

- 1 72 4 - I like the way Canada - External Affairs is on - it's beside but still noticeable - colours are soft - when you go on vacation you want to be able to relax
- 1 73 6 - they're definitely travelling colours
- 1 74 7 - nice sense of peacefulness and being in lower gear
- 1 76 2 - the thing across the bottom should be taken out - to me that's a plug for the department rather than the service being offered
- 1 79 4 - it doesn't give you the travel brochure attitude though, with the glossy pictures - it's the right tone, not ostentatious
- 1 80 2 - I can see this picture, this Bon Voyage, with any of the slogans we talked about
- 1 81 1 - I think they want to make these as unoffensive as possible, which might reduce their impact - this reminds me an awful lot of the GST documents that were going around
- 1 88 4 - the look of it isn't unappealing ("Travel Right") but I think I prefer the "Bon Voyage" one - this is too commercial
- 1 95 4 - one thing I liked about "Bon Voyage" is you know it's a government document but it's still a people-oriented government document
- 1 104 3 - the "Bon Voyage" has more staying power (than the "Travel Right").
- 1 110 7 - "Bon Voyage" is simpler, more clear and straightforward
- 1 115 8 - I found it ("Going Places") intriguing and sophisticated, as opposed to the "Bon Voyage" which I found maybe a little patronizing
- 1 121 1 - the "Bon Voyage" is kind of infantile
- 1 136 x - I would give the "Bon Voyage" graphic a 7 (AGREEMENT - THREE OTHER 7'S - two 8's)
- 1 137 3 - I'd give it a 7 but change the slogan, and the colour is a bit too dull
- 1 138 1 - I'd give it a 6
- 2 101 2 - The lettering reads much better than the previous one ("travel right") - this one is very clear and precise - but it's not quite as attractive (as "travel right") - it's not offensive, but it's not exciting - it's a nice average image, which may be very appealing.
- 2 102 11 - It's almost too simple.
- 2 104 5 - I like it - the travel images come out.
- 2 106 5 - You see the plane, the boat and you have the feeling that there's a rail road - it's simple and easy to read - the clouds don't give me a bad feeling.