

From: Veldran, Katherine  
To: Clark, Alex <aclark@sccommerce.com>  
Date: 3/20/2015 8:06:01 AM  
Subject: RE: FGI Logo Update

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Good morning.  
Please call me when your available.  
Thanks, KV

-----Original Message-----

From: Clark, Alex [mailto:aclark@sccommerce.com]  
Sent: Thursday, March 19, 2015 7:45 PM  
To: Veldran, Katherine  
Subject: FGI Logo Update

Katherine - see below for explanation on that darkness behind the logo. If we make the logo larger as she mentioned below, it would be the same cost. Let me know how you 'd like to move forward.  
Thanks - Alex

Alex Clark  
Deputy Director of Marketing and Communications South Carolina Department of Commerce  
1201 Main Street, Suite 1600  
Columbia, SC 29201  
803.737.0685 direct  
www.SCcommerce.com

-----Original Message-----

From: Funk, Cyndy A [mailto:Cyndy.Funk@landsend.com]  
Sent: Thursday, March 19, 2015 5:15 PM  
To: Clark, Alex  
Subject: RE: logos 1405820L & 1405819L

Hi Alex,

It isn't a shadow, it is a base of stitches that is laid down to keep the thin font from falling into the fabric. I have the actual sample and it is barely visible. The scanned sample makes it stand out more than it really does. We use this on heavier fabrics to make the lettering look neater. The only way to remove it is to increase the logo to about 6 inches wide. It is 5 inches now. I can send you out the actual sample if you would like to see it.

Thanks

Cyndy Funk  
National Sales  
Lands' End Business Outfitters  
cyndy.funk@landsend.com  
800-535-3060 ext8255

-----Original Message-----

From: Clark, Alex [mailto:[aclark@sccommerce.com](mailto:aclark@sccommerce.com)]

Sent: Thursday, March 19, 2015 3:46 PM

To: Funk, Cyndy A

Subject: RE: logos 1405820L & 1405819L

Cyndy -

The words 'First Gentleman's' appear to have a shadow behind them. Does it appear that way on your end and/or what can we do about it?

Thanks -

Alex

Alex Clark

Deputy Director of Marketing and Communications South Carolina Department of Commerce

1201 Main Street, Suite 1600

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