



NHC Logo-proposal

[Submitted by Finland]

[3 July 2014]

Introduction

At the NHC 57th meeting, it was agreed to revise the NHC Statues. This revising work is going on ([doc NHC 58_E1_FI_Revision of NHC Statues](#)). Within this it has been feasible to create a logo for the NHC.

NHC logo could reflect e.g. the following issues:

- NHC is a RHC under IHO regime
- NHC has a long history, established already in 1929
- Nordic countries have quite similar societies and culture background (e.g. similar flags)
- There is no clear sea area for NHC
- NHC logo should be clearly separated from the BSHC logo

Based on these issues, Finland has create some proposals, different in appearance, for NHC logo. We have also used advertising agency (Pohjoisranta Ltd) to get some professional advise about the colours and font sizes for the logo. Colours used in these proposals reflects the comments given by advertising agency.

Proposed NHC logos

We have drafted some proposals for the NHC logo. Please see detailed proposals of NHC logo in annex 1.

Proposals 1a, 1b, 1c, 1d

In this proposal IHO logo is located inside NHC logo.

Before drafting this idea we have been in contact with IHB (e-mail 7.4.2014) to get their opinion for using IHO logo inside NHC logo.

- *Is it acceptable to use IHO logo this way? Do you have any objections to that?*
- *If allowed, is IHB in favour of using the IHB logo in this way?*
- *If allowed, are there any limitations for using IHO logo?*

Mr Gilles Bessero from IHB has answered (18.4.2014)

Thank you for seeking the IHB view on developing a logo for the NHC.

I suppose that you had a look at the logos developed by other RHCs. They are more or less based on the geographic area covered by the Commission. This is not applicable in the NHC case.

With the exception of the NIOHC logo, they do not include the IHO logo, but often the RHC logo and the IHO logo are both displayed on RHC documents.

The Directing Committee does not see any reason for objecting to the use of the IHO logo and is in favour of its inclusion in RHC logos.

There is no limitation on the non-commercial use of the IHO logo, noting that it can be downloaded from the publication section of the IHO website.

So please go ahead with your plan.



Proposal 2, 3 and 4

In this proposals it has been tested to use in logo other maritime symbology instead of IHO Logo.

Actions asked from NHC58

The NHC58 is asked to discuss of NHC logo and give possible guidance for further development.

ANNEX



Annex 1, Proposals for NHC Logo



PROPOSAL 1a



PROPOSAL 1b



PROPOSAL 1c

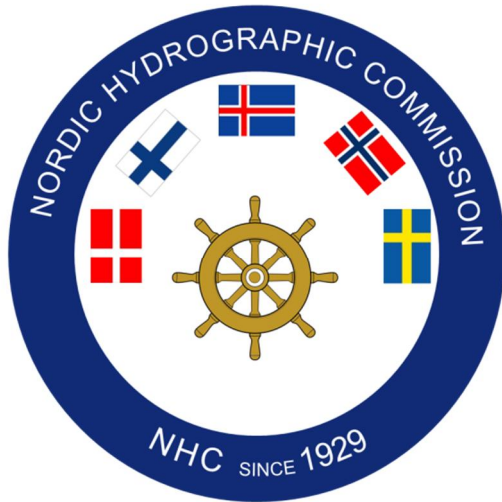


PROPOSAL 1d





PROPOSAL 2



PROPOSAL 3



PROPOSAL 4

