

Scientific Decade Logo Entrants – HELPING 2023-2032

Option 1

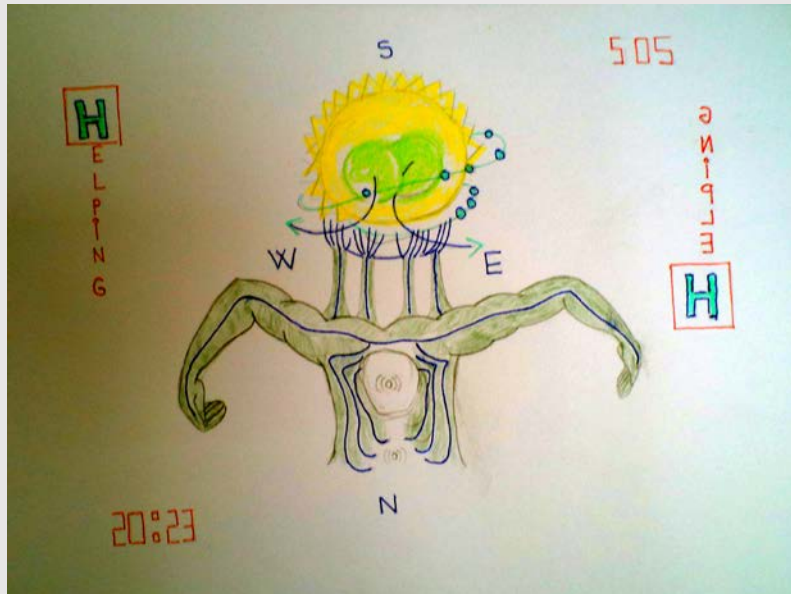


A short description of the logo:

1. Presented as .png, in a file size that is small enough to send via emails or any size deemed necessary
2. Alternatives are there to choose the best among the seven logos
3. They are so simple i.e., not complicated to any common person to understand the concept
4. The Water Drop and the Stretched Hand stands for – **H**ydrology **E**ngaging **L**ocal **P**eople
5. The Globe indicates or represents the concept of – **I**N one **G**lobal World
6. **HELPING** = **H**ydrology **E**ngaging **L**ocal **P**eople **I**N one **G**lobal World, it is in red or yellow color, just to add readability
7. There is still an option to refine the selected logo if necessary and comments are given on your side.

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Option 2



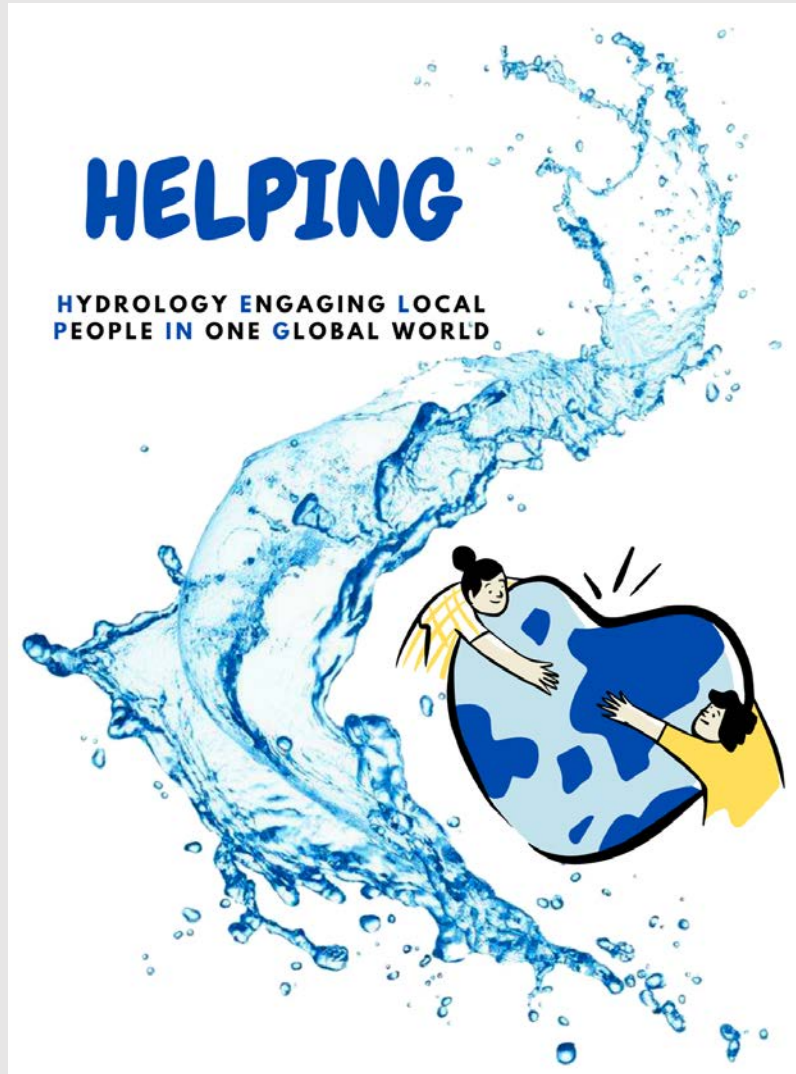
A short description of the logo:

