

November 14, 2014

Dear North Fair Oaks Community Council,

The Office of Sustainability has been working on the development of a mobile app with SeeClickFix to address illegal dumping in North Fair Oaks. SeeClickFix is a communications platform that will empower residents to report illegal dumping concerns. The Office of Sustainability worked closely with the North Fair Oaks Forward team to come up with the name "Report it! NFO," or "Repórtalo NFO" in Spanish. We feel that the name not only captures the functionality of the app, but is catchy and appealing.

Enclosed you will find the four branding options for the app. In advance of the upcoming Community Council meeting on November 20, 2014, please take a look at the proposed options. We will be presenting the options for your vote at the upcoming Community Council meeting. We value the Community Council's input and welcome any feedback you have.

Sincerely,

Andrea Chow
Sustainability Coordinator
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650.363.4125

OPTION 1



OPTION 2

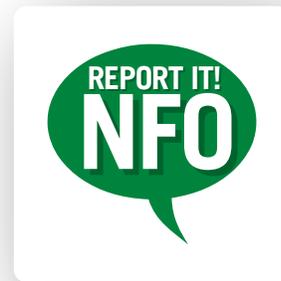


ENGLISH

OPTION 3



OPTION 4



ENGLISH

OPTION 1



OPTION 2



ESPAÑOL

OPTION 3



OPTION 4



ESPAÑOL