

December 4, 2009

Dear Friends and Colleagues:

For three decades, CDR has helped create wise, durable, and mutually beneficial solutions for tough problems. Throughout that time, we have tailored our visual identity to reflect the work that we do everyday.

This year, we redesigned the look of all our communications, so that they clearly communicate who we are today. This work began with our brand-new logo and tagline, above.

We designed this logo and tagline to communicate many things about our business, including:

- **Our Timelessness and Timeliness** – After three decades, CDR Associates is an established presence in the mediation and collaboration world. But we are also timely, using state-of-the-art tools in mediation and collaboration.
- **Our Pragmatism** – CDR's new identity clearly communicates our nuts-and-bolts, professional approach to the problems we confront.
- **Our Work** – We added the words “Collaborative Decision Resources” and the tagline “Now You're Talking.” to help our clientele immediately understand what we do.
- **Our Quality** – The clean simplicity of the design reflects the high quality of our work.
- **Our Substance** – Our timeless look communicates our deep understanding of process *and* substance.

We will undertake many other changes to our visual identity (for example, we selected the typefaces you are reading in this document) in the coming months. As we do, we hope you will visit our website (at mediate.org) to learn more about CDR Associates and how we can help find common ground on difficult issues for you.

Sincerely,

Jonathan D. Bartsch, CEO