



**10th Europe Conference  
10e Conférence Européenne  
Bremen, Germany 21 – 25 August 2019**

Document 8

To National Scout and Guide Fellowship (NSGF)

## **Proposal of new letterhead and logo by Europe Committee**

The Europe Committee decided to present to the Europe Conference a new logo and a new letterhead

**Proposed new logo**



**Proposed new letterhead**



# Proposal of new letterhead and logo by NSGF Czeck Republic

NEW LOGO - CZSGF PROPOSAL

DESIGN 1



**ISGF**  **AISG**

International Scout and Guide Fellowship  
*(An organization for adults)*

Amitié Internationale Scoute et Guide  
*(Une organisation pour adultes)*

**EUROPE REGION / RÉGION EUROPE**



**NEW LOGO - CZSGF PROPOSAL**

**DESIGN 2**



**ISGF**

International Scout and Guide Fellowship  
*(An organization for adults)*



**AISG**

Amitié Internationale Scoute et Guide  
*(Une organisation pour adultes)*

**EUROPE REGION / RÉGION EUROPE**



**NEW LOGO - CZSGF PROPOSAL**

**DESIGN 3**



**ISGF**  
International Scout and Guide Fellowship  
*(An organization for adults)*



**AISG**  
Amitié Internationale Scoute et Guide  
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**EUROPE REGION / RÉGION EUROPE**







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## **Alternative proposals for the new logo of the ISGF European Region**

In accordance with the protocol of the ISGF European Conference 2019 in Bremen, Czech NSGF submits three alternative proposals for a new logo of the European Region - against a proposal submitted by the European Committee (Document 8).

If the European Region needs a new logo, it should meet the basic requirements of a modern graphic symbol:

- Clear content,
- Simplicity,
- Originality,
- Non interchangeability and
- Usability in different sizes and in colour variants.

The presented proposals use a stylized form of geographic shapes (a map of Europe, the globe, meridians and parallels...).

When the proposals include a 4-star symbol, they reflect the four sub-regions of the ISGF European region.

The proposals are complemented by the ISGF emblem and basic text information.

### ***Europe***



### ***4 sub-regions ISGF***



### ***ISGF emblem***



***Design: Slavomil Janov, CZSGF  
Prague, 31 March 2019***