

February 9, 2022

**Re:** Your request for access to information under Part II of the *Access to Information and Protection of Privacy Act, 2015* (TCAR/49/2021)

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Dear 

On November 27, 2021, the Department of Tourism, Culture, Arts and Recreation received your request for access to the following records/information:

**“I wish to obtain any and all records pertaining to the design of the Come Home 2022 Logo including email messages, cost estimates, and proposals along with any correspondence between the Minister and his department and/or any correspondence with the Premier and/or his designates (including the Deputy Premier) and all staff who are employed by the Office of the Premier from the period of June 1, 2020 to Present (November 26, 2021).”**

I am pleased to inform you that a decision has been made by the Deputy Minister for the Department of Tourism, Culture, Arts and Recreation to provide partial access to the requested information. In accordance with your request for a copy of the records, the appropriate copies have been attached. Access to the remaining records, and/or information contained within the records, has been refused in accordance with the following exceptions to disclosure, as specified in the *Access to Information and Protection of Privacy Act* (the Act):

**S. S.29(1)(a); 40(1).**

**Policy advice or recommendations**

29. (1) The head of a public body may refuse to disclose to an applicant information that would reveal
- (a) advice, proposals, recommendations, analyses or policy options developed by or for a public body or minister;

**Disclosure harmful to personal privacy**

40. (1) The head of a public body shall refuse to disclose personal information to an applicant where the disclosure would be an unreasonable invasion of a third party's personal privacy.

Please be advised that you may ask the Information and Privacy Commissioner to review the processing of your access request, as set out in section 42 of the *Access to Information and Protection of Privacy Act* (the Act). A request to the Commissioner must be made in writing within 15 business days of the date of this letter or within a longer period that may be allowed by the Commissioner.

The address and contact information of the Information and Privacy Commissioner is as follows:

Office of the Information and Privacy Commissioner  
2 Canada Drive  
P. O. Box 13004, Stn. A  
St. John's, NL. A1B 3V8

Telephone: (709) 729-6309  
Toll-Free: 1-877-729-6309  
Facsimile: (709) 729-6500

You may also appeal directly to the Supreme Court Trial Division within 15 business days after you receive the decision of the public body, pursuant to section 52 of the Act.

Please be advised that this request will be published three business days after the response is sent electronically to you or five business days in the case where records are mailed to you. The goal is to have the responsive records posted to the Completed Access to Information Requests website within one business day following the applicable period of time. Please note that requests for personal information will not be posted online.

If you have any questions please contact me by email at [TCAR-ATIPP@gov.nl.ca](mailto:TCAR-ATIPP@gov.nl.ca).

Sincerely,

A handwritten signature in black ink that reads "Blair C Matthews". The signature is written in a cursive, slightly slanted style.

Blair Matthews  
ATIPP Coordinator

### **Access or correction complaint**

42. (1) A person who makes a request under this Act for access to a record or for correction of personal information may file a complaint with the commissioner respecting a decision, act or failure to act of the head of the public body that relates to the request.

(2) A complaint under subsection (1) shall be filed in writing not later than 15 business days

(a) after the applicant is notified of the decision of the head of the public body, or the date of the act or failure to act; or

(b) after the date the head of the public body is considered to have refused the request under subsection 16 (2).

(3) A third party informed under section 19 of a decision of the head of a public body to grant access to a record or part of a record in response to a request may file a complaint with the commissioner respecting that decision.

(4) A complaint under subsection (3) shall be filed in writing not later than 15 business days after the third party is informed of the decision of the head of the public body.

(5) The commissioner may allow a longer time period for the filing of a complaint under this section.

(6) A person or third party who has appealed directly to the Trial Division under subsection 52 (1) or 53 (1) shall not file a complaint with the commissioner.

(7) The commissioner shall refuse to investigate a complaint where an appeal has been commenced in the Trial Division.

(8) A complaint shall not be filed under this section with respect to

(a) a request that is disregarded under section 21 ;

(b) a decision respecting an extension of time under section 23 ;

(c) a variation of a procedure under section 24 ; or

(d) an estimate of costs or a decision not to waive a cost under section 26 .

(9) The commissioner shall provide a copy of the complaint to the head of the public body concerned.

**Direct appeal to Trial Division by an applicant**

**52.** (1) Where an applicant has made a request to a public body for access to a record or correction of personal information and has not filed a complaint with the commissioner under section 42 , the applicant may appeal the decision, act or failure to act of the head of the public body that relates to the request directly to the Trial Division.

(2) An appeal shall be commenced under subsection (1) not later than 15 business days

(a) after the applicant is notified of the decision of the head of the public body, or the date of the act or failure to act; or

(b) after the date the head of the public body is considered to have refused the request under subsection 16 (2).

(3) Where an applicant has filed a complaint with the commissioner under section 42 and the commissioner has refused to investigate the complaint, the applicant may commence an appeal in the Trial Division of the decision, act or failure to act of the head of the public body that relates to the request for access to a record or for correction of personal information.

(4) An appeal shall be commenced under subsection (3) not later than 15 business days after the applicant is notified of the commissioner's refusal under subsection 45 (2).

**TCAR, ATIPP**

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**From:** Ernie Brake [REDACTED] S.40(1)  
**Sent:** Friday, November 12, 2021 11:43 AM  
**To:** Peddle, Andrea; Weir, Andrew  
**Cc:** TJ Arch; Carter, Carol Ann; Vivian Tulk  
**Subject:** 'A Song Called Come Home' Video - Adding the URL to our Logo Reveal  
**Attachments:** CHY-ENDFRAME-URL.pdf  
  
**Importance:** High

Hey Andrea and Andrew.

Given that the NL logo appears at the end of the video immediately following our whale reveal, please see attached for the recommended treatment of the visual identity including our Come Home 2022 URL.

Will need approval on this one asap please!

Shout with questions.

Ern  
[REDACTED] S.40(1)

**Ernie Brake**  
Account Director  
709.739.8400 x 236  
[targetmarketing.ca](http://targetmarketing.ca)

Target





**TCAR, ATIPP**

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**From:** Peddle, Andrea  
**Sent:** Wednesday, November 24, 2021 10:57 AM  
**To:** Hewlin, Chris  
**Cc:** Carter, Carol Ann; Newhook, Tina; Barfoot, Scott; Catherine Kelly; Chippett, Jamie  
**Subject:** CHY Logo - Supplier Licensing

Thanks Chris..

Please note that the [www.comehome2022.ca](http://www.comehome2022.ca) is a consumer facing website.

Can we discuss further the intension to proposed for this website. Is it the suppliers or the shops and galleries selling the merch eg: Downhome Shop to be listed?

If it is the suppliers, this should be on the GNL website.

We should further discuss the intention here as we move into further development of the consumer facing CHY website.

Andrea

**ANDREA PEDDLE**

Director of Tourism, Marketing and Visitor Services  
Newfoundland and Labrador Tourism  
t. 709 729-2831  
e. [apeddle@gov.nl.ca](mailto:apeddle@gov.nl.ca)

**From:** Hewlin, Chris <ChrisHewlin@gov.nl.ca>  
**Sent:** Tuesday, November 23, 2021 4:20 PM  
**To:** Chippett, Jamie <JamieChippett@gov.nl.ca>  
**Cc:** Peddle, Andrea <apeddle@gov.nl.ca>; Carter, Carol Ann <CarolAnnCarter@gov.nl.ca>; Barfoot, Scott <ScottBarfoot@gov.nl.ca>; Newhook, Tina <TinaNewhook@gov.nl.ca>  
**Subject:** RE: Graphic standards manual

Hi Jamie/Andrea,

Below for your review is a draft email for the suppliers. Please have a look and let me know of any suggestions from the TCAR teams. We are happy to take any feedback and/or make any updates that you suggest to this initial communication.

We are aware of a dozen or so companies that we propose sending the final email to, and will compile that list for tomorrow. But as a back-up, I'd suggest the website make reference to the registration process for any company we may have inadvertently missed.

Thanks,  
Chris

**DRAFT EMAIL to Promotional Supply Companies**

On November 15, The Honourable Andrew Furey, Premier of Newfoundland and Labrador, officially launched Come Home 2022.

Come Home 2022 will encourage former residents of Newfoundland and Labrador now living away to come home, remind residents of the province of the wonders here in their own 'backyard,' and compliment ongoing work to attract and expand marketing efforts with non-resident visitors.

In an effort to help promote this exciting year, we are making the Come Home 2022 logo available to promotional supply companies.

If you wish to obtain the Come Home 2022 logo(s) for reproduction on promotional items, you can register by simply replying to this email. Please include contact information including contact name, company name, address, phone number, email and website. The Marketing and Brand Management office is available to consult on process as well as products/application of the Come Home 2022 logo, and will review and approve digital artwork samples of the logo application prior to any printing/production of items. Please note that there is no cost to you or your company for use of the Come Home 2022 logo. We encourage you to register!

Once registered, your company will be listed as a vendor on the website, [www.comehome2022.ca](http://www.comehome2022.ca). Individuals, companies or organizations who wish to order Come Home 2022 products may contact vendors listed on the website directly.

The graphic standards guide for the Come Home 2022 logo are currently being finalized and will be sent to registered vendors as soon as it is available.

