

Agenda Item 5.3.2: Publicity/PR Issues: Secretariat

New ASCOBANS Logo

Submitted by: Secretariat



ASCOBANS

NOTE:
IN THE INTERESTS OF ECONOMY, DELEGATES ARE KINDLY REMINDED TO BRING THEIR OWN COPIES OF THESE DOCUMENTS TO THE MEETING

Secretariat's Note

The logo currently used by ASCOBANS is a slightly modified version of the original logo adopted in 1994. Despite its popularity with the general public which, in so far as it is aware of the Agreement, has come to associate this logo with ASCOBANS, it has a number of drawbacks:

- it appears somewhat dated;
- it is graphically relatively complex and therefore problematic to print; it does not copy or print well in black and white;
- stylistically, it differs considerably from the logos commonly used by international organizations within and outside of the UN system;
- the integration of ASCOBANS into the UNEP family is not reflected in the logo.

A new logo therefore appears called for. The Secretariat has prepared a draft based on the ASCOBANS 10th anniversary logo.



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