Focal point of logo is a faceless person, through whom the blue lines drawn indicate the water; around a bowed head those blue lines turn into the contours of the ear; an internet tag is drawn on the head and stomach as a receiver for survival. A person cannot bear the responsibility alone, and for that reason columns in the shape of hands are extended from person's back, through which water also flows and supports (meaning protection) the survival of vegetation - an element of sustenance. Four arms (meaning the South, the West, the East, the North) extend from East to West which is the main lever for support, and the South represents humility due to the huge environmental consequences (sorry for wrong position of South mark on jpeg - currently not able for corrections) and North is the driver of everything (climate) and that's why it's on person's backs. Year 2023 in digital shape (technology era) is represented as a clock (when you add 2 and 3 get 5 and 5 could transform in letter "S" so in the upper right corner is the mark for help SOS by "flipping" (message for somewhat older generations as well) number 2 and 5). Because East and West are opposite sides, hence the word HELPING is written upside down. The whole jpeg is multidimensional mirror with an old message "act local think global". The letter "H" is specially framed like a medical label only is colored blue like hydrology.

Water droplets (evaporation - environment and even a person (effort for survival)) circulate around the Sun.

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Option 3



A short description of the logo:

The idea behind the logo is inspired from the third decade's title: Hydrology Engaging Local People IN one Global World (HELPING)

The logo reflects the following keywords:

1. Water
2. Collaboration
3. Gender
4. Helping
5. Global world.

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Option 4



A short description of the logo:

1. The outer circle indicates that the people on the globe have the same interest in drinking the water from nature
2. Inside the upper triangular shape, the natural shape of mountains and the lower triangle indicate forests
3. Inside the sun shape, there is the blue color of pure water
4. The arrow symbol indicates the natural water cycle in the whole process
5. The blue color of the font "HELPING" implies that the people on earth attain safe, pure cyclic water.

