

# 48th meeting of the Wadden Sea Board (WSB 48)

## Meeting Document No. WSB 48/5.2/2

4 March 2026  
Online

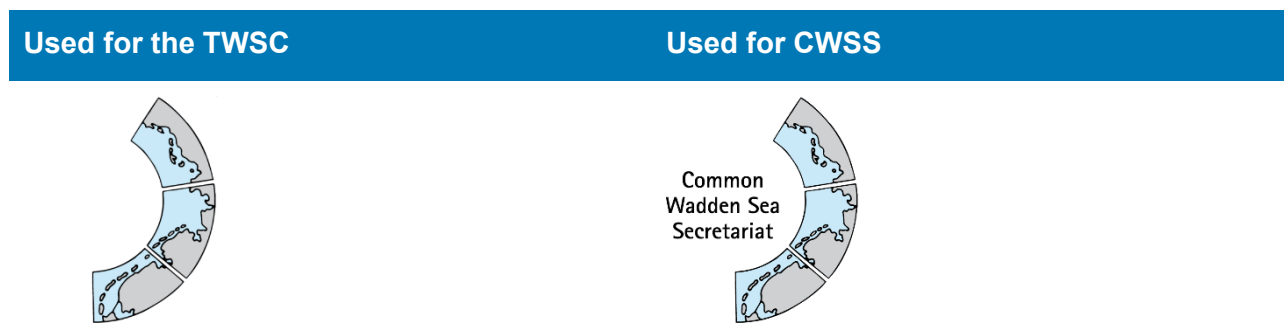
<b>Agenda Item</b>	5.2 Manage and Communicate Effectively (Paras 44-56)
<b>Document Title</b>	WSB 48/5.2/2 Update of TWSC & CWSS Logos
<b>Submitted by</b>	CWSS
<b>Submitted on</b>	11 February 2026
<b>Proposal</b>	The WSB is invited to <b>approve</b> the proposed update of the CWSS/TWSC logos and the guidelines of use.

CWSS proposes a minor update to the CWSS and TWSC logos (specifically colour and font adjustments). The following document outlines background, status quo, and reasoning for such an update and introduces a guideline for their consistent use. The proposal supports §56 of the Wilhelmshaven Declaration on effective communication by improving the logos' alignment with the Wadden Sea World Heritage logo. The update strengthens brand coherence and ensures modern, media-appropriate application of our shared logos. The proposal does not include new logos but a refinement of the existing ones to enhance clarity, consistency, and professional communication across the Trilateral Cooperation communicators in alignment with the recently adopted brand platform.

# Update of the TWSC/ CWSS Logos

## Background & Reasoning

These are the current logos for the Trilateral Wadden Sea Cooperation and the Common Wadden Sea Secretariat:



The logos have not been changed in the past decades and are hence well-established in TWSC circles. However, the TWSC logo, having no lettering for easy identification, has practically not been used for some time. The CWSS logo is used in its place, even in places, where it would be more logical to give visual recognition to the Cooperation (e.g., on TWSC publications such as the Ministerial Declarations). This proposal for an update to the two logos addresses this imbalance as well as other shortcomings (see section below).

This paper is no renewed attempt to introduce new logos. Instead, it proposes a targeted update of the existing logos addressing the identified weaknesses while maintaining their recognisable tradition. Alongside these refinements, the paper introduces a clear, written guideline for the use of the logos for communications that addresses recurring questions about appropriate logo or logo-combination use in different contexts.

### WHY NOT KEEP THE OLD VERSIONS?

The current TWSC and CWSS logos carry certain graphical and technical weaknesses, some of which affect the message of the logo. Except for the last one (reason given in bullet point), all points are addressed in the proposed update:

- A logo should be able to be usable in any size. The **small font size of the CWSS logo**, however, quickly become unreadable in a smaller size.
- Regarding the **TWSC logo**, there is **no lettering** to support the imagery, making it difficult to understand the origin of the logo, especially as the coastline is not easily identified by people outside the Wadden Sea region. Due to this, the CWSS logo is often used in situations where a TWSC logo may be better suited because the work has been done at group or WSB level, e.g., on

the Ministerial Declarations and WSB papers. This is a missed opportunity for the TWSC to gain recognition and visibility.

