

DESIGN BRIEF // PATHWAYS LOGO UPDATE

SCOPE // Branding sheet with logo, icon version of logo, feature color and secondary color.

DEADLINE // September 15th for review

PURPOSE // Summit has a vocational program called 'Pathways' that teaches inmates essential kitchen skills and gets them ServSafe certified so they can procure meaningful jobs post-incarceration and reduce recidivism.

AUDIENCE //

1. Sherrifs/Wardens/Decision Makers. In a sales world, these are the people looking at purchasing and implementing this program. Pathways needs to look professional and established in a sales environment (proposals, trade shows, etc.)

2. Inmates. While our inmate marketing is limited, the logo will appear frequently on the educational materials and literature used in the program.

PROPOSED BRANDING //

Keywords: **Emphasize Education / Community / Upward Mobility / Life Skills / Direction**

Compass or Culinary imagery?

There are currently 3 levels and a Chef's Apprenticeship component to the program - a logo that can be appended with numbers might work well.

NOTES //

Summit is currently undergoing a branding refresh so colors may change. I've included our current colors just in case that helps.

CURRENT LOGO //



SUMMIT BRAND



STAFF DINING



OUTSIDE INSIDE / INSIDE EATS



LOGOS WE LIKE //

