
From: Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]
Sent: 11/14/2012 9:14:52 PM
To: Mathew.Bertin@metrolinx.com [mathew.bertin@metrolinx.com]
Subject: Re: For our 2:30 call

Ok. Thanks.
sent from judy's bb

----- Original Message -----
From: Mathew Bertin
Sent: Wednesday, November 14, 2012 04:14 PM
To: Judy Pfeifer
Subject: RE: For our 2:30 call

I have discussed with Jill, she reminded me that this is the palette used in the first wheel brochure

I am going to leave the actual Pantone book on your desk so you can demonstrate how they properly print as our printer does not produce them well

Against: 5 votes (Trina, Nancy, Tom, Stephanie, Jodi)
- too childish (Trina)
- juvenile (Jodi)
- circus like (Stephanie)
- too many colours (Jodi)
- shocking (Jodi)
For: 4 Votes (Sarah, Caroline, Stacey, Mathew)
- really like (Sarah)
- refreshing (Sarah)
- eye catching (Caroline)
- tough content softened by colour (Stacey)
- breathes life into TBM (Caroline)

Dina and Sheena are not here

Flipping the revised version over to Peter for comment

-----Original Message-----
From: Judy Pfeifer
Sent: Wednesday, November 14, 2012 4:07 PM
To: Mathew Bertin
Subject: Re: For our 2:30 call

Share this feedback with Jill just an fyi.

sent from judy's bb

----- Original Message -----
From: Mathew Bertin
Sent: Wednesday, November 14, 2012 04:03 PM
To: Judy Pfeifer
Subject: FW: For our 2:30 call

Updated guide attached

Response from the floor

-----Original Message-----
From: Jill Engelman [mailto:Jill.Engelman@bensimonbyrne.com]
Sent: Wednesday, November 14, 2012 3:53 PM
To: Mathew Bertin
Subject: RE: For our 2:30 call

Hi Mathew,

Thanks for all this and speeding it along. We should have discussed the thinking in recommending the brighter colours. These are the colours we used in building the first wheel brochure. 10:30 works for us tomorrow. I'll look for your meeting request.

jill

>>> Mathew Bertin <Mathew.Bertin@metrolinx.com> 11/14/2012 3:04 PM >>> Hi

Spoke to Judy

Voice, Typography, Illustrations approved

She is unsure about the color pallet and finds it "very intense" compared to The Big Move and other MX properties.

She is going to review it with Bruce and directed me to send it to Peter and review with our internal people with comments back by end of day

Based on that I suggest

- You will send me the update sans revenue card
- I will circulate
- Peter et al feed comments back to me by end of day
- I will pull together and send to you and Judy at the same time tonight
- you and I can regroup 1st thing in the am
- aim for conf call mid morning tomorrow with all players (10:30ish)

Any disagreement?

-----Original Message-----

From: Jill Engelman [mailto:Jill.Engelman@bensimonbyrne.com]

Sent: Wednesday, November 14, 2012 2:26 PM

To: Judy Pfeifer; Mathew Bertin

Cc: Angela Mastrangelo

Subject: For our 2:30 call

Hi Judy and Mathew, this is for our 2:30 call today.

We really liked how MASS warmed up the brand guidelines for the purpose of the Conversation Kit. Using the brochure as a guide, we've gone a little further along the warm and friendly continuum.

Dan Strasser will be on the call with me. He's the Associate Creative Director/Art Director working on Metrolinx here. He's familiar with the Conversation Kit and the HR site and the Brand Standards that are the source guidelines.

jill

Jill Engelman

Program Director

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