

Minutes Additional General Member Meeting – Logo & Name Proposal Friday 22 June 2018

Chairman: Mats van den Nouwland

Secretary: Amber van Gorkom

Present: Suzanne Klein Wolterink, Susanne Luijff, Eline Giesbers, Luuk van den Reek, Dominique Paulissen, Sabine van Westerveld

Name change and logo change

Two years ago, SV Babylon has become an international association. Former boards already started with the internationalization of the association, but the logo and name of SV Babylon still contain Dutch elements. For this reason, a proposal has been made with a slightly adapted name and logo to match with the international nature of the association.

With the change of the name and logo of the association, the twenty-ninth and thirtieth candidate board would like to improve the internationalization and professionalism of the association and eliminate the language barrier between Dutch and international students. Finally, the new name and logo of the association will contribute to a uniform image of the association.

The thirtieth board proposes three options for the new name of SV Babylon:

1. Babylon
2. Babylon Study Association
3. Keep current name: SV Babylon

The option SA Babylon does not have the preference as the abbreviation SA could be associated with the Sturmabteilung, the predecessor of the SS in the Nazi regime. To prevent any associations with organizations or movements that are against the values of the study association the option of SA Babylon is removed from the options. An option could be that the study association would be called Babylon Study Association, like some other study organizations are called.

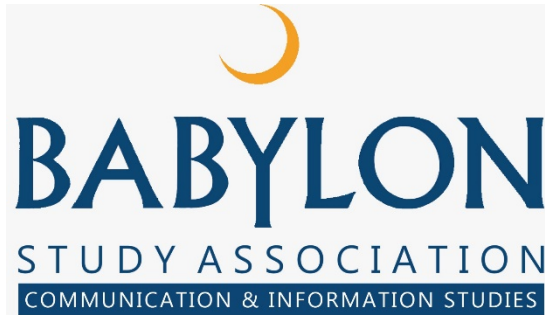
Marco: It is possible to use 'Babylon' as the call sign of the association, and 'Babylon Study Association' as the official name.

The thirtieth candidate board proposes three options for the new logo of SV Babylon:

1. Logo without the name of the study programme



2. Logo in English with the name of the study programme



3. Keep current logo in Dutch



Sabine: I think the logo should be in English, but it is more clear to have a logo with the name of the study programme in it.

Suzanne: We checked the logos of many study associations and most of them don't have the name of the study in their logo.

Mats: When naming their study, a lot of Babylonians would say that they're studying International Business Communication. Also, the name of the study programme of Communication and Information Studies has changed a lot over the last couple of years, and if it changes again, we would have to change the logo and the statutes again. It would be more safe to choose a logo without the name of the study programme in it.

Eline: In the current logo, 'Communicatie- en Informatiewetenschappen' is not readable.

Suzanne: We can put 'Communication & Information Studies' in white and in the same font style as 'Study Association' to make it more clear and readable.

The official voting on the name and logo will take place at the General Member Meeting with the Change of the Board at Tuesday 3 July at 7 p.m. in Café van Buren.

Sabine: I think it would be a good idea to vote for the logo first and afterwards vote for the name, so the name can, if necessary, be adapted to the logo.

Sabine: Are you also going to change the statutes? This will cost approximately 350 or 400 euros.

Ivo: Yes, we will change the statutes. I think we should write them in Dutch and in English. Financially, it would be better for us to choose the logo without the name of the study in it, because it will cost the association a lot of money if we have to change the logo a several times in the coming years.

Anne: In the PowerPoint presentation of the General Member Meeting, you can state the advantages and disadvantages of the different names and logos to give Babylonians a clear overview.

