

Subject: Re: Lab logo
From: "Jones, Faith" <faith.jones@ubc.ca>
Date: 5/31/20, 2:06 PM
To: Phoebe Autio <phoebeautio@gmail.com>, "Wolkovich, Elizabeth" <e.wolkovich@ubc.ca>

Hi Phoebe and Lizzie,

I gave the logo some thought today. Attached is a sketch of some ideas, although I wouldn't say that any of them are quite right.

I am not totally sure what the logo is for. Who are we supposed to be communicating with? Is the logo for the wine people, or other research groups? Also What do you want to use it for? I assume website/business cards/social media/tshirts? If so I would highly recommend something simple that is easy to remember and looks good even when it is small because logos on social media feeds are often displayed very small.

Re Lizzie's idea, I am afraid my vote is for not that. I think the old logo is a bit to busy already, and adding a vine into it would make it even worse (sorry Lizzie). I tried a few sketch ideas to incorporate the theme of a vine plus a tree, but we may want something else entirely.

A tip I heard about logos is that if you have a good logo then someone should be able to reproduce it after a brief glance.

I am happy to take a look at any design ideas you have Phoebe, and bounce ideas around if that helps.

Best Wishes,

Faith

From: Wolkovich, Elizabeth
Sent: 18 May 2020 13:55:29
To: Jones, Faith; Phoebe Autio
Subject: Re: Lab logo

Hi Faith,

That sounds good -- no rush on this!

All the best,
Lizzie

On 5/18/20 12:45 PM, Jones, Faith wrote:

>
> Hey,
>
>
> I have been giving the logo some thought, and I can get back to you
> with some ideas/feedback in a few weeks if that works? Maybe earlier,
> but I am prioritizing fieldwork stuff at the moment
>
>

> Faith
>
> -----
> *From:* Wolkovich, Elizabeth
> *Sent:* 18 May 2020 12:08:08
> *To:* Phoebe Autio
> *Cc:* Jones, Faith
> *Subject:* Re: Lab logo
> Hi Phoebe,
>
> Thanks for working on this! But if there's not lots of lab interest
> right now, I think we should table it for now. Maybe some people will
> come forward with ideas, which would be great, but I'd like it to be
> something the lab is excited about and that it might be easier to
> generate enthusiasm for it at a later date (I am thinking maybe when we
> are not all working so far apart physically!).
>
> All to say, let's wait and see on this before working on it further.
> Thanks for understanding.
>
> Happy Victoria Day,
> Lizzie
>
> On 5/18/20 8:54 AM, Phoebe Autio wrote:
>> Hi Lizzie,
>>
>> I haven't gotten any replies yet, so this will be a really helpful
> jumping point! I like that idea and definitely think its doable. Any
> suggestions or ideas on an approach would be appreciated.
>>
>> I can start drafting some ideas and send them your way when I have a
> few.
>>
>> Best,
>> Phoebe
>>
>>> On May 17, 2020, at 8:47 PM, Elizabeth M Wolkovich
> <wolkovic@mail.ubc.ca> wrote:
>>>
>>> Hi Phoebe (cc Faith),
>>>
>>> I am not sure if you have gotten any replies on lab logos but I'd
> like to propose my own vague idea. Some version of the attached
> without the circles of words and with a grapevine climbing up it ...
> or something like that. I am cc-ing Faith as she might have better
> ideas or ideas on how to put this vague idea in action.
>>>
>>> Anyway, that's my two cents for now.
>>>
>>> All the best,
>>> Lizzie
>>>
>>> --
>>> Elizabeth M Wolkovich
>>> Forest and Conservation Sciences
>>> University of British Columbia
>>> 3041 - 2424 Main Mall
>>> Vancouver, BC V6T 1Z4
>>> Office: 604-827-5246
>>> www.temporalecology.org <<http://www.temporalecology.org>>
>>>
>>> <Arb logo 4 001_edits.ai>
>

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> --
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— Attachments: —

Logoldeas.jpg

438 KB