

Robinson, Johanna

From: Vallée, Guillaume
Sent: Thursday, August 6, 2020 2:15 PM
To: Robinson, Johanna
Cc: Jones, Murray; PMSocial
Subject: RE: FOR APPROVAL: #SafeRestart update

Great thanks!

From: Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>
Sent: Thursday, August 6, 2020 2:09 PM
To: Vallée, Guillaume <Guillaume.Vallee@pco-bcp.gc.ca>
Cc: Jones, Murray <Murray.Jones@pco-bcp.gc.ca>; PMSocial <PMSocial@pco-bcp.gc.ca>
Subject: RE: FOR APPROVAL: #SafeRestart update

Oh apologies!

Let's go with Icon 1 that was made in house

From: Vallée, Guillaume <Guillaume.Vallee@pco-bcp.gc.ca>
Sent: Thursday, August 6, 2020 2:05 PM
To: Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>
Cc: Jones, Murray <Murray.Jones@pco-bcp.gc.ca>; PMSocial <PMSocial@pco-bcp.gc.ca>
Subject: RE: FOR APPROVAL: #SafeRestart update

Johanna, can confirm which icon you prefer? Merci

From: Vallée, Guillaume <Guillaume.Vallee@pco-bcp.gc.ca>
Sent: Thursday, August 6, 2020 2:04 PM
To: Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>
Cc: Jones, Murray <Murray.Jones@pco-bcp.gc.ca>; PMSocial <PMSocial@pco-bcp.gc.ca>
Subject: RE: FOR APPROVAL: #SafeRestart update

Great thank you Johanna. We'll circle back with the final package.

From: Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>
Sent: Thursday, August 6, 2020 2:03 PM
To: Vallée, Guillaume <Guillaume.Vallee@pco-bcp.gc.ca>
Cc: Jones, Murray <Murray.Jones@pco-bcp.gc.ca>; PMSocial <PMSocial@pco-bcp.gc.ca>
Subject: RE: FOR APPROVAL: #SafeRestart update

This is much better. Thank you!

From: Vallée, Guillaume <Guillaume.Vallee@pco-bcp.gc.ca>
Sent: Thursday, August 6, 2020 1:48 PM
To: Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>
Cc: Jones, Murray <Murray.Jones@pco-bcp.gc.ca>; PMSocial <PMSocial@pco-bcp.gc.ca>
Subject: RE: FOR APPROVAL: #SafeRestart update

Bumping 😊

From: Vallée, Guillaume <Guillaume.Vallee@pco-bcp.gc.ca>
Sent: Thursday, August 6, 2020 9:46 AM
To: Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>
Cc: Jones, Murray <Murray.Jones@pco-bcp.gc.ca>; PMSocial <PMSocial@pco-bcp.gc.ca>
Subject: FOR APPROVAL: #SafeRestart update

Bonjour Johanna, as per your feedback, please find for approval the updated GIF text and corresponding icon options for the first #SafeRestart theme. Once approved we will circle back with updated GIFs which will incorporate the approved icon and text, but here's an example of how it could be incorporated:

https://www.dropbox.com/s/rcjh16zogunn7ae/SafeRestartGIF_Theme01_EN_V4.gif?dl=0

Merci

Shareable text

EN: Testing, contact tracing and data management will help contain future outbreaks of COVID-19. Safe Restart Agreement.

FR: Le dépistage, la recherche des contacts et la gestion des données aidera à prévenir de futures éclosions de la COVID-19. Cadre de relance sécuritaire.

Source (Backgrounder : <https://pm.gc.ca/en/news/backgrounders/2020/07/16/priorities-safely-restart-canadas-economy#Testing>)

In order to best help Canadians if a further outbreak of the virus occurs, we need to invest in testing, contact tracing, and public health data management.

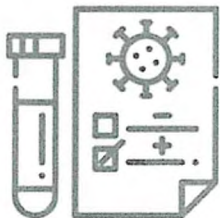
Icon options (Theme: Testing, contact tracing, and data management)

Icon 1



Source: In house

Icon 2



Source: <https://www.shutterstock.com/fr/image-vector/positive-testing-result-covid19-concept-coronavirus-1695370414>

Guillaume Vallée

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