If you have any questions please contact:

Alison Macleod-Boland

Email: [AlisonMacleod-Boland@gov.nl.ca](mailto:AlisonMacleod-Boland@gov.nl.ca)

Phone: 709.729.5729

**From:** Chippett, Jamie <[JamieChippett@gov.nl.ca](mailto:JamieChippett@gov.nl.ca)>

**Sent:** Tuesday, November 23, 2021 12:35 PM

**To:** Peddle, Andrea <[apeddle@gov.nl.ca](mailto:apeddle@gov.nl.ca)>; 'Catherine Kelly' <[ckelly@targetmarketing.ca](mailto:ckelly@targetmarketing.ca)>

**Cc:** Gilliard, Carol-Ann <[CarolAnnGilliard@gov.nl.ca](mailto:CarolAnnGilliard@gov.nl.ca)>; Hewlin, Chris <[ChrisHewlin@gov.nl.ca](mailto:ChrisHewlin@gov.nl.ca)>

**Subject:** Graphic standards manual

Can I get an ETA on when the graphic standards will be ready. We are to release something to suppliers this week on registration for use of the brand/logo for Come Home Year and Chris is preparing that. Next step as I understand it is the graphic standards being providing to branding. We would like that to be in Chris's hands by end of week.

Thank you for your help thus far. Look forward to getting this next phase out.

Thanks

Jamie



**TCAR, ATIPP**

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**From:** Carter, Carol Ann  
**Sent:** Friday, September 10, 2021 2:05 PM  
**To:** Chippett, Jamie; Gardner, Ben; Orsborn, Caroline  
**Cc:** Weir, Andrew; Peddle, Andrea  
**Subject:** Come Home 2022

Happy Friday all:

Great meeting yesterday afternoon.

We had a good meeting with Target this morning, walking them through the comments/feedback and tweaks requested. They will begin work right away on logo tweak, logo toolkit, licence options, and marketing and merchandise examples incorporating NL logo and messaging to differentiate our promo pieces versus industry and stakeholder promo material.

Jamie, you mentioned that you are holding a meeting with Directors next week (I believe that's on Thursday, Sept 16) and you agreed it would be beneficial to set aside time to meet with us and Target, following your Directors meeting.

Andrea, Andrew, myself and Target Team are ready meeting as soon as you are. Friday the 17 works and any day the following week. We should set aside at least 90 minutes. Obviously the sooner the better.

We Look forward to the meeting invite and a productive planning session.

Best,  
Carol Ann

**Carol Ann Carter**  
Marketing Manager, Advertising  
Newfoundland and Labrador Tourism  
Department of Tourism, Culture, Arts and Recreation  
St. John's NL A1B 4J6  
709.729.2806 office 709.631.9505 cell

**TCAR, ATIPP**

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**From:** Catherine Kelly [REDACTED] S.40(1)  
**Sent:** Tuesday, August 3, 2021 4:42 PM  
**To:** Hearn, Judith; Peddle, Andrea  
**Cc:** Carter, Carol Ann; Weir, Andrew; Jef Combdon; Allison Daley  
**Subject:** Come Home Year Logo Options  
**Attachments:** CHY\_LOGO\_DECK\_SENIORS.pdf

Updated deck attached.

Don't hesitate to let me know if you need anything else.

Catherine Kelly  
Director of Account Management  
709.739.8400 x.269  
[targetmarketing.ca](mailto:targetmarketing.ca)



**The Objective**

Launch a Come Home Year (CHY) 2022 campaign to accelerate growth in our Tourism Industry by targeting expats and their families, and anyone seeking to explore Newfoundland and Labrador

Target



**The Target Audience**

**Priority:**

- Residents of Newfoundland and Labrador
- Expatriates (Friends And Family) of Newfoundland and Labrador
- Tourism Industry, Communities, Government Departments, Etc

**Secondary:**

- Visitors, tourists
- Potential newcomers to Newfoundland and Labrador as 'home'

Target

### Strategic and Creative Guideposts for the Logo

- Inclusive, Optimistic
- Safe, Comfortable
- Evokes Pride and Patriotism
- Motivating, Inspiring, Celebratory
- Resonant to Newfoundland and Labrador (NL) and Brand
- Resonate with Newfoundlanders and Labradorians (in an inclusive way)
- Work across Business, Community, and Government (B+C+G)

Target

### Logo Design Considerations



S.29(1)(a)

Target



S.29(1)(a)

Target

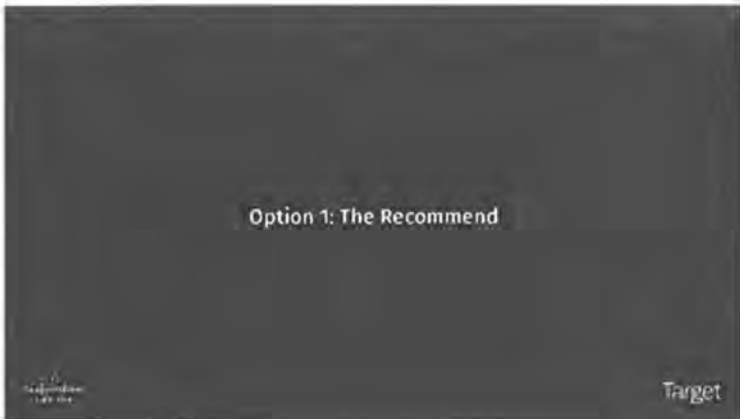
Target



S.29(1)(a)

target

Target



Option 1: The Recommend

The Respondent  
149/154

Target

Non-Responsive



Target

Non-responsive



**Festival & Events**

A festival & events section of the website will highlight Come Home Year 2021 events and community celebrations taking place throughout the province (all day). The page will also highlight top cultural highlights & events to further inspire visitors to come home.

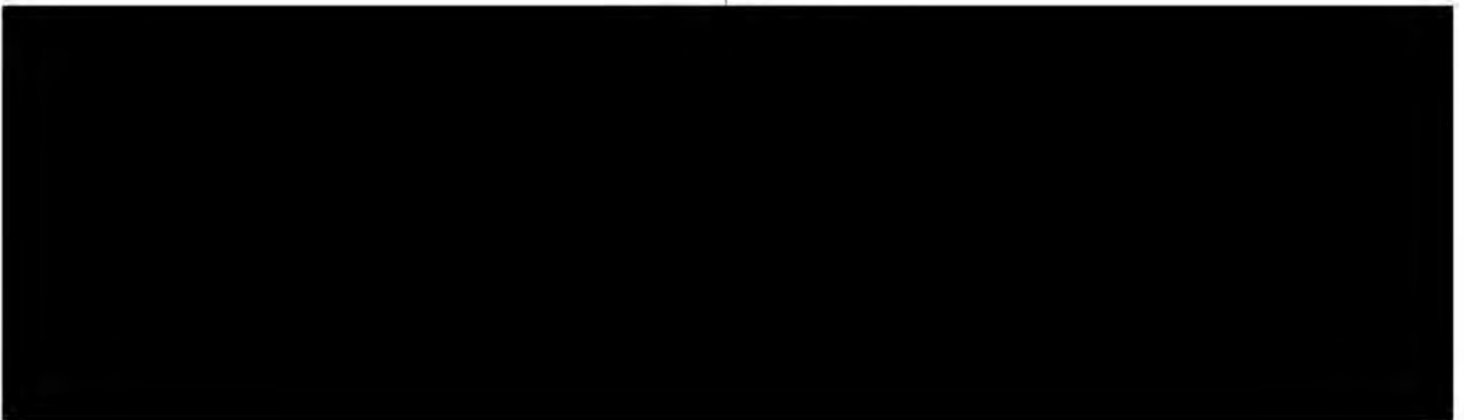
These festivals & events could also be highlighted as a feature on the first "Festival & Events" page, etc.



