

## Liu, Susan GCPE:EX

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**From:** Ochudzawa, David GCPE:EX  
**Sent:** August 3, 2021 10:12 AM  
**To:** Stone, Ashlea GCPE:EX  
**Subject:** Fw: EPS or PDF of Vax for BC logo please?  
**Attachments:** VaxforBC\_Logo\_fin.eps

David Ochudzawa  
Visual Communications Officer | Digital Communications  
Government Communications and Public Engagement  
Province of British Columbia  
250-208-2071

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**From:** Ochudzawa, David GCPE:EX  
**Sent:** Thursday, July 29, 2021 10:03 AM  
**To:** Thaw, Sara GCPE:EX; Ferguson, Stephanie GCPE:EX  
**Subject:** Re: EPS or PDF of Vax for BC logo please?  
Here you go, Sara.

David Ochudzawa  
Visual Communications Officer | Digital Communications  
Government Communications and Public Engagement  
Province of British Columbia  
250-208-2071

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**From:** Thaw, Sara GCPE:EX  
**Sent:** Thursday, July 29, 2021 9:57:22 AM  
**To:** Ferguson, Stephanie GCPE:EX; Ochudzawa, David GCPE:EX  
**Subject:** FW: EPS or PDF of Vax for BC logo please?  
Hey Stephanie & David,  
Can you send me an EPS or PDF file of the Vax for BC logo?  
**Sara Thaw**  
Director, Digital Communications  
Strategic Communications  
Government Communications & Public Engagement  
[Sara.thaw@gov.bc.ca](mailto:Sara.thaw@gov.bc.ca) | +1 250 883 0374  
Pronouns: she/her

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**From:** "Cummins, Shari" <Shari.Cummins@VIHA.CA>  
**Date:** Wednesday, July 28, 2021 at 6:03 PM  
**To:** Chandler Grieve <Chandler.Grieve@gov.bc.ca>, Sara Thaw <Sara.Thaw@gov.bc.ca>, "Rosenburg, Kaitlyn CITZ:EX" <Kaitlyn.Rosenburg@gov.bc.ca>  
**Cc:** "Morgan, Jennifer - Communications" <Jennifer.Morgan@viha.ca>  
**Subject:** EPS or PDF of Vax for BC logo please?

**[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.**

Hi all – Can you provide an EPS or PDF of the Vax For BC logo? I didn't see it in the hightail site.

Thanks,

Shari



**Shari Cummins** | Communications Advisor, Partner Engagement and Internal Communications

Mobile: 1-250-713-3217 | [shari.cummins@viha.ca](mailto:shari.cummins@viha.ca) | [www.islandhealth.ca](http://www.islandhealth.ca)

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**Subject:** Re: EPS or PDF of Vax for BC logo please?  
**Date:** Thursday, July 29, 2021 at 10:04:12 AM Pacific Daylight Time  
**From:** Thaw, Sara GCPE:EX  
**To:** Ochudzawa, David GCPE:EX, Ferguson, Stephanie GCPE:EX  
**Attachments:** image001.png

THANK YOU!

**Sara Thaw**  
Director, Digital Communications  
Strategic Communications  
Government Communications & Public Engagement  
[Sara.thaw@gov.bc.ca](mailto:Sara.thaw@gov.bc.ca) | +1 250 883 0374  
Pronouns: she/her

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**From:** "Ochudzawa, David GCPE:EX" <David.Ochudzawa@gov.bc.ca>  
**Date:** Thursday, July 29, 2021 at 10:03 AM  
**To:** Sara Thaw <Sara.Thaw@gov.bc.ca>, "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>  
**Subject:** Re: EPS or PDF of Vax for BC logo please?

Here you go, Sara.

**David Ochudzawa**  
Visual Communications Officer | Digital Communications  
Government Communications and Public Engagement  
Province of British Columbia  
250-208-2071

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**From:** Thaw, Sara GCPE:EX  
**Sent:** Thursday, July 29, 2021 9:57:22 AM  
**To:** Ferguson, Stephanie GCPE:EX; Ochudzawa, David GCPE:EX  
**Subject:** FW: EPS or PDF of Vax for BC logo please?

Hey Stephanie & David,

Can you send me an EPS or PDF file of the Vax for BC logo?

