

EXC- 023 Recommendation to use new SI logo

Subject Working Group: Modernization of procedures

Title of motion

Recommendation to use new SI logo

National secretary and national member group proposing motion
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SI Exco

Summary of the motion

That Servas national groups around the world use the new SI logo
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Background information and reasons for proposing the motion.

Servas International will have a much better potential to grow in numbers of individual members and member groups if the organisation uses one standardized logotype. Historically there have been numerous logo's which gives a scattered impression of the organisation.

Since 2014 there's a new Servas logo that more than 20 Servas member countries have adopted and are using after the recommendation of SI Exco.

SI Exco now recommends SI General Assembly to recommend Servas national groups around the world to use the new SI logo.

Likely benefits for Servas International and national groups if the motion is passed.
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Servas identity as a network and non governmental organisation will be strengthened. It will increase Servas possibility to work for peace and to promote its hospitality program.

Resource implications if the motion is passed in terms of time, human resources and specialist expertise.
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I propose the following text:

'The members of a resource team, the Image and Design Support Team', are appointed by SI Exco. They are able to help with the design of the logo for a project, a website, a social media page, promotional materials, a meeting or an event, etc. The team can be contacted through designhelp@servas.org or the website www.servas.org

What are the budget implications, if any, of the motion for Servas International and for national groups in the short and longer term?

None.

Identify who should be responsible for the actions arising from the motion in terms of planning, development and management, for example which officer within SI Exco or SI Committee.

The Executive Committee is responsible for the actions arising from the motion, but the responsibility can be delegated to the Image and Design Support Team.

Would there be any implications for the Servas International statutes if the motion is passed?

No.

What is the likely impact if the motion is not passed?

Servas International will miss a much better potential to grow in numbers of individual members and national groups if the organisation does NOT use one standardized logotype.