
From: Andrea Gusen [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=ANDREAG]
Sent: 6/5/2012 4:40:38 PM
To: Nicole Czorny [nczorny@evergreen.ca]; Dina Graser [Dina.Graser@metrolinx.com]
Subject: RE: For approval: MOVE ad

Hi Nicole,

I'm just checking on our branding guidelines for when to use which version of our logo, and will hopefully soon be sending you a tagline-less logo to replace the one I sent earlier today.

Sorry for the confusion.

Andrea Gusen
Stakeholder Relations
Metrolinx
20 Bay St., suite 600
Toronto, ON M5J 2W3
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From: Nicole Czorny [mailto:nczorny@evergreen.ca]
Sent: Tuesday, June 05, 2012 12:38 PM
To: Dina Graser
Cc: Andrea Gusen
Subject: RE: For approval: MOVE ad

Hi ladies,

These are the logos we were provided. If preferred, please send along the bilingual logo so forward it to our ad agency.

Thanks!

From: Dina Graser [mailto:Dina.Graser@metrolinx.com]
Sent: June-05-12 12:24 PM
To: Nicole Czorny
Cc: Andrea Gusen
Subject: RE: For approval: MOVE ad

Andrea, did you send the bilingual logo? This one is only in English.

We should be using either the bilingual logo or the logo without the tag line saying agency of the province etc (which I recommend – it's cleaner) so please ensure Nicole has them.

Thanks

Dina

From: Nicole Czorny [<mailto:nczorny@evergreen.ca>]

Sent: June 5, 2012 12:08 PM

To: Dina Graser

Cc: Andrea Gusen

Subject: For approval: MOVE ad

Hi Dina,

Here is first MOVE material for your approval.

Attached is the ½ page MOVE ad for the June 14th edition of The Grid. Please review for your logo at your convenience and let me know when it has been approved.

Regards,

Nicole Czorny