


From: Clain, Michael mclain@windelsmarx.com 
Subject: FW: Checking inŠ
Date: September 23, 2015 at 1:24 PM
To: michael@clain.net



Michael J. Clain
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From: Tara Framer [<mailto:tara@taraframer.com>]
Sent: Tuesday, April 28, 2015 4:46 PM
To: Clain, Michael
Subject: Re: Checking inŠ

Michael,

- The logo files that I gave you (2 sets - for printing and for electronic media) can be used by your web designer to create the layout you need, or to insert a logo into a header area of almost any web template. Let me know if you'd like to discuss your web site organization or layout.
- I am attaching both sets of logos again for your convenience. Each of these zip files contain numerous file types. All bases are covered.
- I also sent you additional files on March 11 that are white with transparent backgrounds.
- Re special software... Any files with an ".ai" ending require Adobe Illustrator to open.
- The pdf files in the "for printing" zip file has the PMS colors in the file names, and in addition, I sent you a Logo Guide, which contains all info about the PMS colors. I'm attaching that again, too.

It sounds like you are done, for the moment with the Ppt.

So I'll send you an invoice for the work on the powerpoint shortly.

Best regards, Tara

Thanks for following up, Tara. I got your email, gave your suggestions some thought then put it aside for the moment to focus on building the product itself.

I need a logo design that I can manipulate. Was that included in what you've sent me? If so do I need some special software to use it? I want to build a simple website using templates but wanted to personalize it. Could you also remind me which Pantone colors we chose?

Thanks,
Michael

Sent from my iPhone

On Apr 27, 2015, at 11:18 PM, Tara Framer <tara@taraframer.com> wrote:

Hi Michael,
Did you receive the pptx and email attached/below send April 6th? Have not heard back, and just wondering what your thoughts are. Thanks, Tara

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If your project requires immediate attention, please call!

From: Tara Framer <tara@taraframer.com>
Date: Monday, April 6, 2015 11:23 AM
To: "Clain, Michael" <mclain@windelsmarx.com>
Subject: Re: Pitch Deck

Hi Michael,

See attached for suggestion for a new look for your presentation. Keep in mind, I've only worked on the very beginning – only the beginning – only slides 1-5.

IMO, The presentation lacks some spark and needs screenshots of the product, icons, etc. The headings for each slide should be a bit more provocative and less predictable, too.

Take a look and let me know what you think. BTW, I can spend very little time on this... or a lot of time... Take a look at some very vibrant slide presentations here. <http://www.slideshare.net/category/feature?category=technology>

If that's what you want, it will take more time than just changing the theme/master slides. And more time, of course, = more \$.

Best regards, Tara

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If your project requires immediate attention, please call!

From: "Clain, Michael" <mclain@windelsmarx.com>
Date: Wednesday, April 1, 2015 6:23 PM
To: Tara Framer <tara@taraframer.com>
Subject: FW: Pitch Deck

Tara,

Here's the current draft of my pitch deck (I last worked on it last September and plan to update it later this month). I used one of the standard layouts provided by Powerpoint and I was wondering whether you could provide a similar

layout with the colors we chose, the Qdrive logo, etc. I plan to work on the text, add a few slides and delete some, so having a standard format with the Qdrive look would be better than going through and making changes to each of the slides in this deck.

ABE was my initial working name for Qdrive by the way.

Call me when you've had a chance to analyze this.

Thanks,
Michael

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<wm_logo2color_black_pms3005.png>

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<QDrive_Presentation_tfdraft1.pptx>



Qdrive Logo Masters for
Printing.zip



Qdrive Logo Masters for
Electronic Media.zip

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DESK 914.332.7922 **MOBILE** 914.584.1250 tara@taraframer.com

Congratulations!
You now have a new logo:



The font is based upon:

VAG Rounded Bold

Primary color

PMS 5405

CMYK 75C, 45M, 32Y, 7K

RGB r 74 g 118 b 142

HEX #4A768D

Secondary/Accent Color

PMS 152

CMYK 5C, 66M, 100Y, 0K

RGB r 232 g 117 b 36

HEX #E87524

Complimentary Palette

