

Draft Resolution No. 3 submitted by the Long Range Planning Committee Europe to the European Council at the Europa Forum Bordeaux 2024

Subject:

With reference to the Articles 4.2.3.4 and 10.2 of the LEF Manual/Constitution, the Long Range Planning Committee Europe submits hereby a draft Resolution to the European Council to create the Lions Europa Forum logo.

Explanation:

Logos are images, texts, shapes, or a combination of the three that depict the name and purpose of an entity – to put it simply.

However, a logo can and should be more than a symbol of identification.

If designed well, it also tells an entity's story, by conveying its brand message.

In a way it helps to establish an emotional connection with our target audience.

This vague-yet-nonetheless-inspiring definition of a logo can be broken down by the following question:

What Does a Logo Do?

Answer: Most of the heavy lifting.

A logo is important for a number of reasons, mainly being that it:

1. Makes a great first impression, which invites customers to interact with your brand
2. Helps us to create a brand identity
3. Gives the Lions Europa Forum a symbol through which people can better remember us
4. Distinguishes us from competitors
5. Fosters brand loyalty

We think however that the most important arguments are about continuity, history, image building and uniting Europe.

As our new logo vaguely reminds the Council of Europe (European Community) logo, in order to avoid any ambiguity, we asked the Legal Department of the Council of Europe, to confirm that our would be logo does not hurt any copyright of the Council of Europe logo and they authorize Lions Europa Forum to use the logo that we devised. In the not expected case they do not authorize the logo, we shall revoke this resolution.

Financial impact:

None

Submitted by



**PIP Guðrún Björt Yngvadóttir
Chairperson**

LONG RANGE PLANNING COMMITTEE EUROPE

ENCL. : The new Lions Europa Forum logo with transparent, white and blue background.



