



Pietro Perrino
Secrétaire général

BY EMAIL

Montreal, Mai 1st, 2019



RE: Your access to information request
N/D 032 142 000 / 2019-2020-003



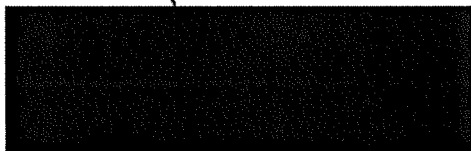
The Société québécoise du cannabis (SQDC) is a subsidiary of the Société des alcools du Québec (SAQ), created by the Act respecting the Société des alcools du Québec and established as a joint stock company, whose shares are held by the SAQ and the Minister of Finance. The SQDC is therefore not a department nor an agency within the Government of Quebec.

In addition to our initial response and regarding the SQDC's brand, we inform you that the logo was developed by Cossette, a subcontractor, for a total fee of 45,990\$. We also attach hereto a press release published on August 16th, 2018 about the store concept.

Otherwise, the information you are requesting consist of commercial information of a confidential nature that is not publicly disclosed by the SQDC and protected under articles 21, 22, 37 and 39 of the Act respecting access to documents held by public bodies and the protection of personal information.

We hereby wish to inform you that you may apply for a review of our decision before the Commission d'accès à l'information. You will find attached hereto an explanatory note regarding the exercise of said recourse.

Best regards,



Pietro Perrino

PP/ib
Enclosure



Pietro Perrino
Secrétaire général

BY EMAIL

Montreal, April 23rd, 2019



RE: Your access to information request
N/D 032 142 000 / 2019-2020-003



This refers to your access to information request received at our offices on April 5th and whereby you wish to obtain:

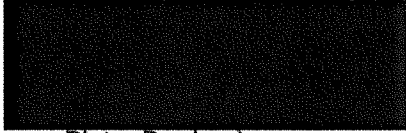
- *Any final (approved) drafts of guidelines, manuals, briefing notes, communications strategies, presentation slide decks, and like materials prepared by or for departments or agencies within the Government of Quebec that describe any of the following topics as they relate to the Société québécoise du cannabis (SQDC) brand: brand purpose, brand personality / tone, brand values, brand proposition, brand architecture (color palette, typeface, etc.), brand naming, brand logo, website / e-commerce branding, storefront branding, brand photography (e.g., stock photos for use in conjunction with the brand), and sample brand applications.*
- *For clarity, we are not seeking non-final (non-approved) drafts of the foregoing. Provided final versions of the foregoing are provided, we are not seeking email correspondence related to these subjects. If the foregoing materials are not available, email correspondence related to the enumerated subjects is requested.*
- *Records are requested from the following time period: October 19, 2015, to March 7, 2019.*

We inform you that the SQDC does not hold any document that had been prepared by or for departments or agencies with the Government of Quebec regarding its brand. The brand was developed by the SQDC and its subcontractors within the limits established by the legal rules applicable in the province of Quebec.

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We hereby wish to inform you that you may apply for a review of our decision before the Commission d'accès à l'information. You will find attached herewith an explanatory note regarding the exercise of said recourse.

Best regards,



Pietro Perrino

PP/ib
Enclosure