- It should be possible to display a logo **in black and white**. However, the black lining around the various elements of the coastline in the current logo complicate that matter.
- The **Wadden Sea World Heritage Site** is an inseparable element of CWSS/TWSC communications. This is not visible when putting the logos next to each other, as they **share neither colours** (WSWH: in line with the TWSC/WSWH corporate design) **nor font** (WSWH: Gill Sans MT).
- The **imagery** of the logos (coastline) **is highly complex** as well as abstract, making it difficult to identify it, especially when the size is reduced. This point is not addressed by the update. The reason is the strong support of the TWSC community for the imagery and its tradition. It is listed here to complete the list.

### **HAVEN'T THERE BEEN PAST ATTEMPTS?**

The above list and discussions around it are not new. In 2017/2018 a call was made for graphic designers to submit suggestions of new logo designs. However, the competition did not deliver satisfactory results, and the process was dispended (WSB27).

In 2023, as part of the brand evaluation and hierarchy process, the brand consultant presented a proposal at WSB42 that included the suggestion to reduce the visual representation of the TWSC and CWSS to name-based identifiers combined with the Wadden Sea World Heritage fluke, removing the coastline imagery altogether. While the presentation was overall positively received, the suggestion to retire the coastline was not explicitly discussed or adopted. In our view, while the suggestion would reduce the complex variety of our logos, it would not give justice to the Cooperation's achievements as long-standing tradition of cross-border collaboration.

To our understanding, both processes demonstrated that there is a strong support within the Cooperation of the coastline imagery as traditional representation. Retiring the coastline imagery of the current TWSC/CWSS logos altogether would potentially reduce the visibility of the Cooperation behind the World Heritage title. This proposal takes that into account and offers more visibility to the TWSC, supporting the sense of ownership among its contributors.

### **WHY IS THE UPDATE IMPORTANT?**

The proposed refinements contribute directly to the Wilhelmshaven Declaration, heading "Manage and communicate effectively", §56 "Instruct the Wadden Sea Board to revise the Trilateral Communication Strategy (2012) and to update it with the aim to adequately manage the Wadden Sea World Heritage brand for nature conservation and to further enhance the use of modern

media” by strengthening brand coherence, improving the management of the Wadden Sea World Heritage identity, and enhancing communication performance.

The in-depth interviews conducted for the 2023 brand hierarchy report (sent via email as annex to the [WSB 42 summary record](#)) and the work of the past years on the [brand platform](#) and communication have shown that we should put the Trilateral Wadden Sea Cooperation in a more prominent position, when communicating on our work and achievements. Harmonising the CWSS and TWSC logos with the Wadden Sea World Heritage visual identity creates a clearer and more recognisable brand architecture, which supports a consistent communication of the values and conservation mission associated with the World Heritage status as stated in the brand platform. It also feeds into a sense of ownership within the TWSC community.

The new guidelines of use, to be integrated in the existing design guidance, provide structured clarity on when and how each logo or logo combination should be applied. This reduces visual inconsistencies and increases recognition and clarity among partners, stakeholders, and the public.

The proposed update also improves the suitability of the logos for digital environments. Adjusted colours and fonts aligned with the World Heritage logo enhance readability, accessibility, and performance across a range of devices, platforms, and social media—responding directly to the instruction to modernise communication tools.

