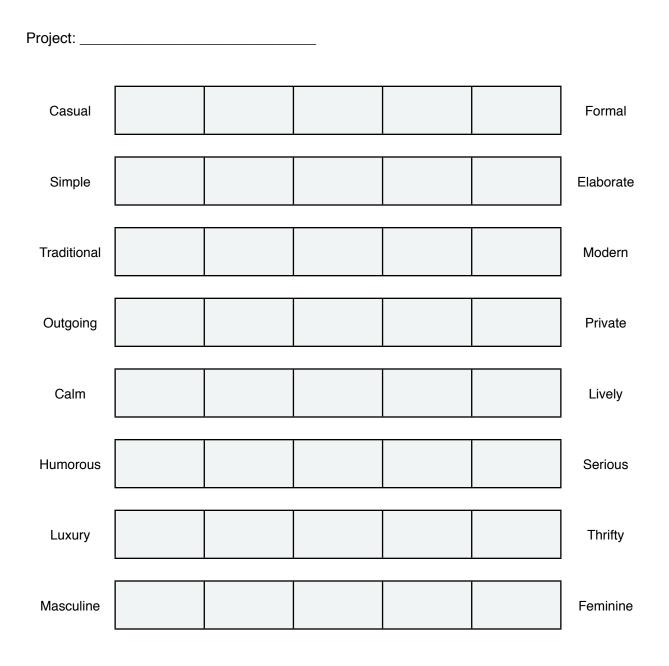


This document is intended to create balance and provide direction for all the aspects of the project, and to avoid ambiguous and unproductive brand exploration. It's great to explore, but its worthwhile to create a grounded starting point and understood direction.



Please complete and post to your Web Inception Basecamp account, or send to your project manager.