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to: PRO members
from: Dan Stanowick *DS*
subject: Logo/Identity

date: October 24, 1989
copies to: Roy Gottesman
Nora Jacobs

Enclosed for your review and discussion during our meeting Monday is a new PRO logo/identity. It combines what the entire group liked best about our original concepts, of which there was no clear favorite. We have already shared this with PRO's communications subcommittee, and chairperson Chris Bozman has given her approval. For context, we've tried to give you an idea of how the logo/identity might appear in our upcoming ad series.

Thanks.

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OCT 26 1989
Sherry M. Carr

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WHEN DURABILITY IS THE ISSUE, PVC PIPE DELIVERS.

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