From: ADR Institute - Janet McKay [mailto:janetmckay@adrcanada.ca]
Sent: April-06-15 1:28 PM
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Cc: jim@mccartneyadr.com; william.j.hartnett@esso.ca; monit@adrcanada.ca
Subject: Final ADRIC Logos

TO: ADRIC Membership and Marketing Committee
FROM: Bill Hartnett, Jim McCartney, and Janet McKay

As you know, we have been working with different design firms to create a new logo, wordmarks, and "look" for our marketing and communications. At this time, we would like your feedback on what we consider to be the best three alternatives attached for your review. The text of the ADRIC name, in French and English, uses the same font.

Please reply to monit@adrcanada.ca with your preferences ranked in order.

We would appreciate your response by no later than Thursday, April 16. This will allow us to incorporate the survey results into a committee report to the ADRIC Board of Directors which meets on Friday, April 24 and Saturday, April 25.

The logos under consideration continue to foster an image of multiple parties working toward resolution of disputes.

We have also included some mock ups of potential affiliate logos, should affiliates wish to align their logo with the new ADRIC version.

Other questions for consideration include:

- Should we consider having regional affiliates use different colours on the new logo to distinguish them from one another - as some currently do?
- Should we encourage regional affiliates to use the new ADRIC logo and rely on the affiliate's name to distinguish them from ADRIC – as we do today?
- Should we encourage regional affiliates to use the new ADRIC logo with the words "An affiliate of ADR Institute of Canada" or something similar in smaller font below their name?

Monit will be soon be sending a poll for a full committee meeting.

Thank you,

Janet McKay
Executive Director / Directrice générale

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ADR Institute of Canada's **New Arbitration Rules** - effective December 1, 2014
Nouvelles Règles d'arbitrage de l'IAMC - en vigueur le 1er décembre 2014

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