

One participant captured the general feeling about this slogan with: "It rolls off the tongue easily - as a slogan, it works well, but it may not be the most applicable one".

#### 4. GRAPHIC CONSIDERATIONS

Three mockups prepared by The Ove Design Group were used as discussion aids<sup>3</sup>. As was done in assessing the slogans, the mockups were also presented in a different order to each group.

##### 4.1 WHITE CLOUDS

This graphic composition was rated highly by most participants because of the playfulness of the illustrations and the softness of the colours. The only concerted objection came from the French-speaking group, who did not like the "brun pâle" of the banner. The colour scheme seemed to have a great deal of appeal otherwise.

With few exceptions, respondents liked the "cartoon approach", describing the overall effect as "a nice sense of peacefulness and of being in lower gear". Everyone seemed to recognize a deliberate intention to offset the "ominousness" of the "BUT ..." and most felt that the design was successful in that respect. Several participants even thought that "security" was over-emphasized in the drawing and that its appeal to younger travellers would be enhanced by giving it a more adventurous twist.

The simplicity and clarity of the printing in the banner and in the strip at the bottom of the page was commended, especially in comparison to the superimposition techniques used in the other two mockups.

Finally, while "WHITE CLOUDS" was not considered typical of External Affairs and International Trade Canada, it was viewed as a desirable departure and believed to be appropriate for conveying positive, but serious information about Consular Services.

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<sup>3</sup> These mockups are available from The Ove Design Group inc.