

## RE: FOR YOUR APPROVAL: New COVID-19 look for VTF Banner on webpage

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**From:** "Aquino, Christine" <[christine.aquino@nrc-cnrc.gc.ca](mailto:christine.aquino@nrc-cnrc.gc.ca)>  
**To:** "Letourneau, Marie-Eve" <[marie-eve.letourneau@nrc-cnrc.gc.ca](mailto:marie-eve.letourneau@nrc-cnrc.gc.ca)>  
**Date:** Mon, 14 Sep 2020 15:02:50 +0000

Hi – as it relates to the task force, please flip it over to web. Thanks.

Just to clarify...I'm not responsible for the web renewal, just finishing up the last loose ends before we go live on Friday. After that, it will be like updating any other part of the site.

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**From:** Letourneau, Marie-Eve  
**Sent:** September 14, 2020 10:59 AM  
**To:** Aquino, Christine <[Christine.Aquino@nrc-cnrc.gc.ca](mailto:Christine.Aquino@nrc-cnrc.gc.ca)>  
**Subject:** FW: FOR YOUR APPROVAL: New COVID-19 look for VTF Banner on webpage

Hi Christine,

Do I need to send this to Creative Services and Web or have you already done so since you're responsible for web renewal?

Happy to do it. Let me know.  
Marie-Eve

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**From:** Scott-Douglas, Roger  
**Sent:** September 7, 2020 8:34 PM  
**To:** Letourneau, Marie-Eve <[Marie-Eve.Letourneau@nrc-cnrc.gc.ca](mailto:Marie-Eve.Letourneau@nrc-cnrc.gc.ca)>  
**Cc:** Aquino, Christine <[Christine.Aquino@nrc-cnrc.gc.ca](mailto:Christine.Aquino@nrc-cnrc.gc.ca)>; Ellis, Matthew <[Matthew.Ellis2@nrc-cnrc.gc.ca](mailto:Matthew.Ellis2@nrc-cnrc.gc.ca)>; Kerr, Marita <[Marita.Kerr@nrc-cnrc.gc.ca](mailto:Marita.Kerr@nrc-cnrc.gc.ca)>; Steel, Cathryn <[Cathryn.Steel@nrc-cnrc.gc.ca](mailto:Cathryn.Steel@nrc-cnrc.gc.ca)>  
**Subject:** RE: FOR YOUR APPROVAL: New COVID-19 look for VTF Banner on webpage

I agree, Marie-Eve. The last one works for me too. Best, Roger

Roger Scott-Douglas, PhD

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COVID-19 Vaccine Task Force  
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**From:** Letourneau, Marie-Eve  
**Sent:** September 2, 2020 4:22 PM  
**To:** Scott-Douglas, Roger <[Roger.Scott-Douglas@nrc-cnrc.gc.ca](mailto:Roger.Scott-Douglas@nrc-cnrc.gc.ca)>  
**Cc:** Aquino, Christine <[Christine.Aquino@nrc-cnrc.gc.ca](mailto:Christine.Aquino@nrc-cnrc.gc.ca)>; Ellis, Matthew <[Matthew.Ellis2@nrc-cnrc.gc.ca](mailto:Matthew.Ellis2@nrc-cnrc.gc.ca)>  
**Subject:** FOR YOUR APPROVAL: New COVID-19 look for VTF Banner on webpage  
**Importance:** High

Good day Roger,

As you are well aware, the Government of Canada recently changed to the COVID-19 look for its marketing and communications products.

On the VTF webpage, we currently have, as part of the COVID-19 banner, a microscopic image of the coronavirus: <https://nrc.canada.ca/en/corporate/covid-19-vaccine-task-force> . This looks needs to be changed.

I've attached for your approval five photo options to replace the older version.

Recommended option:

I would recommend choosing the last photo attached to this email as it shows diversity and intergenerational relations.

With the approved photo, our Creative Services will also develop PPT and Word templates, should you require them.

I look forward to hearing back from you.

Thank you,  
Marie-Eve