

- Regardless of the illustration that is selected, printing on the banner and elsewhere should be unencumbered like that appearing in the "WHITE CLOUDS" mockup.
- The colour schemes in the "WHITE CLOUDS" and "POSTCARDS" presentations should both be well accepted by the public.
- Prominent positioning of either of the phrases "SERVING CANADIANS ABROAD" or "CONSULAR SERVICES ABROAD" will enhance credibility as well as propensity to read on, although it must be expected that both will elicit some cynicism. Adding the words "AT HOME" would likely be confusing to travellers.
- The departmental identifier will be equally effective with a dark or a light background.

In closing, ...

If the level of understanding of Consular Services exhibited by those who participated in the three focus groups is indicative of the attitudes of the broader population, then the format and content of all communications material connected with the Consular Awareness Program should assume that target publics have realistic expectations of the nature and extent of services available to Canadian travellers from their country's consulates.

