July 26th, from Lindsey Falkenburg

[Lindsey.Falkenburg@pikeplacemarket.org](mailto:Lindsey.Falkenburg@pikeplacemarket.org)

On Jul 26, 2017, at 9:23 AM, Lindsey Falkenburg <[Lindsey.Falkenburg@pikeplacemarket.org](mailto:Lindsey.Falkenburg@pikeplacemarket.org)> wrote:

Hey DEI, I wanted to give you all an update on our Annual Report Timeline!

-          Printed brochure: We want to have this to PrintCo by September 7th with the goal of it being in the mail by September 21st. That means we are planning on sending you all our finished copy and photos by August 24th. Does that sound good and doable?

-          Online: We are planning on announcing our online annual report in an email on September 26th, with a final review on the 18th. Obviously you all won’t have anything to do with this part of it, now that the online template is live we are driving, but we might have questions about it leading up to the launch. So just be prepared.

-          PDF version: We are planning on having this ready around the same at the email although it is the least pressing of all of them to get finished. Once again, now that we have the template to design it ourselves we should be fine, but there is a little bit of a lack of knowledge about illustrator over here, so there might be questions.

Questions or concerns? Anyone else I should be including or reaching out to?

Lindsey Falkenburg

Communications Coordinator

Pike Place Market Foundation

206-774-5255

Sunset Supper is back on **Friday, August 18th**! Don’t miss the hottest party of the summer, [get your tickets today.](http://pikeplacemarketfoundation.org/events/sunset-supper/)

<2016 Market Foundation Print Brochure\_V2.pdf>

**From:** Amy Wilson [<mailto:amy@deicreative.com>]   
**Sent:** Wednesday, July 26, 2017 10:09 AM  
**To:** Lindsey Falkenburg <[Lindsey.Falkenburg@pikeplacemarket.org](mailto:Lindsey.Falkenburg@pikeplacemarket.org)>  
**Cc:** Vestalight Sevenly <[light@deicreative.com](mailto:light@deicreative.com)>  
**Subject:** Re: Annual Report!

Hi Lindsey,

Thanks for this update!

To clarify, is the brochure the same as the PDF version? On our current list of moving parts for the Annual Report, we have the printed template (PDF version) and the online template, which we’re certainly happy to assist with when questions arise.

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**AMY WILSON**

Senior Designer  /  DEI Creative

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On Jul 26, 2017, at 10:14 AM, Lindsey Falkenburg <[Lindsey.Falkenburg@pikeplacemarket.org](mailto:Lindsey.Falkenburg@pikeplacemarket.org)> wrote:

Hi Amy, So the brochure is the third piece of the puzzle and is professionally designed by DEI every year. I have attached the version from last year that you all designed for us. I imagine it will look pretty similar this year!

Lindsey Falkenburg

Communications Coordinator

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Ah, thanks for the info on the brochure!

We’ll get that on our radar with the Sept. 7th print deadline you specified. I imagine we'll want to start creating the “skeleton” of the brochure with placeholder content before receiving final copy and photos on Aug. 24th – but that goal sounds feasible for sure.

For a jumping off point on the placeholder design, should we anticipate around the same amount of content as last years’ brochure as well?

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**AMY WILSON**

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