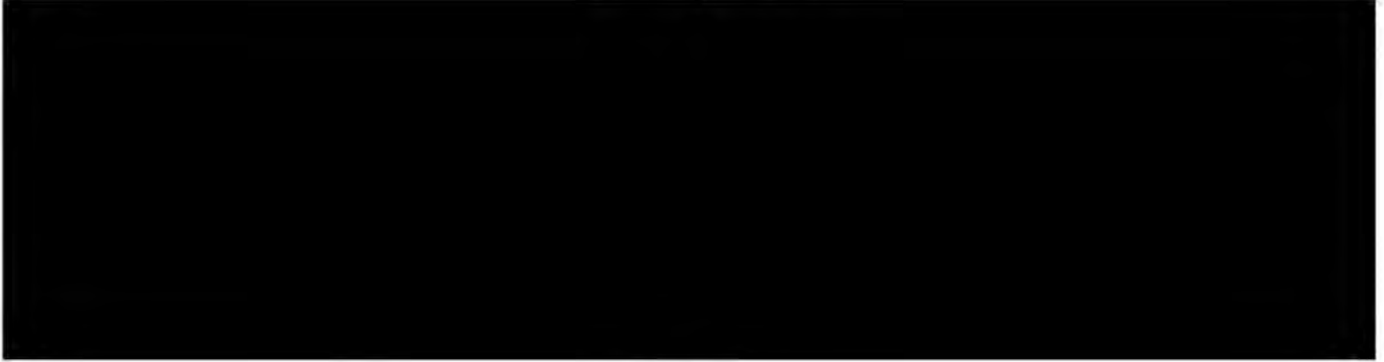
Target

Target

Non-Responsive



Non-Responsive



Target

Target

Non-Responsive



Target



Target

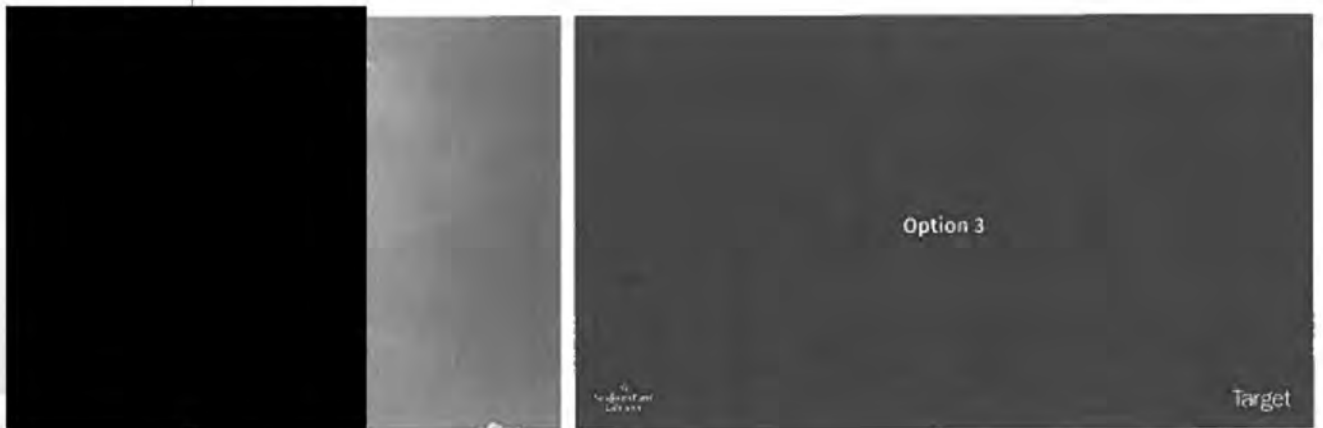
Non-Responsive



Target

Target

Non-Responsive



Option 3

Target



Non-Responsive



Target

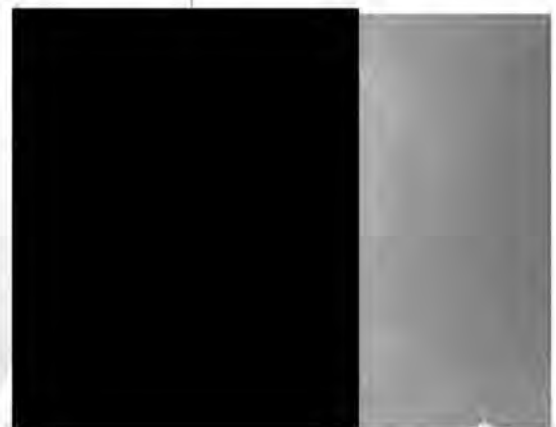
Target

Non-Responsive



Target

Non-Responsive



Logo Option Recap

TCAR  
Come Home Year  
Logo

Target

Non-Responsive

Target

**TCAR, ATIPP**

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**From:** Peddle, Andrea  
**Sent:** Monday, November 1, 2021 1:18 PM  
**To:** Hewlin, Chris  
**Cc:** Carter, Carol Ann; Ernie Brake  
**Subject:** FW: NLT-2783 Final Come Home Year Logo Artwork  
**Attachments:** NLT-2873-07-EB-Final Breaching Whale Artwork.pdf; NLT-2873-07-EB-Final Breaching Whale Artwork.ai; NLT-2873-06-EB-NL 2022 [REDACTED]

**Importance:** High Non-Responsive

Chris

Please see attached and below. Due to the escalated speed of this project, the standards are a work in progress. Please coordinate with Ernie on any question you may have.

[REDACTED] Non-Responsive

At the present time the projects in the 'hopper' for you and your team are Immediate

- 1) Shirts for the Host committee
- 2) Banners for the Launch

Overall

- 3) CHY GNL merchandising

Andrea  
**ANDREA PEDDLE**  
 Director of Tourism, Marketing and Visitor Services  
 Newfoundland and Labrador Tourism  
 t. 709 729-2831  
 e. [apeddle@gov.nl.ca](mailto:apeddle@gov.nl.ca)

**From:** Ernie Brake [REDACTED] S.40(1)  
**Sent:** Monday, November 1, 2021 12:47 PM  
**To:** Peddle, Andrea <[apeddle@gov.nl.ca](mailto:apeddle@gov.nl.ca)>; Carter, Carol Ann <[CarolAnnCarter@gov.nl.ca](mailto:CarolAnnCarter@gov.nl.ca)>  
**Subject:** FW: NLT-2783 Final Come Home Year Logo Artwork

Resending...

Ern

**From:** Ernie Brake [REDACTED] S.40(1)  
**Date:** Friday, October 29, 2021 at 3:58 PM  
**To:** Peddle, Andrea <[apeddle@gov.nl.ca](mailto:apeddle@gov.nl.ca)>, Carter, Carol Ann <[CarolAnnCarter@gov.nl.ca](mailto:CarolAnnCarter@gov.nl.ca)>, Weir, Andrew <[AndrewWeir@gov.nl.ca](mailto:AndrewWeir@gov.nl.ca)>  
**Cc:** TJ Arch [REDACTED], Catherine Kelly [REDACTED], Allison Daley

S.40(1)

S.40(1)

[REDACTED] S.40(1)

**Subject:** NLT-2783 Final Come Home Year Logo Artwork

Hey guys.

As per my chat with Andrea, please see attached for the final CHY logo artwork files; I've included a PDF for reference, and the actual ai file for use when developing final art for swag, etc.

Non-Responsive

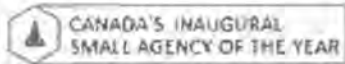
I've also reattached the licence plate for reference. [REDACTED]

Andrea – please let Chris know that we can easily jump on a call to chat at any time once decisions are final around requirements for the launch event (and beyond). I've copied our crew here as well so we're all up-to-speed.

Ern

**Ernie Brake**  
Account Director  
709.739.8400 x 236  
[targetmarketing.ca](http://targetmarketing.ca)

Target





Non-Responsive



## TCAR, ATIPP

**From:** Peddle, Andrea  
**Sent:** Friday, September 24, 2021 11:55 AM  
**To:** Chippett, Jamie; Gardner, Ben; Orsborn, Caroline; Marnell, Debbie  
**Cc:** Carter, Carol Ann  
**Subject:** NLT-2022- Find Yourself and CHY Presentation September 2290 copy.pdf  
**Attachments:** NLT-2788-26-EB-Come Home Year Planning Session Contact Report.pdf

Folks

I feel that this document nails what we are all looking to achieve.

To be clear....

*"NL will be the place to be in 2022; creative messaging for Come Home Year will position us in this light, playing on the audience's fear of missing out on all the amazing things to see and do. There will be a 'festival of festivals' – anchored with special musical events across the province – but including all sorts of celebrations and attractions."*

Andrea

S.29(1)(a)

**ANDREA PEDDLE**

Director of Tourism, Marketing and Visitor Services  
 Newfoundland and Labrador Tourism  
 t. 709 729-2831  
 e. [apeddle@gov.nl.ca](mailto:apeddle@gov.nl.ca)

**From:** Ernie Brake [REDACTED] S.40(1)

**Sent:** Friday, September 24, 2021 11:35 AM

**To:** Peddle, Andrea <[apeddle@gov.nl.ca](mailto:apeddle@gov.nl.ca)>; Chippett, Jamie <[JamieChippett@gov.nl.ca](mailto:JamieChippett@gov.nl.ca)>; Gardner, Ben <[BenGardner@gov.nl.ca](mailto:BenGardner@gov.nl.ca)>; Orsborn, Caroline <[CarolineOrsborn@gov.nl.ca](mailto:CarolineOrsborn@gov.nl.ca)>; Marnell, Debbie <[DebbieMarnell@gov.nl.ca](mailto:DebbieMarnell@gov.nl.ca)>; Carter, Carol Ann <[CarolAnnCarter@gov.nl.ca](mailto:CarolAnnCarter@gov.nl.ca)>; Catherine Kelly [REDACTED]; Jef Combdon [REDACTED]; Allison Daley [REDACTED]; TJ Arch [REDACTED]; Weir, Andrew <[AndrewWeir@gov.nl.ca](mailto:AndrewWeir@gov.nl.ca)>

**Subject:** Re: NLT-2022- Find Yourself and CHY Presentation September 2290 copy.pdf

S.40(1)

S.40(1)

S.40(1)

S.40(1)

Thanks so much Andrea.

And as a follow-up, our contact report from yesterday's meeting – highlighting important information and next steps – is attached.

I don't think Heidi is included on this email, so maybe someone can forward through for reference?

Ernie

**From:** Peddle, Andrea <[apeddle@gov.nl.ca](mailto:apeddle@gov.nl.ca)>

S.40(1)

**Date:** Thursday, September 23, 2021 at 5:18 PM

**To:** Chippett, Jamie <[JamieChippett@gov.nl.ca](mailto:JamieChippett@gov.nl.ca)>, Gardner, Ben <[BenGardner@gov.nl.ca](mailto:BenGardner@gov.nl.ca)>, Orsborn, Caroline <[CarolineOrsborn@gov.nl.ca](mailto:CarolineOrsborn@gov.nl.ca)>, Marnell, Debbie <[DebbieMarnell@gov.nl.ca](mailto:DebbieMarnell@gov.nl.ca)>, Carter, Carol Ann <[CarolAnnCarter@gov.nl.ca](mailto:CarolAnnCarter@gov.nl.ca)>, Catherine Kelly [REDACTED], Ernie Brake [REDACTED], Jef Combdon <[REDACTED]>, Allison Daley [REDACTED], TJ Arch [REDACTED], Weir, Andrew <[AndrewWeir@gov.nl.ca](mailto:AndrewWeir@gov.nl.ca)>

**Subject:** NLT-2022- Find Yourself and CHY Presentation September 2290 copy.pdf

S.40(1)

S.40(1)

Please find attached the longer version of the presentation for this morning's Alignment and Clarification discussion, that unfortunately due to change of venue was not accessible.