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Option 5



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Option 6

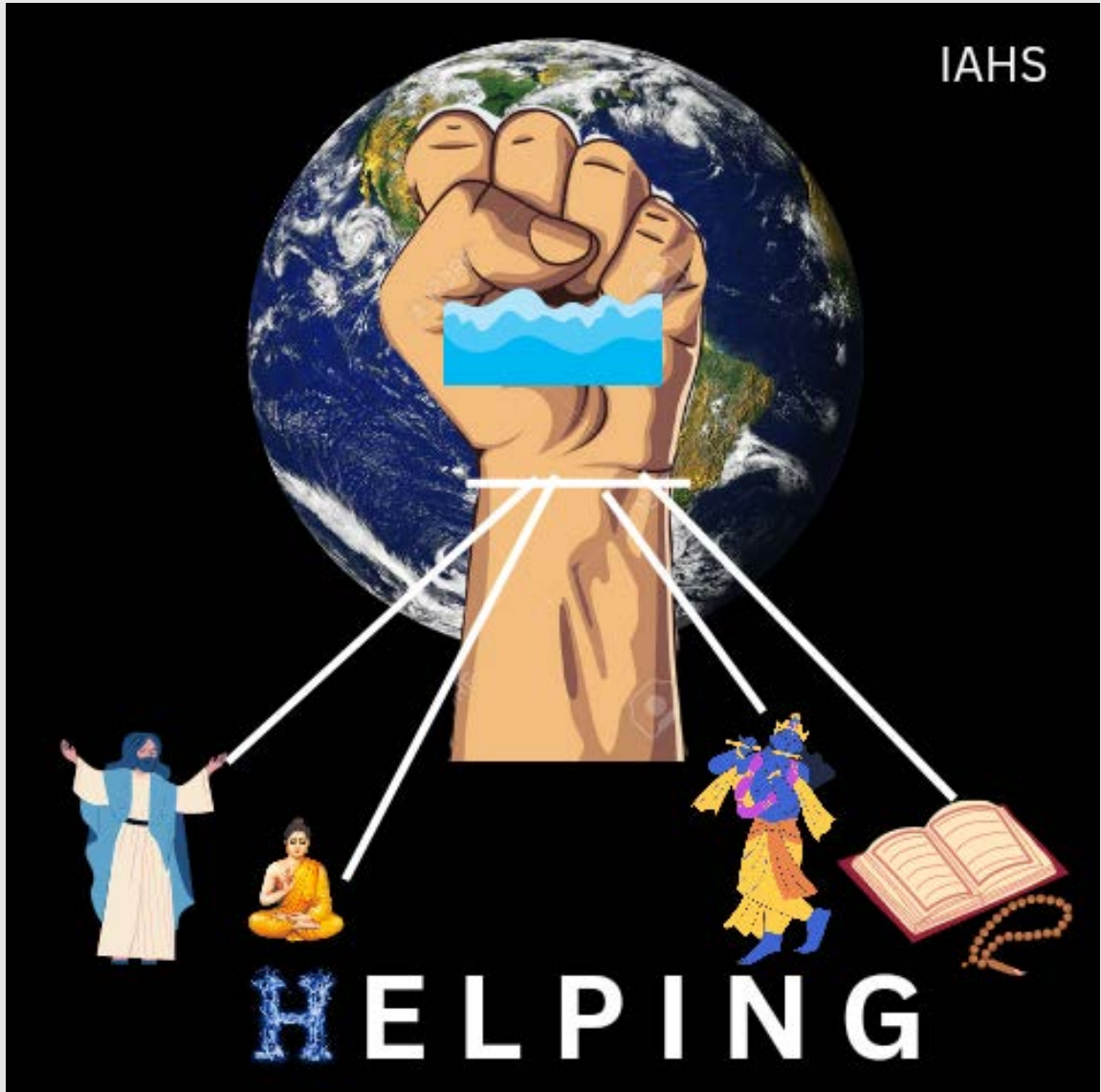


A short description of the logo:

“Circle of Influence” and “Circle of Concern” Stephen Covey in his famous book “the 7 Habits of Highly Effective People” (1989) distinguishes between proactive people – who focus on what they can do and can influence – and reactive people who focus their energy on things beyond their control. Covey’s model is based on two circles. The first is the “Circle of Concern”. This includes a whole range of things – global warming, the state of the economy, attitudes in society etc. The actual list will depend on the individual, but the important thing to understand is that there may be little we can do about many of these things since they probably are outside our influence. On the other hand, the “Circle of Influence” will be much smaller. It includes the things we can do something about. The extent of this will obviously be related to our power (like skills, knowledge etc.). The key is to focus our energy on those things that we can influence and expand it. This will enable us to make effective changes. In this new IAHS scientific decade, we stand as a proactive and influential association. Through the development of the HELPING strategic goals, we embark on a mission to push the boundaries, accumulate knowledge and expanding our circle of influence. We empower local experts, nurture collaboration, and drive innovative solutions, shaping a sustainable future through our increased circle of influence. We believe that our proposed concept illustrates: 1.HELPING strategic goals expand horizons of influence, pushing boundaries, broadening knowledge accumulation, and making a profound impact on global water challenges. 2.HELPING strategic goals empower collaboration and innovation through unwavering commitment and a shared vision towards a sustainable future driven by our amplified circle of influence.

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Option 7



A short description of the logo:

Hydrology engaging local people in one global world. Local people unity across hydrology in world.

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Option 8



A short description of the logo:

Community vector is used in the logo to indicate the collaboration of people in solving the water crisis problem through shared capacity and community engagement by transferring hydrological knowledge. Globe vector is used to indicate the solutions taken globally for solving problems. Water droplet vector indicates the hydrological sciences. It indicates the next scientific decade of finding solutions for water crisis through local people engagement and knowledge transfer.

