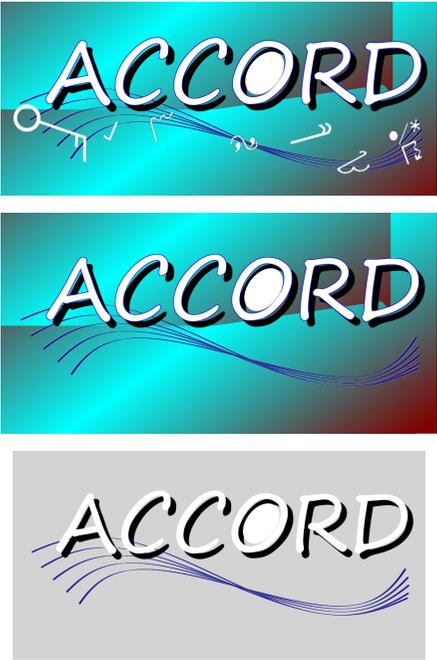
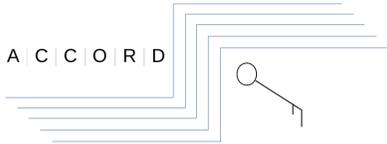
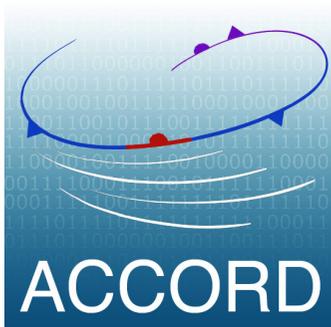


Proposals for the ACCORD logo by the teams

following the comments from the 1st ACCORD Assembly meeting on the initial proposal

Proposed logos	Comment	Proposal number
	<p>Initial proposal: The draft logo is based on the meaning "chord" (accord or close word mean "chord" in many of the languages used in the 26 ACCORD countries). The 5 lines of the musical slave have been converted into waves. Following the proposal by LTMs during the LTM kick-off meeting, the clef and the notes have been replaced by some SYNOP weather symbols. The O was replaced by the SYNOP symbol "calm wind". Altogether, the logo pictures ACCORD navigating in calm winds and riding the waves ... a way to wish "<i>Fair winds and following seas</i>" to ACCORD".</p> <p>Simplified version after Assembly demand to simplify: b all SYNOP symbols removed besides the O (calm winds)</p> <p>Version without transparent background: simple (mono-color) background could be added (example with grey)</p>	L0
	<p>Proposal for a stylised logo: Rather minimalistic in terms of color/fonts.</p> <ul style="list-style-type: none"> * The chords are kept, but transformed into a more stylized representation. Might also be interpreted as waves * One synop symbol is kept in the logo, to keep up with the general idea of the proposed initial version 	L1

	<p>Motivated by "Fair Winds and Following Seas" wished to ACCORD in two versions; any suggestions for colors etc. are welcome</p> <p>chords as waves on calm sea, colors are kept from the original proposal</p>	<p>L2</p>
	<p>simplified, with still the idea of music/synop</p>	<p>L3</p>
	<p>kept the wave and synop wind, redesigned</p>	<p>L4</p>



Still the idea of music, waves and fronts,

L5



Proposal: simple and to be remembered

L6



The letters of the ACCORD acronym placed inside a growing cumulus-cloud, the height of the letters emphasizing the outline of the cloud as roughly indicated in the sketches. The conceptual basis of the logotype is an ensemble of vigorous updrafts merging to form a developing system exceeding the sum of its parts, in resemblance with the formation of the ACCORD consortium.

The cloud itself, as well as the colouring, ties the acronym to significant weather and meteorology. Using two colors, the letters and the cloud are drawn in argent against a rectangular background in azure.

Using one colour only, the entire logotype is drawn in azure. When two colours are used, the choice of argent mentally links the consortium to positive ideas through images such as "every cloud (of ACCORD) has a silver lining."

L7



We made a circle with 5 musical lines as it represents unity, commitment and community. Circle has no beginning or end, it represents life and the cycle of life.

We converted two of the lines to cold and warm fronts because every co-operation has its ups and downs and new possibilities that come of it.

We also very much liked the idea of music lines. These 26 countries are like musicians in a symphony orchestra. We practice and rehearse together and the outcome to our clients is like music to their ears.

L8

	<p>A simple logo with stylized “O“ pointing to the meteorological phenomenon of a tornado (or to a windsock, depending on your preferences) and to a gong vibrating in an ACCORD.</p>	<p>L9</p>
	<p>Another logo betting on simple elegance.</p>	<p>L10</p>
	<p>ideas for further design,</p>	<p>L11</p>