Target will be drafting a contract report based on our discussions outcomes that I will forward to you in due time.

Thank you for joining today.

Andrea

**ANDREA PEDDLE**

Director of Tourism, Marketing and Visitor Services

Newfoundland and Labrador Tourism

t. 709 729-2831

e. [apeddle@gov.nl.ca](mailto:apeddle@gov.nl.ca)

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**TCAR, ATIPP**

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**Sent:** Friday, October 29, 2021 3:58 PM  
**To:** Peddle, Andrea; Carter, Carol Ann; Weir, Andrew  
**Cc:** TJ Arch; Catherine Kelly; Allison Daley  
**Subject:** NLT-2783 Final Come Home Year Logo Artwork  
**Attachments:** NLT-2873-07-EB-Final Breaching Whale Artwork.pdf; NLT-2873-07-EB-Final Breaching Whale Artwork ai; NLT-2873-06-EB-NL 2022 [REDACTED]  
 [REDACTED] Non-Responsive

**Importance:** High

Hey guys.

As per my chat with Andrea, please see attached for the final CHY logo artwork files; I've included a PDF for reference, and the actual ai file for use when developing final art for swag, etc. Non-Responsive



Andrea – please let Chris know that we can easily jump on a call to chat at any time once decisions are final around requirements for the launch event (and beyond). I've copied our crew here as well so we're all up-to-speed.

Ern

**Ernie Brake**  
 Account Director  
 709.739.8400 x 236  
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Target



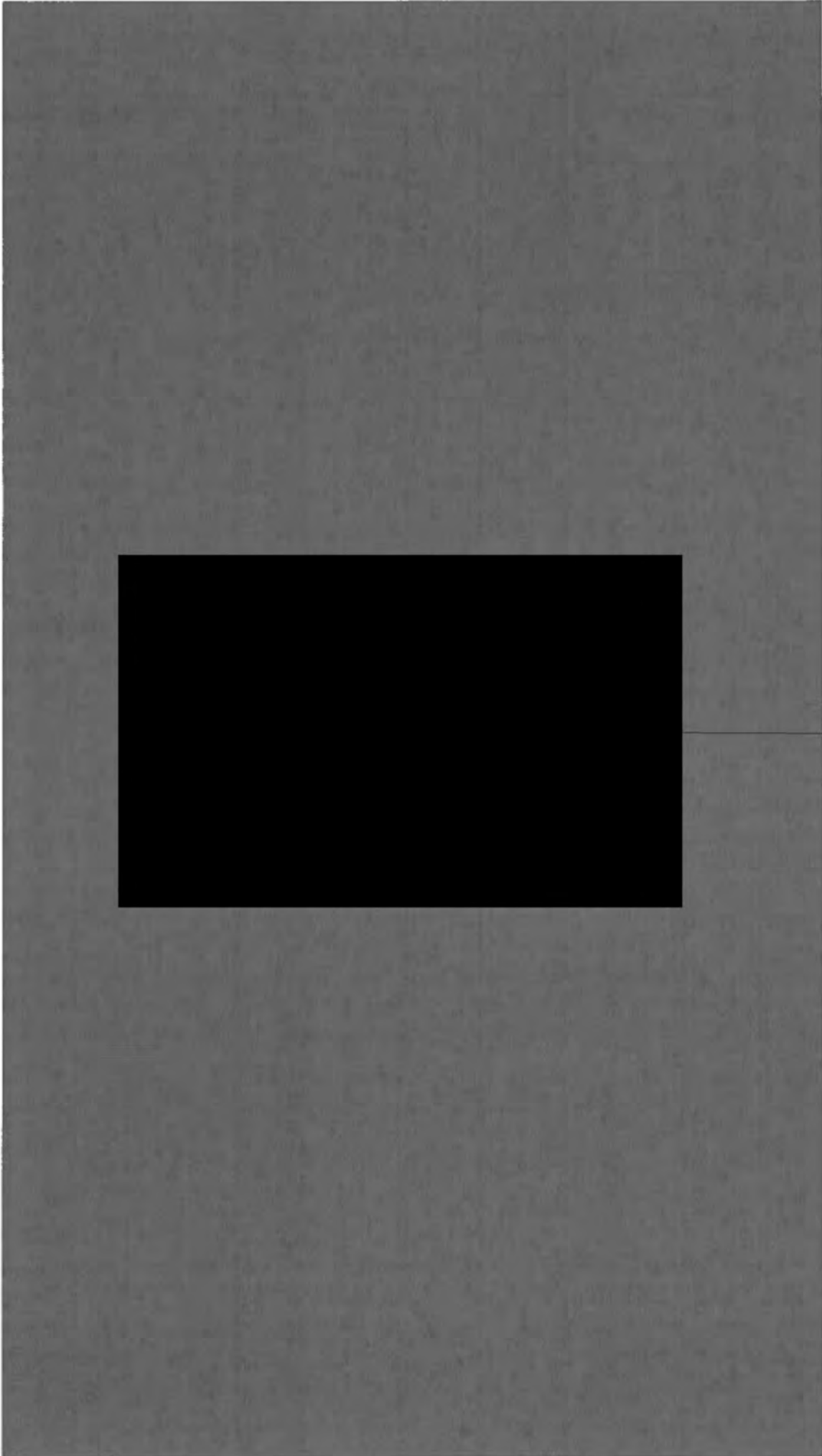






Non-Responsive





Non-Responsive

**TCAR, ATIPP**

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**From:** Carter, Carol Ann  
**Sent:** Monday, September 13, 2021 9:27 AM  
**To:** Chippett, Jamie; Gardner, Ben; Orsborn, Caroline  
**Cc:** Weir, Andrew; Peddle, Andrea  
**Subject:** RE: Come Home 2022

Good Morning all:

Invite just sent through fro Friday 1:30-3:00pm. This time slot was open in everyone's calendar.

Zoom meeting set, but if you prefer to meet in person Jamie (main boardroom) just let me know and I'll make that update to meeting invite.

CA

**Carol Ann Carter**

Marketing Manager, Advertising  
Newfoundland and Labrador Tourism  
Department of Tourism, Culture, Arts and Recreation  
St. John's NL A1B 4J6  
709.729.2806 office 709.631.9505 cell

---

**From:** Chippett, Jamie <JamieChippett@gov.nl.ca>  
**Sent:** Sunday, September 12, 2021 11:42 AM  
**To:** Carter, Carol Ann <CarolAnnCarter@gov.nl.ca>; Gardner, Ben <BenGardner@gov.nl.ca>; Orsborn, Caroline <CarolineOrsborn@gov.nl.ca>  
**Cc:** Weir, Andrew <AndrewWeir@gov.nl.ca>; Peddle, Andrea <apeddle@gov.nl.ca>  
**Subject:** RE: Come Home 2022

Maybe you guys can send us the invite

---

**From:** Carter, Carol Ann <CarolAnnCarter@gov.nl.ca>  
**Sent:** Friday, September 10, 2021 2:05 PM  
**To:** Chippett, Jamie <JamieChippett@gov.nl.ca>; Gardner, Ben <BenGardner@gov.nl.ca>; Orsborn, Caroline <CarolineOrsborn@gov.nl.ca>  
**Cc:** Weir, Andrew <AndrewWeir@gov.nl.ca>; Peddle, Andrea <apeddle@gov.nl.ca>  
**Subject:** Come Home 2022

Happy Friday all:

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We Look forward to the meeting invite and a productive planning session.

Best,  
Carol Ann

**Carol Ann Carter**  
Marketing Manager, Advertising  
Newfoundland and Labrador Tourism  
Department of Tourism, Culture, Arts and Recreation  
St. John's NL A1B 4J6  
709.729.2806 office 709.631.9505 cell

**TCAR, ATIPP**

---

**From:** Peddle, Andrea  
**Sent:** Wednesday, November 24, 2021 11:23 AM  
**To:** Chippett, Jamie  
**Cc:** Gilliard, Carol-Ann; Hewlin, Chris; 'Catherine Kelly'; Orsborn, Caroline; Carter, Carol Ann  
**Subject:** RE: Merch Program and Graphic standards manual  
**Attachments:** RE: Graphic standards manual; [REDACTED]  
 Version.pdf

Non-Responsive

Jamie:

Chris, Catherine, I and team have discussed the Graphic standards for CHY Logo Licensing Program ETA: Friday November 26<sup>th</sup>.

Please note that all team members – NLT, Target, Brand, TCAR are all working diligently to fulfill on the deliverables and expectations of ever evolving CHY plans.

As discussed on Thursday last, the CHY Merchandise Program will consist of 3 components. Action items from the meeting were as follows.

