DeepSeek-V3 Email

Subject: Follow-up on Rivera & Co. Rebrand

Hi Jordan,

Thank you for the productive meeting today. I appreciate the clear direction on balancing the brand evolution to attract Gen Z while retaining your core audience.

We are aligned on ensuring the logo remains recognizable—this will be an evolution, not a revolution. Our approach will focus on a clean, bold visual language to highlight your sustainability and community values.

To confirm the timeline:

- Mood boards by September 20
- First concepts by October 10
- Launch on November 5

Our team will begin developing the mood boards. To proceed, please send the current brand guidelines, recent social media analytics, and existing campaign materials.

We look forward to partnering on this. Our next meeting is confirmed for Friday, September 13, at 10:00 AM to review the tagline visual.

Best,
Tara Liu
Account Manager
BrightEdge Creative