

# Wadden Sea Board

WSB 21  
17 November 2017  
Vester Vested



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<b>Agenda Item:</b>	<b>5.10</b>
<b>Subject:</b>	<b>Ideas for possible adaptation/ re-launch of TWSC/CWSS-logo</b>
<b>Document No.</b>	<b>WSB 21/5.10.1</b>
<b>Date:</b>	<b>23 October 2017</b>
<b>Submitted by:</b>	<b>Secretariat</b>

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## **Secretariat's note:**

At the 20<sup>th</sup> meeting of the Wadden Sea Board (16 June 2017, Harlingen, Netherlands), CWSS presented the idea of introducing a newly adapted logo for the TWSC and CWSS, taking into account that the current logo is not up to current design standards and the 40-year celebration of the TWSC would serve as an ideal event platform to launch the new version. The Board asked for a more detailed presentation. This paper gives an overview of the problems related to the current logo – on the basis of logo design theory, and introduces two ideas.

**Proposal:**     **The meeting is invited to discuss the proposal and provide guidance.**

# Ideas for possible adaptation/ re-launch of TWSC/CWSS-logo

(19.10.2017)

## Why the need for a new logo?

The TWSC/CWSS logo as shown below has been in use for three decades. Thus, it is well-known within the Wadden Sea community and carries statute. Outside the Wadden Sea community, however, the logo is not well-known and interpreted solely on the message the design conveys.



*used for the Trilateral Wadden Sea Cooperation*

*used for CWSS*

The current logo shows the Wadden Sea coastline in an abstract fashion, making it difficult to identify it. The coastline is divided into three pieces symbolizing the trilateral nature of the cooperation. However, keeping the parts equal in size leads to a non-national distribution of the Wadden Sea (e.g. North Frisia is in the Danish part). Further, the pieces are not connected, which contradicts the message of cooperation across borders. Regarding the TWSC-version, there is no lettering to support the imagery, making it even more difficult to understand the origin of the logo. In theory, a well-designed logo should leave a lasting impression as well as convey the message of the brand. Due to its complexity and only regionally known coastline, the current logo does neither.

Moreover, a logo should be able to be printed in any size and, in most cases, be effective without colour. It should be simple and timeless (e.g. WWF panda). While a black-and-white version of the logo is possible, the detail of the coastline as well as the black lining around the various elements make the logo more complex as well as difficult to recognize when reduced in size.

## Option 1: Redrawing the current logo

At its 20<sup>th</sup> meeting (16 June 2017, Harlingen, Netherlands), the Wadden Sea Board expressed the wish to either keep the current logo or redraw the design in a fresh look, while keeping the general notion of the imagery. The logo was redrawn by a professional design agency. The TWSC's general idea of transboundary collaboration was taken into consideration (no more borders, one circle/unison). The coastline remains, although without bordering lines. Lettering is added to the TWSC version as an identifier.

The colours are consistent with the corporate design colours of the Wadden Sea World Heritage (website, publications, etc.). In line with general mapping custom, green is used for mainland and islands to underline that the graphic is in fact a coastline. However, to recognise the line as the Wadden Sea coast still requires the viewer to know the North Sea coastlines. Further, with the coastline the logo remains complex and difficult to recognize when reduced in size.



### Option 2: Inviting new ideas

While working on the redrawing of the logo, an idea emerged of a new logo that follows the general rule of a good logo: It is distinctive, appropriate, practical, graphic, simple in form and conveys an intended message.

In this concept, the lines are loosely aligned with the coastline of the Wadden Sea from Den Helder in the left up to Skallingen in the upper right. The colours were selected on the basis of the WSWH corporate design. They represent the islands, the sea and the salt marshes/coastline. Further, the four islands represent the four major island chains: West Frisian, East Frisian, North Frisian and Danish. The lines are drawn like waves/calligraphy to represent the dynamics of the Wadden Sea formed by wind and water. The trilateral dimension is represented both by the three lines and the use of three colours.

This version is simple, recognizable when in small size, memorable and possibly timeless, as simple, clean designs tend to outlive the yearly trends (e.g. WWF, Coca Cola, and McDonalds). It is also distinct from logos of Wadden Sea partners as well as from the WSWH logo. It conveys our TWSC message in more dimensions (trilateral transboundary, diverse in habitats, dynamics) than the current logo imagery.



## **Conclusion**

A good logo is distinctive, appropriate, practical, graphic, simple in form and conveys an intended message. This is a rule of thumb of good logo design. Yet, the current TWSC/CWSS logo is too complex and enjoys high recognition solely due to the fact that it has been used for 30 years. A renewal is needed to avoid creating an appearance of being outdated/old-fashioned/bureaucratic. A redrawing of the current logo would challenge the outdated appearance, but not reduce the logo's complexity.

In light of this, CWSS recommends to the Board to consider replacing the current logo with the new logo design for its slender design and more-dimensional message.

If the Board agrees to a new or redrawn logo, the best platform to introduce it would be the Ministerial Conference on 17-18 May 2018 in Leeuwarden.