
From: Dina Graser [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=DINA.GRASER]
Sent: 6/7/2012 2:34:15 PM
To: Vasie Papadopoulos [Vasie.Papadopoulos@metrolinx.com]; Judy Pfeifer [Judy.Pfeifer@metrolinx.com]
Subject: Fw: Reminder: MOVE materials for approval
Attachments: P12-06214_Evergreen_GridUnlock_HalfPg_TheGrid.pdf; MOVE_postcard_funders_lowres.pdf
Importance: High

My feeling is that we should use the Mx logo without the tagline on the MOVE materials because otherwise we have to use the bilingual version which is a lot of text, esp on small spaces. And the Ontario logo is there anyway because they have funding from MEI. Is that ok with both of you?

D

From: Nicole Czorny [mailto:nczorny@evergreen.ca]
Sent: Thursday, June 07, 2012 10:33 AM
To: Dina Graser
Cc: Andrea Gusen
Subject: Reminder: MOVE materials for approval

Hi Dina,

I am following up on your approval for the MOVE ad going in the Grid. This ad is due tomorrow, so your approval is greatly appreciated.

I also have attached the MOVE postcard for approval. Please let me know if you prefer for us to use the non-tagline logo in this as well, and in all MOVE materials going forward.

Regards,

Nicole Czorny | Communications Coordinator
416.596.1495x236 | Centre for Green Cities | 550 Bayview Ave. | Toronto ON | M4W 3X8
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From: Nicole Czorny
Sent: June-06-12 12:13 PM
To: dina.graser@metrolinx.com
Cc: Andrea Gusen (Andrea.Gusen@metrolinx.com)
Subject: For approval today : MOVE ad
Importance: High

Hi Dina,

Attached is the updated MOVE ad for The Grid, with the non-tagline Metrolinx logo we received from Andrea.

Please review for your logo and let me know when it has been approved. This ad is due on Friday, so I would be great if we could get approvals today, so there is time to get the ad ready for production.

Thanks!

Nicole Czorny | Communications Coordinator
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