- DM/Chris/Brand to determine current GNL merchandise use
- Chris/Brand to discuss with supplier/wholesalers "hot" merchandise products at this time
- Andrea/NLT to set up meeting for GNL internal CHY brand and communication.
- Caroline to meeting with PPA and work with Chris and Andrea to develop RFP or Standing Offer for GNL Merch.
- All meeting attendees to provide suggestions to Jamie for the relevant, unique products to be produced that represent CHY2022
- Caroline and Andrea to work on online for Merchandise Program

Components of Merchandise program discussed, agreed and additional info since Thursday are as follows:

- 1) **Merchandise for GNL** ie: CHY branding on merchandise currently used by GNL, internal communication and GNL office branding of CHY
  - a. Meeting set for Friday December 3<sup>rd</sup> to discuss requirements and roll out. eg: banners for GNL Buildings, Staff uniforms etc.
  - b. Caroline has spoken to PPA
- 2) **CHY Logo Licensing Program**  
 A Logo Licensing Program is aimed at suppliers/manufacturers wanting to produce clothing and other merchandise containing the CHY logo for the purposes of resale to the general public.
  - a. CHY Logo Licensing Standards guide to be developed by Target ETA: Friday November 26<sup>th</sup>,
  - b. Program administered and monitored by Brand office Example of Brands Application process Details still to be finalized.
  - c. Notification to suppliers/potential licensees TBD. See attached.
- 3) **CHY event and Tourism operators/Sponsors**  
 Requests for third parties/sponsors/tourism operators to use the logo on collateral, marketing, promotional materials and websites. To maintain and protect the logo standards/identity standards guidelines for specific channels will be developed to govern the licensing and use of the logo by third parties/sponsors.
  - a. Meeting with Brand, Target and NLT set for next week to further expand and develop program deliverables for
    - o Tourism Operators
    - o Sponsored Events

- o Municipalities
- b. Logo Design Tool Kit
- c. Distribution channels of Logo kit

Please note that an Toolkit - launch version for the CHY Host Committee/Ambassadors has already been developed and provided. Additional versions will be developed and adapted as plans/channels evolve. See attached.

We're ALL in this together.

Andrea

**ANDREA PEDDLE**

Director of Tourism, Marketing and Visitor Services

Newfoundland and Labrador Tourism

t. 709 729-2831

e. [apeddle@gov.nl.ca](mailto:apeddle@gov.nl.ca)

**From:** Chippett, Jamie <JamieChippett@gov.nl.ca>

**Sent:** Tuesday, November 23, 2021 12:35 PM

**To:** Peddle, Andrea <apeddle@gov.nl.ca>; 'Catherine Kelly' [REDACTED] S.40(1)

**Cc:** Gilliard, Carol-Ann <CarolAnnGilliard@gov.nl.ca>; Hewlin, Chris <ChrisHewlin@gov.nl.ca>

**Subject:** Graphic standards manual

Can I get an ETA on when the graphic standards will be ready. We are to release something to suppliers this week on registration for use of the brand/logo for Come Home Year and Chris is preparing that. Next step as I understand it is the graphic standards being providing to branding. We would like that to be in Chris's hands by end of week.

Thank you for your help thus far. Look forward to getting this next phase out.

Thanks

Jamie



**TCAR, ATIPP**

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**From:** Hewlin, Chris  
**Sent:** Tuesday, November 23, 2021 4:20 PM  
**To:** Chippett, Jamie  
**Cc:** Peddle, Andrea; Carter, Carol Ann; Barfoot, Scott; Newhook, Tina  
**Subject:** RE: Graphic standards manual

Hi Jamie/Andrea,

Below for your review is a draft email for the suppliers. Please have a look and let me know of any suggestions from the TCAR teams. We are happy to take any feedback and/or make any updates that you suggest to this initial communication.

We are aware of a dozen or so companies that we propose sending the final email to, and will compile that list for tomorrow. But as a back-up, I'd suggest the website make reference to the registration process for any company we may have inadvertently missed.

Thanks,  
Chris

**DRAFT EMAIL to Promotional Supply Companies**

On November 15, The Honourable Andrew Furey, Premier of Newfoundland and Labrador, officially launched Come Home 2022.

Come Home 2022 will encourage former residents of Newfoundland and Labrador now living away to come home, remind residents of the province of the wonders here in their own 'backyard,' and compliment ongoing work to attract and expand marketing efforts with non-resident visitors.

In an effort to help promote this exciting year, we are making the Come Home 2022 logo available to promotional supply companies.

If you wish to obtain the Come Home 2022 logo(s) for reproduction on promotional items, you can register by simply replying to this email. Please include contact information including contact name, company name, address, phone number, email and website. The Marketing and Brand Management office is available to consult on process as well as products/application of the Come Home 2022 logo, and will review and approve digital artwork samples of the logo application prior to any printing/production of items. Please note that there is no cost to you or your company for use of the Come Home 2022 logo. We encourage you to register!

Once registered, your company will be listed as a vendor on the website, [www.comehome2022.ca](http://www.comehome2022.ca). Individuals, companies or organizations who wish to order Come Home 2022 products may contact vendors listed on the website directly.

The graphic standards guide for the Come Home 2022 logo are currently being finalized and will be sent to registered vendors as soon as it is available.

If you have any questions please contact:  
Alison Macleod-Boland

Email: [AlisonMacleod-Boland@gov.nl.ca](mailto:AlisonMacleod-Boland@gov.nl.ca)

Phone: 709.729.5729

**From:** Chippett, Jamie <[JamieChippett@gov.nl.ca](mailto:JamieChippett@gov.nl.ca)>

**Sent:** Tuesday, November 23, 2021 12:35 PM

**To:** Peddle, Andrea <[apeddle@gov.nl.ca](mailto:apeddle@gov.nl.ca)>; 'Catherine Kelly' [REDACTED] — S.40(1)

**Cc:** Gilliard, Carol-Ann <[CarolAnnGilliard@gov.nl.ca](mailto:CarolAnnGilliard@gov.nl.ca)>; Hewlin, Chris <[ChrisHewlin@gov.nl.ca](mailto:ChrisHewlin@gov.nl.ca)>

**Subject:** Graphic standards manual

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Thank you for your help thus far. Look forward to getting this next phase out.

Thanks

Jamie



**Come Home Year Branding: The Journey  
July – October, 2021**

October 2021



## The Objective

Launch a Come Home Year celebratory campaign to accelerate growth in Newfoundland and Labrador's tourism industry by inviting expats and their families, and anyone with a connection to this place, to visit 'home' in 2022.

At its core, it's a celebration of place, people, and culture.



## The Target Audience

### Priority:

- Residents of Newfoundland and Labrador
- Expatriates (friends and family) of Newfoundland and Labrador
- Tourism Industry, Communities, Government Departments, etc

### Secondary:

- Visitors, tourists
- Potential newcomers to Newfoundland and Labrador as 'home'



## The Logo Design Brief



S.29(1)(a)



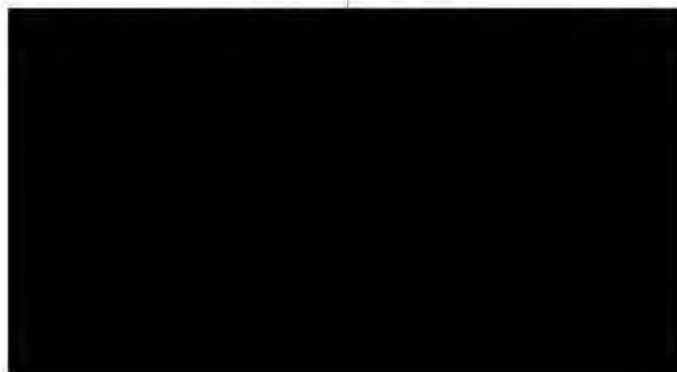
## Strategic and Creative Guideposts

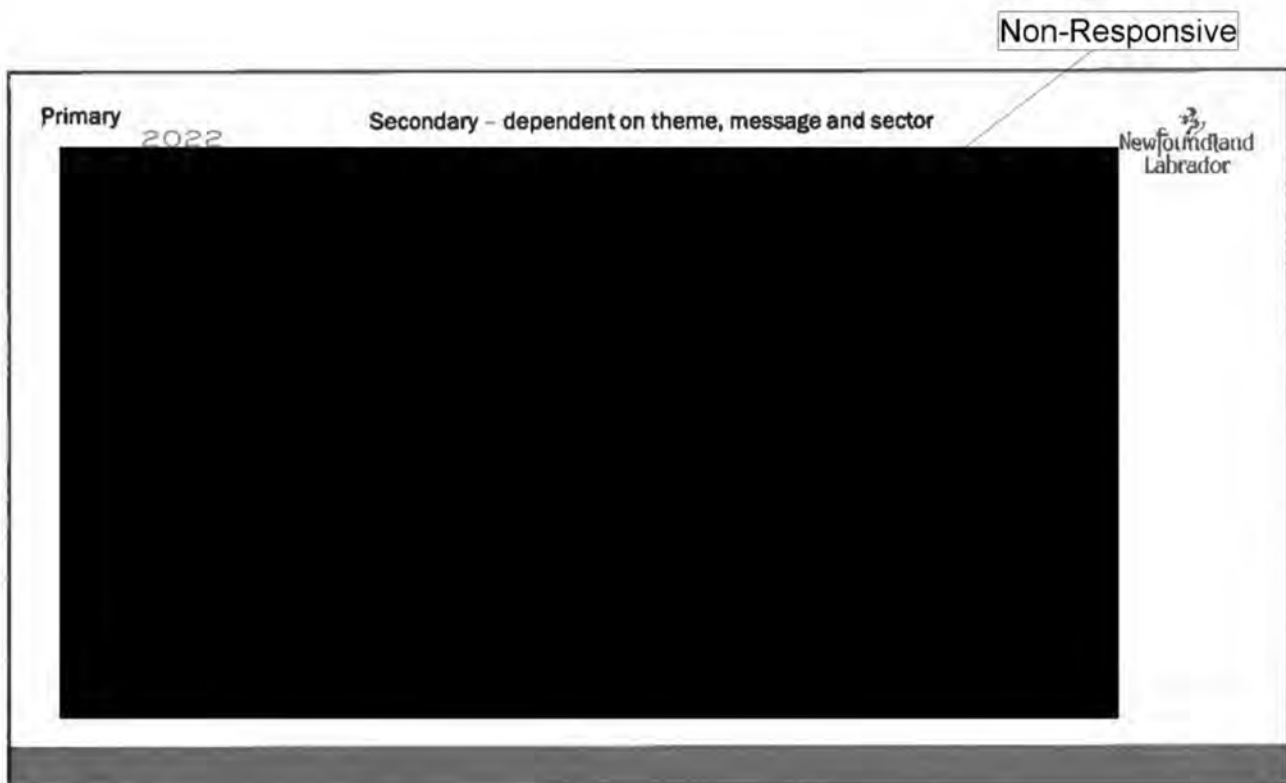
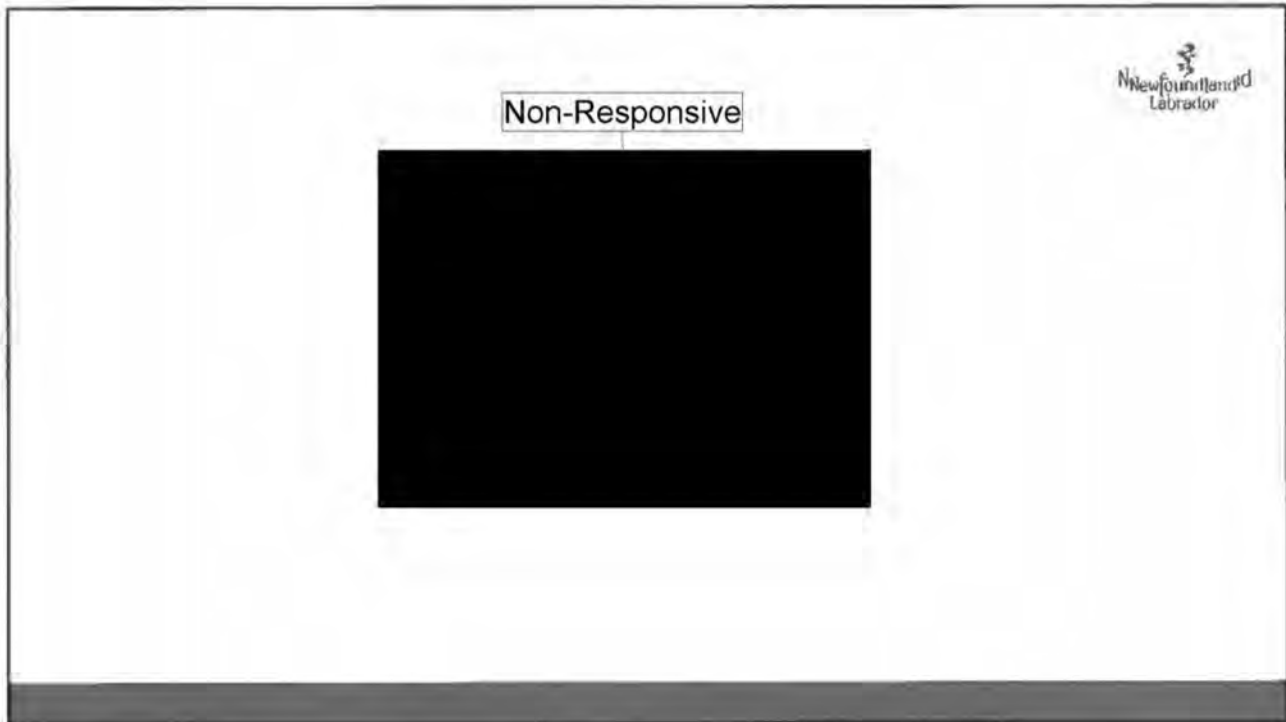
- Inviting, Friendly, Celebratory
- Evoke Pride and Patriotism
- Differentiating and Relevant to Newfoundland and Labrador DNA
- Resonate with Newfoundlanders and Labradorians - Resident and Expat (in an inclusive way)
- Work across tourism, community, and government channels and Come Home Year (CHY) toolbox

Non-Responsive




Non-Responsive





# Feedback




S.29(1)(a)

- Celebratory

Non-Responsive


Primary

Secondary – dependent on theme, message and sector





Newfoundland  
Labrador



Non-Responsive



Non-Responsive



Newfoundland  
Labrador





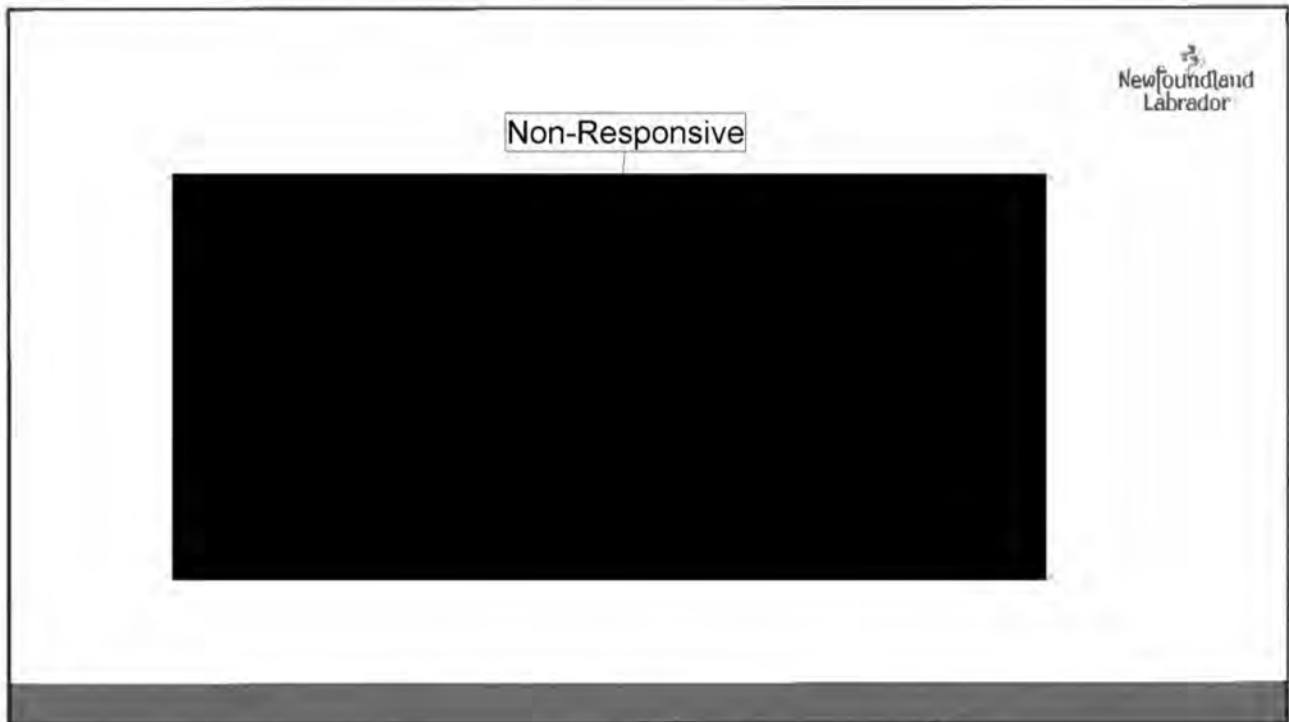
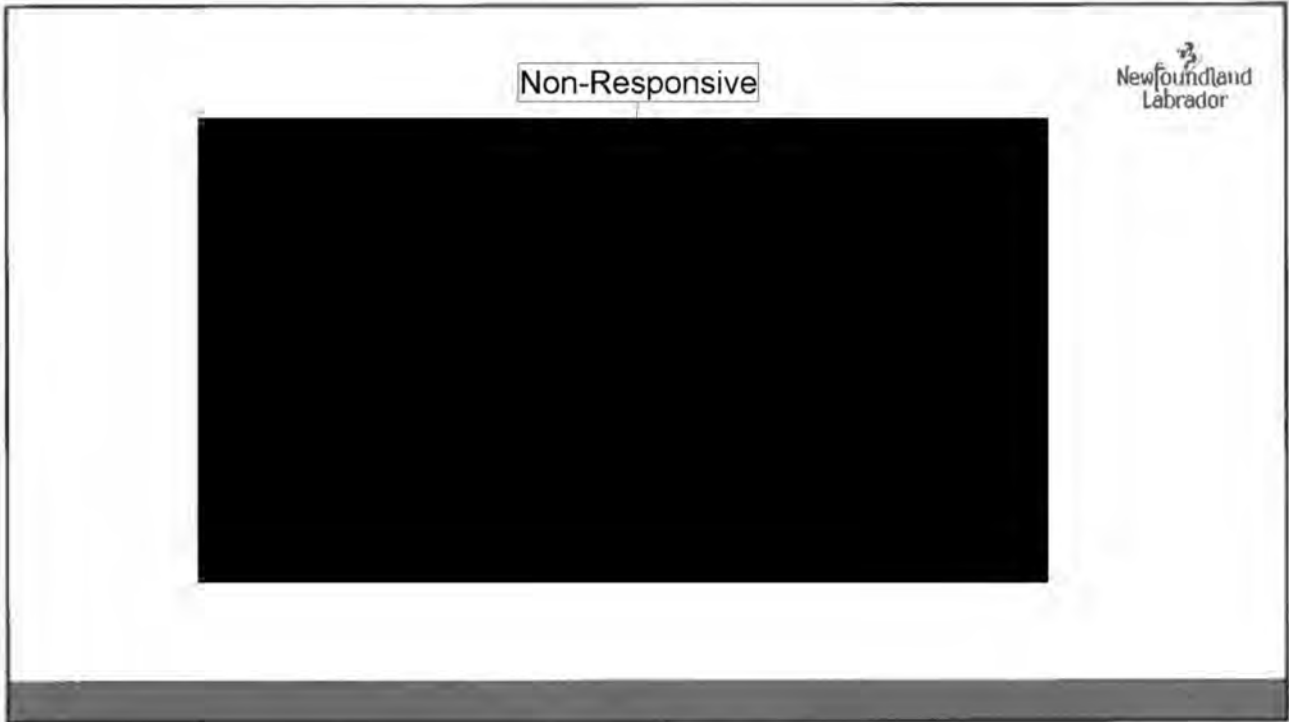
**Feedback**

