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

ADR Institute of Alberta (ADRIA)
The Professional Association for Mediators, Arbitrators & ADR Practitioners in Alberta.
Over 500 members and still growing!

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***

780-433-4881 ext 111

ADR Institute of Alberta (ADRIA)
The Professional Association for Mediators, Arbitrators & ADR Practitioners in Alberta.
Over 500 members and still growing!