢	Replace the logo download on the press-kit page
1	? • ▢	Swap the logo in the site header
	? • ▢	
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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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1	? • ▢	Add an animated logo for the loading screen
2	? • ▢	Is the tagline changing too, or just the mark?
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	? • ☐	Dana owns print and social; I own web and email
	? • ☐	Northwind prefers the warm palette (Sep 29 call)
	? • ☐	Logo #B5451B
	? • ☐	Type #2B2620
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