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**From:** Jennifer Marman [jennifer.marman@gmail.com]  
**Sent:** 6/12/2012 2:30:57 PM  
**To:** Stephanie Trendocher [Stephanie.Trendocher@metrolinx.com]  
**CC:** Andrew Davies (andrewmldavies@gmail.com) [andrewmldavies@gmail.com]; Dina Graser [Dina.Graser@metrolinx.com]; Nancy Pogue [Nancy.Pogue@metrolinx.com]  
**Subject:** Re: for andrew and dina to sign off on

Hi Stephanie,

Thanks so much for the feedback. We will incorporate recommended changes this afternoon and send an updated proof for your review later tonight so you can review first thing tomorrow morning.

Thanks,

Jennifer

On Tue, Jun 12, 2012 at 9:40 AM, Stephanie Trendocher <[Stephanie.Trendocher@metrolinx.com](mailto:Stephanie.Trendocher@metrolinx.com)> wrote:

Hi Jennifer,

Thanks for sending the ad/poster materials. I have reviewed with Jodi, our Graphics Team Lead. Some comments below..

- The logo should have a Division of Metrolinx underneath. See attached logo.
- Dates are different on these materials than in press release. Change 01 2013 to 12 2012
- Change project title: Art Train Conductor to Art Train Conductor No. 9
- Copy in box below the Exhibition title reads very choppy. Consider using "*Art Train Conductor No.9 – a moving-mobile-public-art project*"
- Ads/posters are very busy with all the isolated boxes, and throughout the copy was not consistent with the press release and project goals/description.
  - o e.g. "It allows you to watch videos of people talking about the city and to debate about what people say" in comparison to  
  
"bringing awareness to issues of mobility and to promote public transportation in the greater Toronto and Hamilton area - through the transformation of a public service for mobility, into a forum for public debate."

With the vibrant background, could we consider merging some of the white boxes and limiting the amount of text. This will help ensure GO riders read the information on the posters and ads.

Thanks,

STEPHANIE TRENDOSCHER

Advertising & Promotions Coordinator

416.869.3600 ext. 5648

**From:** Dina Graser  
**Sent:** Monday, June 11, 2012 3:29 PM  
**To:** Stephanie Trendoscher  
**Cc:** Andrew Davies ([andrewmldavies@gmail.com](mailto:andrewmldavies@gmail.com))

**Subject:** FW: for andrew and dina to sign off on

Stephanie can you please review these and get back to Andrew. Most notably look at the No 9 requested changes doc.

Do we need the "division of Mx" line under the GO logo?

Andrew, I just looked quickly but just a note that where referenced in text, GO is always capitalized (GO Transit). Also there seems to be a typo or an odd phrasing in one of the boxes – says "TetATet is the App it is **allows you to....**" Maybe cut the word "is"?

Tx

d

**From:** Andrew Davies [<mailto:andrewmldavies@gmail.com>]  
**Sent:** June 11, 2012 3:00 PM  
**To:** Dina Graser  
**Subject:** Fwd: for andrew and dina to sign off on

Dina

Here are the drafts for the various posters that Daniel and Jennifer want to make any changes to tonight and then submit tomorrow. I have also attach a file tilted No.9 requested changes that has a diifferent format and text for sponsor related issues. Please let Jennifer know if you want anymore changes.

Best

Andrew

Begin forwarded message:

**From:** daniel borins <[daniel.borins@gmail.com](mailto:daniel.borins@gmail.com)>

**Date:** June 11, 2012 12:00:34 AM GMT-04:00

**To:** Jennifer Marman <[jennifer.marman@gmail.com](mailto:jennifer.marman@gmail.com)>, Andrew Davies <[andrewmldavies@gmail.com](mailto:andrewmldavies@gmail.com)>

**Subject:** for andrew and dina to sign off on

andrew

here is final print media to sign off on

dina needs to see today (monday)

jenn will handle communications in the morning

andrew: please make this a top priority in the morning