

- 3 114 9 - Il devrait marquer "défense nationale".
- 3 118 x - TOUS DISENT MOINS QUE 5 - DEUX ACCORDENT 6-7.

4.4 SERVING CANADIANS ABROAD

- 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 82 1 - but this one doesn't - this one breaks away from the traditional government colours - but I wouldn't read either of them - the word "consular" would attract my attention but these are more like travel brochures
- 1 83 8 - we don't think of using the consular services until we're in need of them - probably if I were to see "consular" there on it I would just dismiss it summarily
- 1 84 7 - if it was a catchy enough first phrase, okay, but if consulate is the overriding visual I think I'd probably just skip over it too
- 1 85 5 - you have to bait people - I think "consular" should be advertised somewhere in the package - probably secondary but come in fairly strong
- 1 91 1 - I like the "serving Canadians abroad" statement and I think that's too de-emphasized on this document
- 1 101 8 - the "it takes more than a ticket" is too much anyways - ought not to have that second slogan - I think it would be much better if "serving Canadians abroad" were emphasized a little more
- 1 103 6 - I would probably reject this one before I even got all the information from it, especially the "serving Canadians abroad" - I don't think it would stay in my hands long enough for me to read that
- 1 128 7 - (Moderator: what do you think of including "serving Canadians at home and abroad" on all their materials?) I think it's a comforting phrase that makes me feel confident in my own government - I like the way it appears on the "Bon Voyage" one
- 1 129 2 - I like it better without the "at home" and I'd like it better if it said "consular services" - it looks too much like the department trying to gain press for itself
- 1 130 4 - I think "serving Canadians" sounds too much like an airline or something - the logo looks a little bit like Canadian Airlines too
- 1 131 8 - I like the idea that the government is serving us, for our tax money - serving is a good word to use
- 1 132 1 - I think it should appear the way it does on the "Bon Voyage" - I certainly don't like the way it appears on "Travel Right"