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November 7, 2007

Pat Smith
Designer
Pat Smith Design
123 International Lane
Boston, MA 01234

To Whom it May Concern:

Earthworks is pleased to invite Pat Smith
We're excitedd to reposition EarthWorks
expanded initiatives. EarthWorks Project
ment by helping urban residents experi
strives to create a healthier and more su
education, and advocacy and strengthe

Our goals for the new brand identity are

- Position the EarthWorks "brand" for con
- Develop a mark that is both organic an
- position EarthWorks to expand geogra
- Develop an identity that reflects our co
- Develop an identitiy that works in black
- Identity will work consistently across al

We hope you will consider working with Earthworks. Please respond in writing by December 18,
2007. The letter can be to my attention.

Sincerely,

Jane Rogers, Director
Earthworks

