

A large QR code is centered on the page, with a logo overlaid in the middle. The logo consists of the text 'The DETROIT CHANGE INITIATIVE' with 'ESTD 2017' on either side of 'The'. 'DETROIT' is in a large, bold, sans-serif font, while 'CHANGE' is in a smaller font inside a black arrow pointing to the right. 'INITIATIVE' is in a bold, sans-serif font below 'CHANGE'. A small downward-pointing chevron is below 'INITIATIVE'.

ESTD 2017 The  
**DETROIT**  
CHANGE  
INITIATIVE