ChatGPT 5 Email

Subject: Follow-Up & Next Steps for Rivera & Co. Rebrand

Dear Jordan,

Thank you again for meeting with us on Tuesday. We left the call energized by your clear vision for balancing Rivera & Co.'s heritage with a brand that speaks to Gen Z values like sustainability and transparency. Your note about refreshing the logo rather than redesigning it was especially helpful—it gives us a clear boundary to work within while still moving the brand forward.

We're aligned on the direction: clean, minimalist visuals with bold accents and motion graphics that will resonate on social channels, while continuing to appeal to your existing audience. Our internal team has already started sketching early mood board ideas with this in mind.

To keep things on track:

- **BrightEdge Creative:**
    - Confirm receipt as soon as we have your brand guidelines, analytics, and campaign materials.
    - Deliver 2–3 mood board directions by **September 20**.
    - Share a visual draft of the new tagline for our next meeting.
- **Rivera & Co.:**
- Provide brand guidelines, social media analytics, and existing campaign assets.

Our next meeting is scheduled for **September 13 at 10:00 AM CST**, where we'll review the tagline draft together and discuss initial impressions.

We're looking forward to shaping a brand identity that feels both current and true to Rivera & Co.'s legacy.

Best,

Tara