

Hartland Educational Support Service Center
Partners in Progress Special Meeting
Thursday, October 4, 2018 – 7:00 pm

1. Introductions:

2. Updates since October 2017:

- a. Hiring of Communications Coordinator - Stefanie Furge
- b. Logo Development - Tomlinson Design & Advertising
- c. Website Revision of www.hartlandliving.com - First Impression Print & Marketing

3. Brief Overview of the Brand Phases:

- a. Brand Assessment - Done by the Partners in Progress
- b. Brand Promise - Established at the October 2017 joint board meeting of the Partners in Progress
- c. Brand Blueprint - Partners in Progress current phase of work
- d. Brand Culturalization - To be determined in the future
- e. Brand Advantage - To be determined in the future

3. Objective: Establish Architecture for Hartland Living/Partners In Progress as part of the Brand Blueprint

Thoughts and opinions on:

- a. Brand Byline - Hartland Living
- b. Logo/Graphic Representation
- c. Brand Tagline

4. Next Meeting Date: