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Motion Form

This Motion is for the consideration of (Governing Board or Members)	Members
This Motion is made on behalf of	The Governing Board

Motion	
<p>We move that the following points be approved. We recommend that each one be voted on separately and in this order. Any one point of this motion can stand on its own. Therefore, once a point is approved, CISV International will have the mandate to act on it.</p> <p>We move that the CISV logo and the guidelines around its use be amended slightly, as follows.</p> <ol style="list-style-type: none"> <p>A) For the pictorial aspect of the logo (the hero logo) to be slightly simplified in order for it to display more clearly when reduced in size.</p> <p>B) For the hero logo to be permitted to be used on its own (particularly, but not only, relevant for social media).</p> <p>C) For the font used in the entire logo to be changed to one that is freely available (specifically, Overpass).</p> <p>D) For the format of the wording of the logo – name of International, NA or Chapter – to be slightly amended to allow the hero logo to be used separately (specifically, to add 'CISV' before the name of International, NA or Chapter)</p> For the format of the wording of the logo to allow for the tagline to be displayed beneath the Chapter name in the case of Chapter logos. For the logo to include capitalisation at the beginning of names and the tagline <p>Note that full guidance on the application of the above will be developed in accordance with decisions.</p> <p>Note that, in accordance with section 11.2 of the Articles of Association, a two-thirds majority is required for this motion to pass.</p> <p>If approved, these changes will be incorporated into our Brand Guidelines (Looking Good) and logo sets developed for every NA and Chapters. Online (websites, social media etc) compliance will be expected within 12 months of the publication of the revised guidance (by then end of 2018). NAs and Chapters will be permitted to use up stocks of existing merchandise and printed materials but will be expected to follow the new guidance with immediate effect when designing and ordering new materials and merchandise.</p>	
When is this Motion is to take effect? (mm/yyyy)	Work on guideline review to begin immediately; Logo sets to be available to NAs and Chapters by end 2017.

Rationale for Motion and Expected Benefit to CISV if the Motion is Passed

The re-branding effort made ten years ago was a significant step forward in clarifying and strengthening our brand. Since then, across CISV, we have moved toward greater consistency in the way we present ourselves as an organization. Looking Good (our visual brand guidelines) and Just Saying (how we communicate CISV) were developed to assist members in 70 countries to have clear and identifiable branding.

After 10 years, with the emergence of new media, and with the adoption of an ambitious long-term vision for the organization, it was time to conduct a brand check-in. This was in part because the logo, when following current brand guidelines, does not work well on social media or when reduced. This work was, therefore, made part of the Profile area of our current strategic plan. This will, in turn, lay the groundwork for a global profile raising campaign to encourage growth.

Following on a series of Member surveys on our brand promise (tagline and values), feedback from CISVers over the years on the practical use of our brand guidelines, and professional consideration from designers outside of CISV, we are pleased to provide the attached recommendations, developed by designers within CISV, to our Members.

We believe these recommendations will make it easier for our NAs and Chapters to be brand compliant, which will help increase our brand recognition. They will also allow individual CISVers to use the hero logo on their social media, on badges/buttons etc, which in turn will further promote the brand.

How would this be implemented? Please complete the expected costs in terms of financial and human resources for the next 3 years (as needed)

Year	Main Actions	Who would be responsible	Expected time it would take	Expected budget
2017	Work on guideline review to begin immediately; Logo sets to be available to NAs and Chapters by end 2017.	Communications and Fundraising Manager	4 Months	£1000
2018	NAs and Chapters achieve online compliance and any new merchandise and materials produced is compliant	NAs and Chapters	12 Months	

Signature of Representative Making the Motion	Date (dd/mm/yyyy)
Printed name of person signing	CISV Title of that person

1.

A) For the pictorial aspect of the logo (the hero logo) to be slightly simplified in order for it to display more clearly when reduced in size.



1

B) For the hero logo to be permitted to be used on its own (particularly, but not only, relevant for social media).

C) For the font used in the entire logo to be changed to one that is freely available (specifically, Overpass).

D) For the format of the wording of the logo – name of International, NA or Chapter – to be slightly amended to allow the hero logo to be used separately (specifically, to add 'CISV' before the name of International, NA or Chapter)

2

For the format of the wording of the logo to allow for the tagline to be displayed beneath the Chapter name in the case of Chapter logos.

3

For the logo to include capitalisation at the beginning of names and the tagline.

Suggested



CISV International
Building global friendship



CISV Brasil
Salvador
Building global friendship

Current



international
building global friendship



brasil
building global friendship
salvador



