

Canada turns 150

Canada's 150th - Uniting the Canadian Design community

An Open letter to Lionel Gadoury
President of the RGD and Principal Director
of Creative Services at Context Creative

After reading your posting "A Siren's Call", as the creative minds behind **The150Logo.ca**, we felt compelled to respond.

We both want to raise awareness for the importance of quality design and design thinking. We just chose a different avenue to raise that awareness. This whole project is driven by pride in our profession as Canadian Designers. We are seasoned industry professionals, not addicts, and this is a grassroots visual movement. The discussion to take action started with the two of us, and eventually others were inspired to join our cause. We chose to all unite and voice our concerns in the way we know best as Designers, visually.

In an effort to dispel any misunderstanding or confusion regarding the purpose of this project, here are our main goals:

- 1) To have a discussion on a National level on what is acceptable as good Design.
- 2) To prove that good Design is present as ever in Canada.
- 3) Canadian Design & Designers deserve to be recognized on a National and International Level for our quality work.
- 4) Canadians deserve the best when it comes to a symbol that reflects and celebrates 150 years of History.
- 5) Most importantly, for Heritage Canada to take notice, retract the 5 proposed logos, and hopefully enlist or open the bid for reputable Canadian Design firms and agencies to work properly on this project.

The150Logo.ca is about the Design community uniting together and working in-sync on a matter of national pride. It's not about choosing the best Logo and implying that Heritage Canada should opt for one of our renditions. You mistakenly implied that we spent "hours" on this project, we have worked almost a week non-stop to coordinate our efforts and initially put this site together, and we kept working the whole week after, to deal with the overwhelming National outburst of support for our initiative. We are still working on this full-heartedly.

We are of course aware that when it comes to working on "branding a client", good design is not only aesthetics, it is a full-fledged process that demands time, relationships, resources and coordinated efforts from multiple venues and people. But, this is not a typical client, this is our country, that we have lived in all or most of our lives, that we also all know inside out, this is about Canada, this is about us, Canadians.

We applaud your letter to Heritage Canada but we feel that the days open letters and passive complaining hasn't gotten us anywhere. In the span of 5 days The150Logo.ca project has had close to 400,000 hits. We have been interviewed by numerous national and international media outlets including the CBC news, The Huffington Post, Fast Company and Creative Review. The response from both the design and business community has been nothing short of astonishing.

These logos are our version of a protest sign. And our protest seems to be working. Considering the results we have achieved and the fact that our efforts and unity as a group of Designers have obviously strongly contributed to directing the discussion regarding Good Canadian Design, front and centre into the public sphere, we believe that instead of belittling our efforts and discrediting the unity we've established between hundreds of Designers and Creatives from all across Canada, we'd appreciate your support and acknowledgment of our efforts. At the end of the day, we both want to achieve the same thing.

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