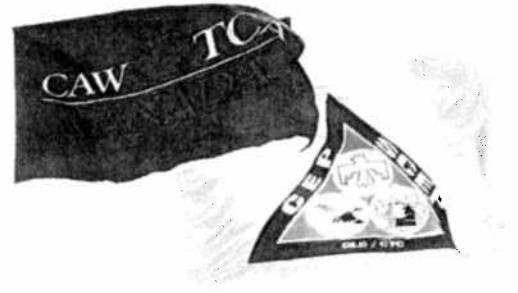


PLEASE POST

Have Your Say!



NEW UNION LOGO AND NAME QUESTIONNAIRE

The Canadian Auto Workers union (CAW) and the Communications, Energy and Paperworkers Union (CEP) are working towards creating a new union, including developing a new name and logo.

Please take a moment to let us know your opinions and ideas and participate in the first part of this exciting process. This questionnaire is brought to you by the new union communications working group.

Ideas, concepts and suggestions generated from this questionnaire will be considered along with ideas and information gathered from communications and design experts, focus groups and other sources in order to finalize a new name and logo.

COMPLETED SURVEYS can be scanned and sent by email to cawcomm@caw.ca or by fax to the CAW National Office: (416) 495-6552 or the CEP National Office: (613) 230-5801, with attention to the Communications Department.

**Response Deadline:
February 4, 2013**

HARD COPIES CAN BE MAILED TO:

Michelle Walsh, CEP Communications Director
301 Laurier Avenue West, Ottawa, ON K1P 6M6
mwalsh@cep.ca

OR

Shannon Devine, CAW Communications Director
205 Placer Court, Toronto, ON M2H 3H9
Shannon.devine@caw.ca

This questionnaire can also be completed **ONLINE** at <http://www.newunionproject.ca/new-union-logo-and-name-survey/>

SECTION 1 | GENERAL INFORMATION

Please check all that apply:

- CAW member
- CEP member
- Retired
- Member of another union
- Not a union member

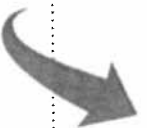
Gender:

- 18 years old or younger
- 19-30 years old
- 31-40 years old
- 41-50 years old
- 51-60 years old
- Older than 60

SECTION 2 | VALUES AND PRINCIPLES

What three principles would you like to see projected as the most important for the new union? Pick three answers:

- Inclusive
- Equitable
- Accountable
- Democratic
- Ensuring Equality
- Just
- Fair
- Dynamic
- Having Integrity
- Transparent
- Militant
- Expressing Solidarity
- Progressive
- United
- Sustainable
- Providing Leadership
- Community-oriented
- Modern
- Other: _____



Why?

In the space below, describe in your own words how the principles of the new union should be represented in its image (in its logo, name, representation and brand)?

SECTION 3 | IMAGE AND BRAND

What colours would you like to see in the new logo?

How would you describe your ideal image for the new union (logo)?

- Young, hip and funky
- Traditional, simple and serious
- Fresh, clean and modern
- Other: _____

I can relate most to a labour union that appears:

- Strong and powerful
- Grounded and principled
- Energetic and enthusiastic
- Calm and composed

Do you prefer another way of representing the union?
Describe your vision:

SECTION 4 | NAME AND IDENTITY

Name other characteristics that should define the name of the new union (ie: short, acronym, one word, etc):

If you have a suggestion of a name for the new union, please enter it here:

Please explain the reasoning behind your suggestion:

THANK YOU FOR YOUR CONTRIBUTION! Stay up to date with the new union at www.newunionproject.ca