

# UBC's logo renewal – comments by the UBC Presidium, Executive Board, Secretariat and Communications Network

## Timeframe:

Step 1: Decision on UBC "facelift" during 73rd Executive Board meeting, June 2015

Step 2: email request, September 2015

Step 3: GC Communications Network meeting in Gdynia, October 2015

Step 4: Executive Board Meeting in Rostock, March 2016

## Original



## Version 1



## Version 2



## FEEDBACK (based on steps 2-3):

### Version 1:

Positive	Negative
UBC abbreviation	Doesn't work in mobile (too long), needs mobile friendly version
Modern	The map is confusing, the logo doesn't need it but at the same time it makes it more recognizable
Fresh	Could be used without sea
Personal	There is no unity with the elements and the "sea" looks a bit lost there
Various elements could be used in different devices (reports, press releases, mobile etc.)	UBC abbreviation could be used without the Sea and add <a href="http://www.ubc.net">www.ubc.net</a> below
Nice font	Looks aggressive and scary
Communications Network's favorite	

### Version 2:

Positive	Negative
Round is more 'modern'	The seals: too much lines like a border, a closed circle of persons, it's even a double circle if you also regard the words, no openness, it does not invite to join
More coherent	Old style, step back from current
The square logo, but it might be nice to have a "light" version of the name for certain publications	Looks messy if the size is too small (you can't spot the letters)
	Reminds of a seal, is it a purpose?
	Old fashioned and conservative
	Looks like a stamp
	If you cannot read the text, the map also appears irrational, "what is the meaning of this color spot"
	too much correlations with HELCOM's logo

### Following questions have been raised during the "facelift":

1. The shape of the Baltic Sea should be included?
2. Could both versions be used? Both logos are useful, in different purposes.
3. Should the logo be changed at all? UBC known under the current one.
4. Should we still continue working with versions 1 or 2 or make the decision between these two?
5. Which color version should be used? The darkest blue color was a favorite, since "it is similar to all maritime blue uniforms, underlines the maritime character of our region".



LÄHTÖKOHTA:  
Logon modernisointi



C:100 M:0 Y=0 K=0



C:60 M:0 Y=3 K=0



C:100 M:83 Y=23 K=5



C:67 M:2 Y=0 K=0



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opqrstuvwxyzääö  
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