## **WHY NOW?**

Several developments give momentum to endorsing the update now (WSB 48):

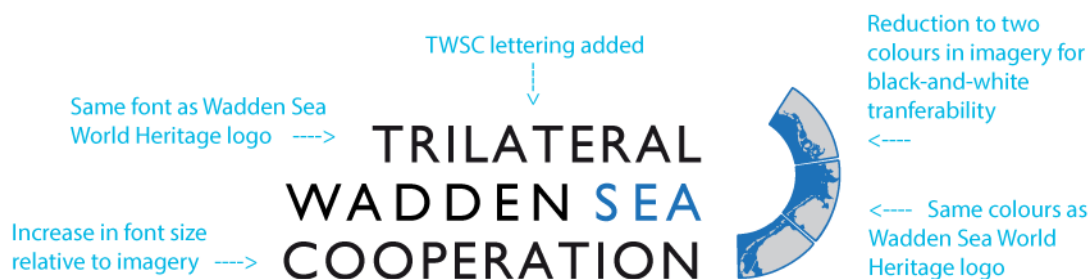
- It can be already used in the material for the Trilateral Governmental Conference including any prints, the event could hence serve as moment of introduction,
- It can be placed in the TWSC image video to be developed in the next months and shared in visitor centres and alike,
- The new brand platform and its implementation give momentum to an update and with it, we want to give more spotlight to the TWSC (instead of CWSS),
- In 2027 and 2028 we have anniversaries of CWSS and the TWSC, respectively (40 and 50 years), by that time we could have fully completed the introduction process of the new logos.

## **Suggested Logo Update**

### **TWSC LOGO**

With above reasoning in mind, we propose the following update to the TWSC logo. The TWSC logo should be used in all situations, where its work and achievements are the communicative message. For example, publications, such as the breeding bird trend report or the declarations, are achievements of the Cooperation and should hence be given the TWSC logo. Using the TWSC logo

on our publications does not automatically credit their legal ownership to the Cooperation, which is no legal entity. Legal ownership is given in the imprint to the publisher “Common Wadden Sea Secretariat on behalf of the Trilateral Wadden Sea Cooperation.”



## CWSS LOGO

The same visual update is suggested for the CWSS logo, with one addition: To strengthen the visibility of the TWSC in line with the brand objectives and clearly communicate the institutional relationship between the Cooperation and its Secretariat, we propose updating the lettering in the CWSS logo from “Common Wadden Sea Secretariat” to “Trilateral Wadden Sea Cooperation Secretariat.” This carries no consequences to CWSS’s legal name (see #2). We also suggest reducing the use of the CWSS logo to situations, where a legal representation in form of a logo is required, and give the space to the TWSC (see table at the end of this document). The reasons behind this suggestion are as follows:

### 1. Clearer Institutional Positioning

The current lettering “Common Wadden Sea Secretariat” of the logo does not explicitly communicate that CWSS serves as the Secretariat of the Trilateral Wadden Sea Cooperation. Updating the text makes this relationship immediately recognisable to external partners, stakeholders, and the public. It reduces confusion and reinforces the Secretariat’s mandate within the TWSC governance structure.

### 2. No Legal Implications

This proposal presents a change of logos, not legal names, competences, or responsibilities. There are no regulations stating that the lettering of a logo must be identical with the legal name of an organisation or legal entity. Prominent examples are Deutsche Bahn (logo uses “DB”), Volkswagen AG (Logo uses “VW”), and Nationalparkverwaltung Niedersächsisches Wattenmeer (Logo uses “Nationalpark Wattenmeer – Niedersachsen”).

### 3. Strengthening TWSC Visibility

Explicitly naming the Cooperation in the Secretariat logo enhances the overall visibility of the TWSC, especially in international, governmental, and cross-border contexts. It supports unified branding, improves external communication, and helps partners clearly understand the institutional structure.

#### 4. Alignment with International Practice

A review of comparable international cooperations (e.g., HELCOM, OSPAR) shows that their secretariats do not use separate logos; instead, they apply the cooperation’s logo with the simple addition of “Secretariat” when needed. Updating our lettering aligns us with this practice, strengthening coherence and recognisability.

The proposed change affects only the lettering, not the WSWH/TWSC visual identity or CWSS’s legal name. However, it does provide clearer institutional positioning, aligns with international standards, and strengthens the visibility of the TWSC. It is a simple, minimal-effort strategic improvement with high communicative value offering a significant improvement in how our role is perceived and understood.



