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Ref: AS-2025-031

Maya Chen
Northwind Coffee Roasters
1204 NW Flanders St
Portland, OR 97209

Dear Maya,

Thank you for walking us through the roastery last week — seeing the origin series on the shelf, in the wild, told us more than any brief could. This letter confirms the scope we discussed: a refined wordmark, the flexible label system for eight SKUs, and the launch kit for your wholesale push this fall.

We'll begin with the two-day discovery sprint the week of April 21. You'll see first directions the following Friday, and we'll hold your final handoff for the week of June 2 — comfortably ahead of your September retail reset.

It's a genuine pleasure to work with a team that cares this much about where the coffee comes from. We'll make sure the packaging says so.

Warm regards,

Elena Marsh

FOUNDER & CREATIVE DIRECTOR · ACME STUDIO

Encl.: Proposal P-2025-031 · Discovery sprint schedule
cc: Jordan Ellis, Acme Studio

