From: ADRIC - Janet McKay
To: Paul Conway;
cc: Stan Galbraith; Tammy Borowiecki; Jennifer Warren;
ADRIC - Monit Sahota;
Subject: RE: New logo for affiliate consideration
Date: November-23-15 2:05:12 PM
Attachments: image001.png

Hi Paul,

We will provide the revised logos.

We have not yet been able to post the whole reveal video as a video - the first part was PowerPoint and we embedded the morphing logo video on the end. The morphing logo video is on the website now. Will let you know if we determine a way to make the whole thing into a video...

From: Paul Conway [mailto:paul@adralberta.com]
Sent: 23 November 2015 12:51
To: ADR Institute - Janet McKay
Cc: Stan Galbraith; Tammy Borowiecki; Jennifer Warren; ADR Institute - Barbara Gilbert
Subject: RE: New logo for affiliate consideration

Hi Janet. Just a note to confirm that I did in fact receive the Sept 21st email and letter - my apologies.

As mentioned, the Board had already approved adoption of the new graphic and colours in June, but had some more recent questions that you have answered below. They will reconfirm their earlier decision, and we will provide a timetable at the earliest opportunity.

In regard to using the Affiliate logos without the reference to ADR Canada, will you be working with your designer to produce these in line and wrap formats, or do we need to access your designer directly?

Are we able to access and circulate a link to the logo-reveal video that you screened in Calgary to announce the change?

Paul Conway | ***Executive Director***

780-433-4881 ext 111

ADR Institute of Alberta (ADRIA)
The Professional Association for Mediators, Arbitrators & ADR Practitioners in Alberta.
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From: Paul Conway
Sent: November-18-15 5:59 PM
To: ADR Institute - Janet McKay
Cc: Stan Galbraith; Wendy Hassen; Tammy Borowiecki; Jennifer Warren
Subject: Re: New logo for affiliate consideration

I think you have addressed all of our concerns Janet, so the Board will be able to confirm their intent to adopt next week.
Note - to the best of my knowledge we have not received the Sept letter you mentioned.
- Paul

Sent from my Samsung device over Bell's LTE network.

-------- Original message --------
From: ADR Institute - Janet McKay <janetmckay@adrcanada.ca>
Date: 11-18-2015 4:21 PM (GMT-05:00)
To: Paul Conway <paul@adralberta.com>
Cc: Stan Galbraith <stan@galbraith.ab.ca>, Wendy Hassen <wendy@wendyhassen.ca>
Subject: FW: New logo for affiliate consideration

Hi Paul,

Finally had a chance to get to this.

To answer the concerns you noted, ADRIC will allow affiliates to use the logo without the "Affiliate - ADR Institute of Canada" and will allow for a wrapped version like the attached. Affiliates may choose which style they prefer.

With the wrapped version, the green font will be less of an issue.

All affiliates were sent the proposal on Sept 21; you would have received the letter also. Affiliates may choose whether to adopt the new logo and may do so within a year. Whether they adopt the new logo or a different one, they must stop using the old logo by October 1, 2016. Notice will be sent shortly.

You may be interested to know that BCAMI, ADRSK and ADRIM will be adopting the new logo and ADRIO is considering. Have not yet heard from the Eastern part of the country.

We hope to have the agreement and updated guidelines ready for January.

Thanks,
Janet

From: ADR Institute - Janet McKay [mailto:janetmckay@adrcanada.ca]
Sent: October-16-15 2:37 PM
To: Paul Conway
Cc: Stan Galbraith; Wendy Hassen
Subject: RE: New logo for affiliate consideration

Thanks, Paul. I will get back to you on this in November.

Janet

From: Paul Conway [mailto:paul@adralberta.com]
Sent: Friday, October 16, 2015 3:32 PM
To: ADR Institute - Janet McKay
Cc: Stan Galbraith; Wendy Hassen
Subject: RE: New logo for affiliate consideration

Hi Janet

The logo (in its seemingly finalized format) prompted some interesting discussion at the ADRIA Board, and some questions regarding how this will be presented to the Affiliates.

Rest assured that we are not incorporating the new logo into our web and print materials yet - we'll wait until an agreement is signed. I'm targeting January 2016.

In June the ADRIA Board approved the logo and colour scheme. What they hadn't seen previously was the finalized text that will accompany the Affiliate versions. Incorporating "Affiliate - ADR Institute of Canada" prompted some concerns, listed below:

What does this say or imply about the ADRIC/Affiliate relationship? ... noting that an MOU committee is discussing an association of peers, and not a paternal structure.
Does ADR Canada want to be associated with EVERY action taken by an Affiliate (and vice versa). We communicate regularly with the Government of Alberta, for example.
The finalized logo is VERY wordy - it will shrink the text substantially when posted alongside other organizational logos.
Similar to the point above, the finalized logo does not allow for a word wrap (sample attached) - something we have found useful for readability, best fit, etc.
In general, the Green font for the Affiliate is less visible that the blue font used for ADRIC.

When will **ALL** of the Affiliates have access to this proposal, and how is the proposal being worded? (ie 12 month timeframe? Affiliate options? Can they opt out? etc)

Paul Conway | ***Executive Director***

780-433-4881 ext 111

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From: ADR Institute - Janet McKay [mailto:janetmckay@adrcanada.ca]

Sent: October-05-15 3:49 PM
To: Paul Conway
Subject: RE: New logo for affiliate consideration

Paul, there will be an agreement to sign which is not yet ready. By using these logos I assume ADRIA will sign the agreement. Please note logo use guidelines and share them if sponsoring events, etc.

The member logo, social media logo and grayscale logos will be provided later.

As mentioned in previous messages, the new logo not to be displayed/publicised/ published until after the announcement at the ADRIC 2015 conference (preferrably not until October 30 or after to avoid any accidental errors).

Thanks,

Janet

From: Paul Conway [mailto:paul@adralberta.com]
Sent: Monday, October 05, 2015 10:01 AM
To: ADR Institute - Janet McKay
Subject: RE: New logo for affiliate consideration

Janet - will you get a chance to send us the logo colour details, etc?

Paul Conway | ***Executive Director***

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