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Option 9

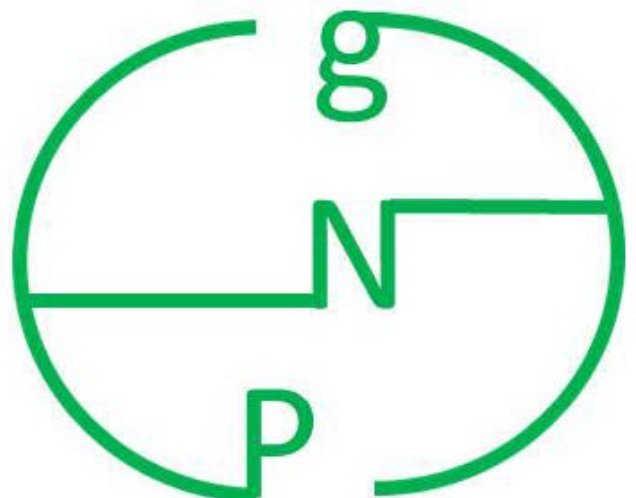
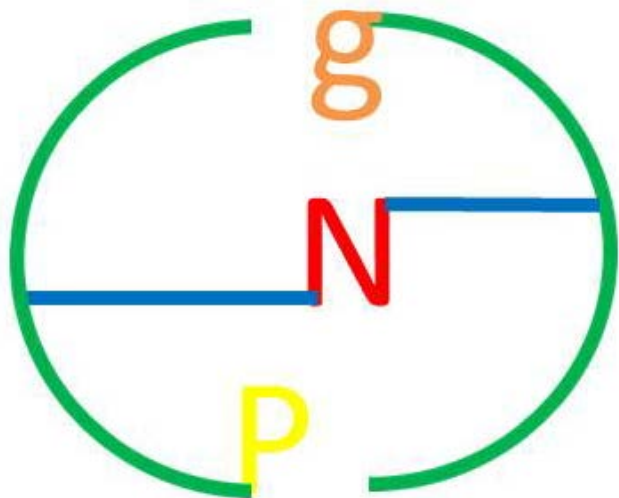


A short description of the logo:

The logo features a dynamic and interconnected globe, symbolizing the IAHS's global reach and influence. The globe is inside a water droplet, representing the significance of hydrology in the IAHS's mission. Embedded within the globe, there are different hands with different colors representing the collaborative and diverse contributions of local people from all over the world in the IAHS's third scientific decade, showing the importance of unity and cooperation in addressing global hydrological challenges.

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Option 10



A short description of the logo:

The whole logo is S for Solutions. Green left half circle represents letter L in Helping, also represent half globe. Green right half circle represents letter I in HELPING, also represent another half of our globe. Alphabet yellow P represents people, also itself represents the letter p in HELPING. Alphabet orange g represents government; also, itself represents the letter g in HELPING. Blue line represents water surface. Green left half circle plus left blue water surface represents the letter E in HELPING. Alphabet red N represents the disturbance to water, like a pulse, also itself represents the letter N in HELPING. The green left half circle + left blue water surface + red letter N + right blue water surface + The green right half circle together represents alphabet H in HELPING. HELPING can be read out both from the alphabets themselves H -E-L-P-I-N-G and the meaning the logo is expressing Water has been disturbed; people and government are walking around the basin, working hard for solutions and for a Hydrology, which should be, is and will be engaging local people and government in one global world.

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Option 12



A short description of the logo:

The logo puts the name of the new decade as the main element of the design, using red and white as an emblem of IAHS and a strong font to focus all the attention on the name, to highlight different aspects of the word, splitting it in two. HELP, as a need, a call for a join effort. ING, as the suffix used in English to built the gerund and consequently linked to an action, a movement, something that needs to happen. In addition to the word HELPING itself, added is a simple Globe as a representation of one global world. The continents of the Globe are built using small dots, which try to represent the diversity, the different people that compose them. In this Globe appears also a marker, trying to reinforce the idea of local: all dots built the Globe, none can be left behind. Also added is a subtitle to explain the main goal of the new decade: use Science for Water Solutions.

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Option 13



A short description of the logo:

The proposal started with an idea of the shape of a plant leaf and a drop of water, specially about hydrology. Then, thinking of involving people, the profile of a person was included and combined both concepts. For actions in a global world, the thought of the meaning of a key was suggested. A key always symbolizes opening, sharing, reaching, entering, collaborating. It opens doors, to share your places by sharing your keys, when you arrive you open, to enter you open, and so on. Therefore, a fundamental element to include a key.

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Option 14



A short description of the logo:

The logo proposal arises from the idea of representing a Global World with a circle that frames a logo. At the bottom of the circle, a hand holding a drop of water and two people are visualized. The drop represents Hydrology and the two people represent the local people, the local population, and their engagement and commitment to Hydrology in the Global World. In the upper part of the circle, living beings are represented, mainly vegetation; all wrapped up in the world.