

From: Veldran, Katherine
To: Clark, Alex <aclark@sccommerce.com>
Date: 3/20/2015 8:57:05 AM
Subject: RE: FGI Logo Update

Sounds good.

KV

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

From: Clark, Alex [mailto:aclark@sccommerce.com]
Sent: Friday, March 20, 2015 8:35 AM
To: Veldran, Katherine
Subject: RE: FGI Logo Update

Hey Katherine! I've got a meeting first thing but will call you shortly. Thanks!

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: Veldran, Katherine [mailto:KatherineVeldran@gov.sc.gov]
Sent: Friday, March 20, 2015 8:06 AM
To: Clark, Alex
Subject: RE: FGI Logo Update

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
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-----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]
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
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