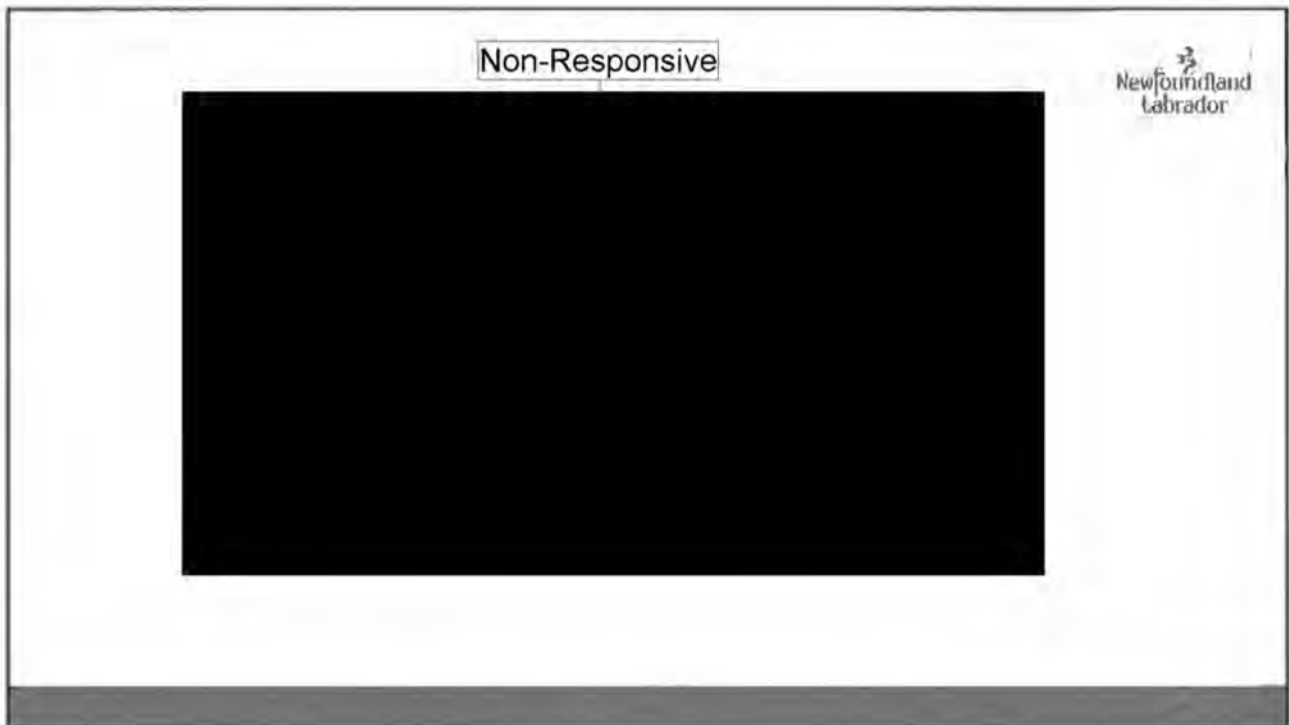
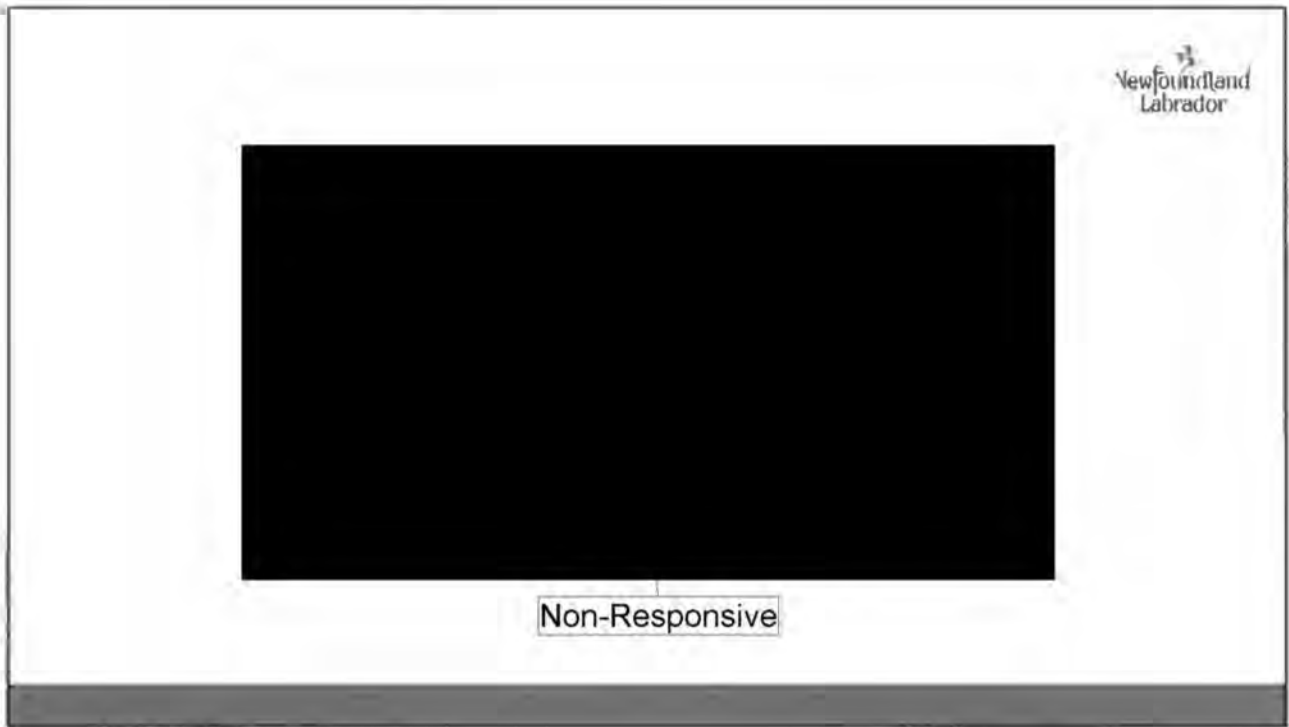


S.29(1)(a)

