

Not Responsive

From: Lambert, Genevieve JTST:EX

Sent: Tuesday, April 16, 2013 4:49 PM

To: JTST ITIA ADM; JTST ITIA DO Division Operations; JTST ITIA IMD Export Development & Olympic Legacy; JTST ITIA IMD International Market Development; JTST ITIA IMD International Marketing; JTST ITIA International Investment & Company Attraction; JTST ITIA Strategy, Policy and Performance; JTST ITIA Trade Initiatives; XT:Kim, Kyung-Suk JTST:IN; XT:Patil, Chaitanya JTST:IN; XT:Tsui, Kevin JTST:IN; XT:Salsberg, Avrom JTST:IN; XT:Fox, William JTST:IN; XT:Yao, Cathy JTST:IN; XT:Brown, Brian JTST:IN; XT:McDonald, John JTST:IN; XT:Haird, Susan DBC:IN

Subject: Collateral and display material during election period

Good afternoon,

Thank you for your patience as we gained clarity on how restrictions on government communications during the election period will affect our Division's activities related to collateral and display material.

The election period is the 51-day period beginning today, April 16 (Day 0), when the writ of election was issued. The election itself will take place on May 14. The election period formally ends on June 5 (Day 50) when the writs are returned to the Chief Electoral Officer.

The details of this email relate specifically to the **election campaign period, which begins today and ends on May 15**. Communications guidelines for the days following the election will be clarified after election day.

Commencing immediately, the Division will refrain from displaying or distributing any materials bearing the "Canada Starts Here" logo for any domestic-facing activities. The Canada Starts Here logo appears on all of the Division's current printed collateral and display material, as well as on many of our email signatures.

- Our existing printed collateral featuring the Canada Starts Here logo should not be displayed or handed out in environments where there is a domestic audience, or venues or gatherings that include both domestic and international audiences (i.e. trade shows, receptions and events taking place in British Columbia). We have removed our Canada Starts Here-branded collateral from the lobbies at Canada Place and APBC.
- If you have not already deleted the Canada Starts Here logo from your email signature, please do so.

The Division and TIRs can continue to use our existing printed collateral and display material for international-facing business development activities (i.e. events and meetings) as it is required to support our continuing business.

- The activities where the collateral and display items may be used include
 - In-market trade shows
 - Meetings with international business development prospects here in British Columbia
- Please note that Canada Starts Here-branded material *should not be used* at meetings with international business development prospects in British Columbia that include individuals and groups outside of the provincial government.

Any new collateral or display items that need to be created and used during the writ period (i.e. trade show booths) will feature the BCID (blue and gold sunburst) logo and will be developed in consultation with GCPE.

These same rules apply to the "LearnLive" logo, and those of any other government programs, so our Education Marketing Managers must follow the same guidelines above.

If you have questions about use of pre-existing collateral at any given meeting or event, please consult with the International Marketing team, and we will be happy to advise you. If you would like to understand more about government communications during the election period, visit the [BC](#)

[Government blog.](#)

Thank you,
Gen

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