



22st of April 2017

Dear all

As we have announced in November in Oslo, the NSK Presidency has been working on creating a draft of a new letterhead and logo for NSK. Please find the draft logo and letterhead attached.

The logo reflects the suggested name adjustment in the Mission, Vision and Samarbeidsgrundlag circulated for your comments prior to the email.

On top of this document you see the result so far, and we hope that NSK and the “præsidié” at the conference will approve the proposal.

The rationale behind the new image is:

- The logo can be used as a letterhead, on back side of business card and you do not have to know the meaning of the WAGGGS/WOSM logo to know that you are dealing with scouts and guides when you are a non-scout and Scandinavian speaker.
- The design can be used in external relations – and be understand because the name tells who we are.
- It is more visible that we are “speidere” (part of the name instead of samarbeid). The sender of the document represents the “Speidere” – and not any “samarbeide” in Norden.
- The image is as a whole is intended to be fresher and lighter.
- The abbreviation is the same as the earlier NSK

We believe ‘Speider’ is the single most appropriate Scandinavian word covering our associations in the Nordic countries even though we are aware that the word “speider” not cover all languages within NSK. You have looked at a similar design on the conference material, and have through this an idea about what you might think about the design.

Please also see the text at the footnote and this document as a proposal. The intention is that the text can be adjusted to the current address of the Presidency.

We hope that you in NSK can approve this proposal on both name and logo at the NSK-meeting on 10th of May, and that you agree that this is what we recommend the “præsidié” to approve it as well. Please share with your members of the “præsidié” and let us know if you have any comments as soon as possible, so we can get our designer to reconstruct the image before the NSK-meeting in May.

Yours in guiding and scouting

The NSK Presidency and styregruppe
/Anne



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