

would be perceived as an attempt to "plug the Department". The word "helping" was proposed as more suitable than "serving".

Some claimed that the phrase should be "SERVING CANADIANS AT HOME AND ABROAD", but many disagreed vehemently, arguing that the Department's mandate was to deal with issues outside of Canada.

There were many pockets of opinions as to precisely what should be said and as to how it should be presented, without there being a consensus. Nevertheless, there were numerous favourable comments about the horizontal strips across the bottom of the "WHITE CLOUDS" and "CHESSBOARD" mockups containing the phrase "SERVING CANADIANS ABROAD" on the English version and "AU SERVICE DES CANADIENS À L'ÉTRANGER" on the French version.

#### **4.5 DEPARTMENTAL IDENTIFIER**

Remarks about the Department's graphic identifier, or any part of it, were generally complimentary, although a few were not.

One person objected to the sideways printing, one insisted that "INTERNATIONAL TRADE" was redundant and one simply did not like the concept. However, most participants said that the Canada wordmark was reassuring and that the departmental name was easily read, which would make any document immediately recognizable as emanating from an authoritative source.

#### **4.6 COSTLINESS**

Costliness seemed to be linked more to size than to colour process. None of the designs was signalled out as likely to appear overly expensive on the front of a small brochure or booklet. However, a large press kit would seem too expensive no matter how it was printed.