Non-Responsive







Newfoundland  
Labrador

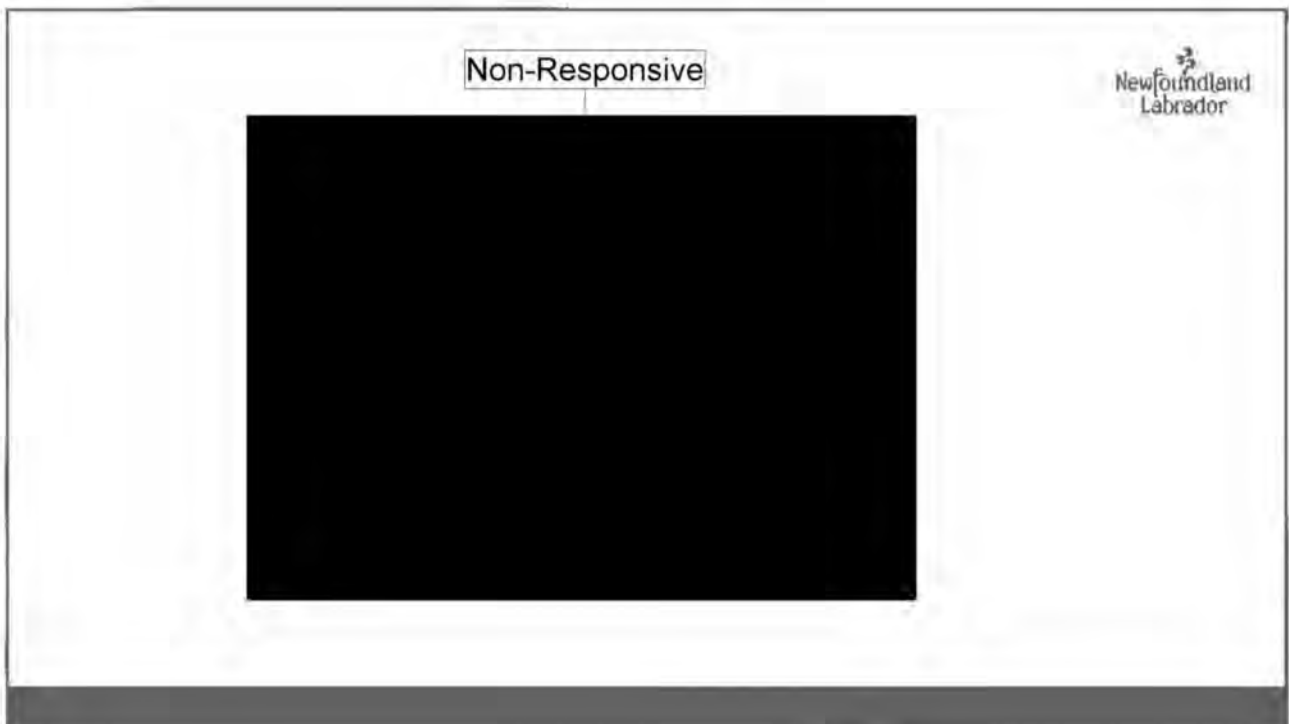
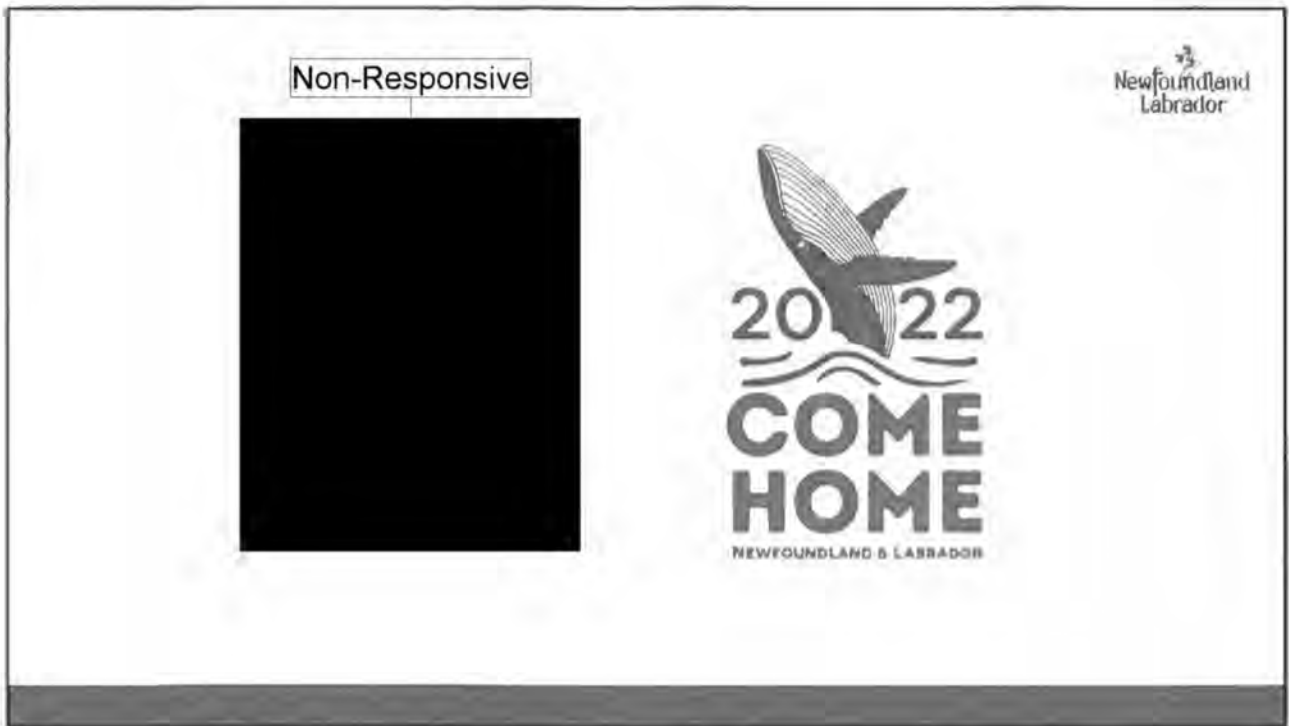


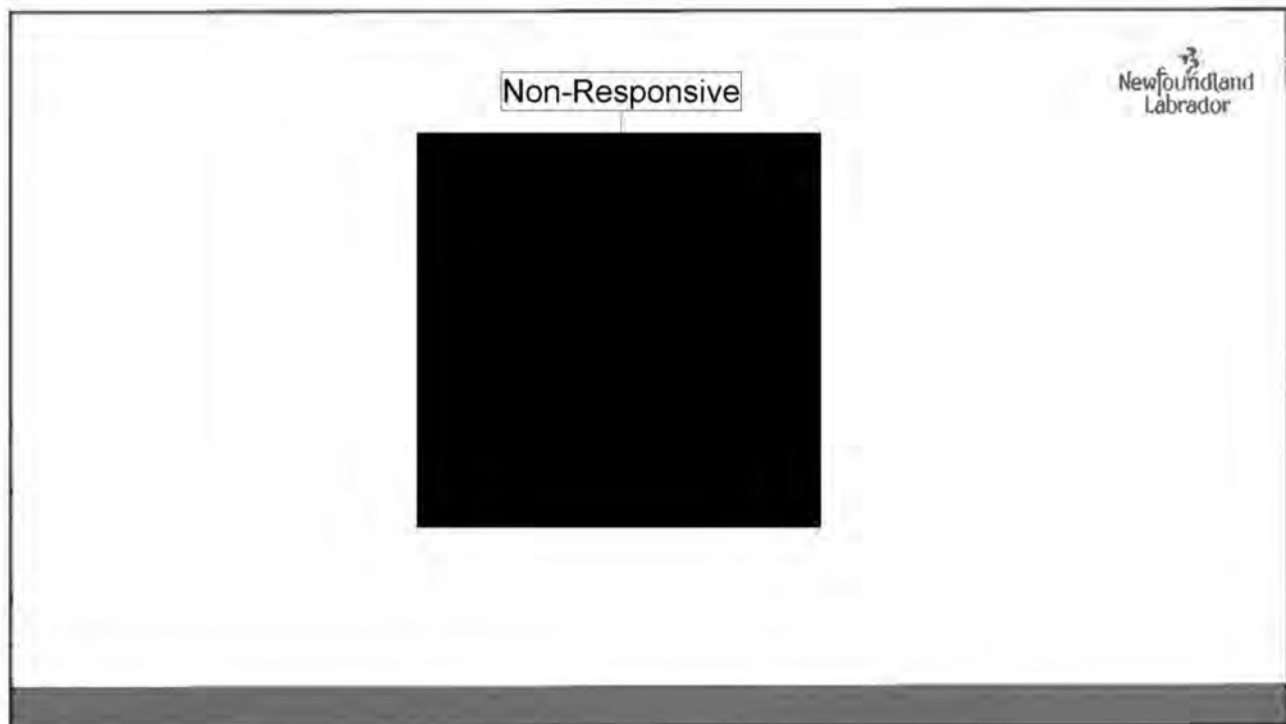
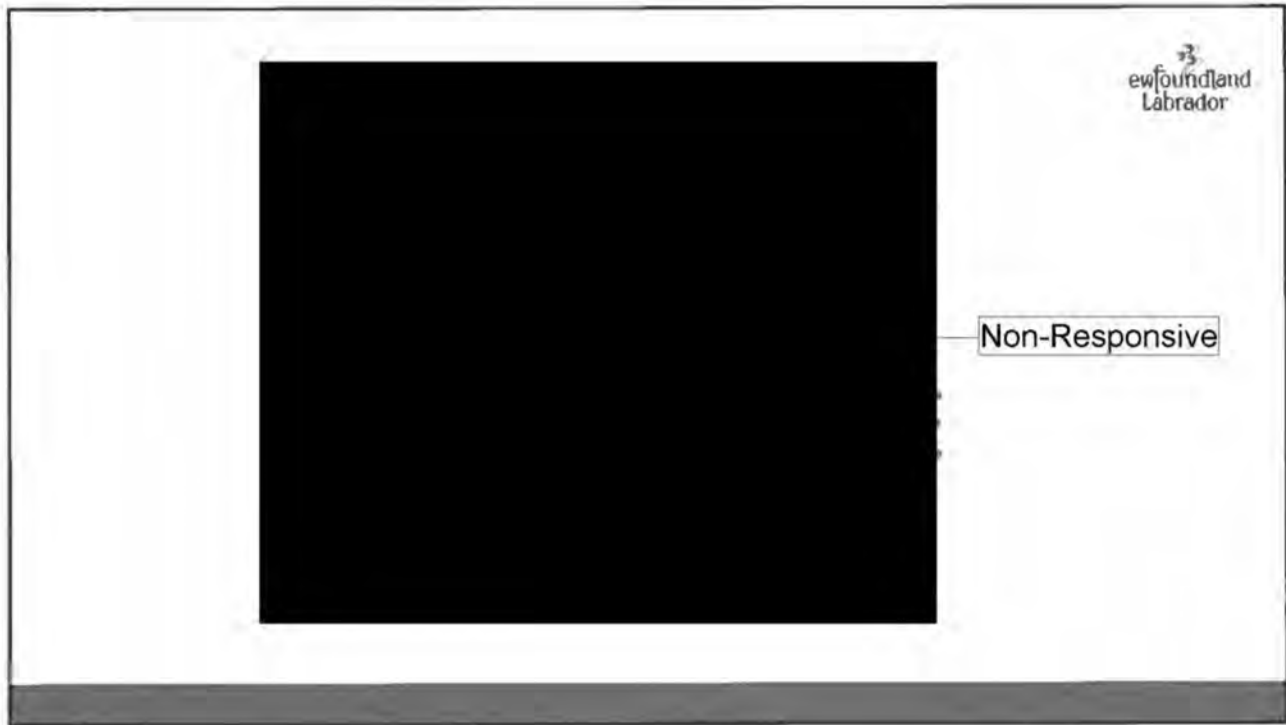
Non-Responsive

Newfoundland  
Labrador



Non-Responsive





Newfoundland  
Labrador

Non-Responsive



Newfoundland  
Labrador



Non-Responsive