**Sara Thaw**  
Director, Digital Communications  
Strategic Communications  
Government Communications & Public Engagement  
[Sara.thaw@gov.bc.ca](mailto:Sara.thaw@gov.bc.ca) | +1 250 883 0374  
Pronouns: she/her

**From:** "Cummins, Shari" <Shari.Cummins@VIHA.CA>

**Date:** Wednesday, July 28, 2021 at 6:03 PM

**To:** Chandler Grieve <Chandler.Grieve@gov.bc.ca>, Sara Thaw <Sara.Thaw@gov.bc.ca>, "Rosenburg, Kaitlyn CITZ:EX" <Kaitlyn.Rosenburg@gov.bc.ca>

**Cc:** "Morgan, Jennifer - Communications" <Jennifer.Morgan@viha.ca>

**Subject:** EPS or PDF of Vax for BC logo please?

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Hi all – Can you provide an EPS or PDF of the Vax For BC logo? I didn't see it in the hightail site.

Thanks,  
Shari



**Shari Cummins** | Communications Advisor, Partner Engagement and Internal Communications

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**Subject:** Re: QUICK EYES ON THIS: Vax For BC wordmark  
**Date:** Wednesday, July 14, 2021 at 10:01:11 AM Pacific Daylight Time  
**From:** Thaw, Sara GCPE:EX  
**To:** Hardin, Karl GCPE:EX, Poorooshasb, Nammi GCPE:EX  
**CC:** Grieve, Chandler GCPE:EX, Greer, Shannon GCPE:EX  
**Attachments:** image001.png, image002.png

Thanks Karl! I agree with that feedback! I will connect with David and we will get a few options to this crew ASAP. And yes, let's connect on CoComm.

Warmly,

**Sara Thaw**  
Director, Digital Communications  
Strategic Communications  
Government Communications & Public Engagement  
[Sara.thaw@gov.bc.ca](mailto:Sara.thaw@gov.bc.ca) | +1 250 883 0374  
Pronouns: she/her

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**From:** "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>  
**Date:** Wednesday, July 14, 2021 at 9:38 AM  
**To:** Sara Thaw <Sara.Thaw@gov.bc.ca>, "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>  
**Cc:** Chandler Grieve <Chandler.Grieve@gov.bc.ca>, Shannnon Greer <Shannon.Greer@gov.bc.ca>  
**Subject:** Re: QUICK EYES ON THIS: Vax For BC wordmark

Hey folks,

Had a quick chat with Nammi. He's good with the bottom left, but did prefer the font in the one slightly up and to the right of it, to the left of the bottle design.

He recommends we do a variation of that one with the simpler band aid heart created by Trapeze.

Sara, are you good to work with David on that? He defers to us on which of those two to go with, but did think the rounded edges of that font was a bit more closer to the youthful, summer in the park feel that he thinks we want to evoke with this wordmark.

Let's chat later Sara when you're in the office about the presentation for CoComm.

Cheers

k

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Karl Hardin  
Executive Director, Digital Communications  
Strategic Communications  
Government Communications & Public Engagement  
[karl.hardin@gov.bc.ca](mailto:karl.hardin@gov.bc.ca) | +1 778 584 1251

Pronouns: he/him

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**From:** "Thaw, Sara GCPE:EX" <Sara.Thaw@gov.bc.ca>

**Date:** Wednesday, July 14, 2021 at 9:09 AM

**To:** "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>

**Cc:** "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>, "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, "Greer, Shannon GCPE:EX" <Shannon.Greer@gov.bc.ca>

**Subject:** QUICK EYES ON THIS: Vax For BC wordmark

Hey Nammi,

Sharing the content we are working on for the #VaxForBC week of July 26 (leading up to BC Day). The key thing we want your feedback on is the wordmark. Here's David's rough go. We can make these in full colour once we land on one.

Our preference is bottom left. This one:



But we can go back to the drawing board if you've got specific direction. (like should we incorporate the heart-shaped logo?) You are going to see this wordmark a lot when you get back, so hoping it's something we can all like.

**Vax  
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**IBC**

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Warmly,

**Sara Thaw**

Director, Digital Communications

Strategic Communications

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