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Subject: Greenest City logo change -
Attachments: GClogos-both.pdf

Greetings Mayor and Council

On Wednesday July 11 2018 during the Standing Committee on City Finance and Services a Councillor inquired as to the reason behind the change for the Greenest City Logo; specifically why the 2020 was no longer included. In 2015 during the Greenest City Refresh, Corporate Communications did an update to this logo to freshen it up. As part of this update "2020" was taken out, "Greenest City" was now on two lines, and the "trees and trunks" were tweaked. Also all the blue subheadings that were an option on the original logo, were no longer to be used on the revised version. You can see both the new and old versions on the attached pdf.

If you have any questions feel free to contact doug.smith@vancouver.ca

Best

Sadhu

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GREENEST CITY 2020
Access to Nature



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CITY**