



# COMMUNICATION 26/19

FICSA Logo Competition = revised version

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To: Chairs, Member Associations/Unions  
Members of the Executive Committee  
Chairs, Members with Associate Status  
Chairs, Associations with Consultative Status  
Presidents, Federations with Observer Status  
Chairs and Vice-Chairs of Standing Committees

Geneva, 10 October 2019

From: Evelyn Kortum, General Secretary

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As you know, the last FICSA Council was partly dominated by discussions around modernizing FICSA and its image. This ranges from actions that affect changing from manual to electronic processing, digitalizing records and documents, revamping FICSA's website to apply the latest standards, updating FICSA's dues structure, improving FICSA's communication with the membership, and much more. FICSA Communication 1/19 refers. That being the first communication after uptake of my duties, I am now pleased to announce that this will also concern the 'look' of FICSA, and in particular its logo. A logo (or logotype from the Greek language) is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark. Recognition and perception are important issues for a Federation.

Feedback from the young Generation (also now referred to as Generation Z) reveals that FICSA's current logo emits everything else but modernity, progressiveness or creativity.

Generation Z is our future membership and we need to develop with our times, and along with our mandate and our ways of working.

However, some might also feel that the logo represents FICSA's ties with the UN and that the logo is timeless. One solution might be that the designers create a logo that still recalls the ties to the UN; a second solution might be that we create a totally new logo; and a third option is that we have two logos for defined uses. We hope that you will provide feedback on these options to [ficso@un.org](mailto:ficso@un.org).

I am now pleased to announce, on behalf of the Executive Committee, the opening of the **competition to redesign the FICSA logo**. All members are eligible to submit their designs. These will be anonymously sent to the whole membership for voting. A first, second and third prize will be awarded at a prize-giving ceremony by the President of FICSA on the

last official day of Council. The first prize will represent the logo applied to all FICSA exchanges following the next Council at IMO, London, to be held from 8-14 February 2020.

**The deadline for submission of the logo design to [ficsa@un.org](mailto:ficsa@un.org) is 16 December 2019.  
The deadline for voting will be 20 January 2020.**

We look forward to receiving your creative ideas



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