



NATURE'S BLUEPRINT
Marketing Sustainability

Hunter Forrest
Enviro-mental, Inc.
726 Longbow, Blvd.
Rock Hall, RI, 28347

April 30, 2014

Dear Client,

Nature's Blueprint is a marketing firm based on sustainability. Their mission is to promote the ecofriendliness of products, services, and operations, or those companies that obtain these qualities. In order for a company to be eligible to work with Nature's Blueprint, their products and services must meet all sustainability standards within their industry. By holding companies to this contract, it will allow Nature's Blueprint to avoid any kind of "green washing," which occurs when a company says that their products are more ecofriendly than what they actually are. This will keep the integrity of both the firm and their clients.

Nature's Blueprint does not only represent those with sustainable products, they too are a sustainable company as well. Much of their advertisements and marketing campaigns are designed digitally to reduce the use of resources. When documents and promotional items are created, they are printed on carefully considered materials. In order to contribute back to the cause, Nature's Blueprint donates a portion of their profits to different sustainable foundations after each quarter of every year.

By selecting Nature's Blueprint to represent your product, service, or company, you can be sure that all aspects of sustainability are being considered. It is our goal to provide you with a timeless identity, and a campaign that positively effects the natural environment. As a company we feel that it is our job to provide you with a campaign that speaks highly of your company when no one else is around. We hope that you find our services to be a great asset to your company!

Creatively Yours,

Sean Kelley
Founder / Creative Director