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Finnish Transport Agency

NHC58 Conference

**NHC Logo**

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# 1. Background

## Background

- At NHC 57<sup>th</sup> meeting it decided that the NHC Statutes should be revised.
- During this process it was made a proposal to have a logo for NHC
- NHC members supported that proposal
- Many RHCs have already their logos

## Background

### **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.

## Background

Before drafting the idea to use IHO logo, we contacted IHB 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?*



## Background

Dir Gilles Bessero from IHB has answered:

- *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.*

## 2. Examples for NHC logos

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Examples for NHC Logos (IHO logo is located inside NHC logo)

PROPOSAL 1a



PROPOSAL 1b



PROPOSAL 1c



PROPOSAL 1d



Examples for NHC Logos (IHO logo is located inside NHC logo)



Examples for NHC Logos (no IHO Logo inside, other maritime symbols)

PROPOSAL 2



PROPOSAL 3



PROPOSAL 4



Examples of other RHC and other Logos



### 3. Actions for NHC58

## NHC58 is asked to

- discuss on the proposed NHC logo examples
- agree on future actions



Thank you!  
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