#### SPECIAL CASE: COMBINATION WITH WORLD HERITAGE

When communicating about CWSS or the TWSC, we usually include Wadden Sea World Heritage in the story, also as logo combination (example: footer on this document’s first page). In this specific combination, we propose to simplify the visual by deleting “Wadden Sea” from the TWSC/CWSS logos as shown below to reduce the number of letters as well as repetition. In practice, this combination will be the most used format.



## Guidelines of use

The following guidelines will be integrated into the Cooperation's design guidance after approval.

### TRILATERAL WADDEN SEA COOPERATION LOGO



The TWSC logo is our cooperation marque and should be used for all TWSC communications and external publications. The logo may be used by all [member organisations](#) of the Trilateral Wadden Sea Cooperation. Permission of use to third parties can only be granted case-by-case by CWSS.

### COMMON WADDEN SEA SECRETARIAT LOGO



The CWSS logo is the marque of the Common Wadden Sea Secretariat and should be used for the Secretariat's official correspondence and communications where legal representation is required. Permission of use can only be granted case-by-case by CWSS.









### COMBINATION WITH WORLD HERITAGE

When the TWSC/CWSS logos are placed directly next to the UNESCO World Heritage and Wadden Sea World Heritage logos, the following short versions are to be used to avoid repetition of the word "Wadden Sea" in the logo combination, thereby reducing complexity:



## LOGO VERSIONS

These are the different formats of both logos on different backgrounds settings. All logos are available in PNG (transparent background), EPS (scalable for print), JPEG (web or low priority use), and PDF (print-ready).

<p><b>TWSC_logo_fc</b> <b>CWSS_logo_fc</b> This version was made for use on white and light backgrounds only. The words 'TRILATERAL WADDEN' and 'COOPERATION' are set in black. 'SEA' is set in Mid Blue (Pantone 3015, CMYK 85 50 0 0, RGB 0 120 182, HEX #0078b6). 'Secretariat' is set in 70% black.</p>		
<p><b>TWSC_logo_neg_fc</b> <b>CWSS_logo_neg_fc</b> This version was made for use on dark backgrounds. The words 'TRILATERAL WADDEN' and 'COOPERATION' are set in white. 'SEA' is set in Light Blue (Pantone 298, CMYK 69 7 0 0, RGB 0 183 229, HEX #00b7e5). 'Secretariat' is set in 25% black. No overprint is used in this version.</p>		
<p><b>TWSC_logo_monochrome_black</b> <b>CWSS_logo_monochrome_black</b> This version was made for monochrome use on a white background.</p>		
<p><b>TWSC_logo_monochrome_white</b> <b>CWSS_logo_monochrome_white</b> This version was made for monochrome use on a black background. No overprint is used in this version.</p>		

## PLACEMENT GUIDELINES

### Clear space

Clear space around each logo or logo combination should equal the height (x2) and width of the letter W from the Wadden Sea text as shown:



### Minimum size



























The logos have a minimum height of 15mm each for print and 60px for digital use.

### Not allowed

- Distorting or stretching
- Using unapproved colours
- Adding effects (shadows, gradients)
- Rotating or cropping
- Placing on busy or low contrast backgrounds

### EXAMPLES OF LOGO (COMBINATION) SELECTION

CWSS assists with all logo placements. The following table gives some examples to reoccurring situations – the list is incomplete.

Situation	UNESCO	WSWH	TWSC	CWSS
TWSC group documents				
Publications				
Cooperation with partners				
Events				
Banner			(  - depends on banner subject)	
WSWH website	 (footer)	 (header)	 (TWSC subpage)	 (imprint as legal owner, CWSS subpage)
Swimway + WSFI microsities	 (footer)	 (footer)		 (imprint)
LinkedIn				
FB & Instagram				
CWSS letter + contracts and other documents in need of a legal entity (e.g. MoUs)				

## Conclusion & Request to Board

The proposed logo update is a focused, low risk modernisation that preserves tradition while significantly improving coherence, professionalism, and digital readiness across the Wadden Sea Cooperation's communication activities.

*The WSB is **requested to approve** the proposed update of the CWSS/TWSC logos and their guideline of use.*