

Agenda Item II: TPO Activities

d. Renewal of the Official TPO Logo

as of August 29, 2025

1. Background

The current logo has been in use for over 20 years. A renewal is now considered essential to present a modern, contemporary visual identity that represents TPO's evolution and forward-looking vision. Following the change in the Organization's name effective January 1, 2024, it has become necessary to develop a refreshed the official logo in a way that aligns with contemporary design trends while maintaining its recognizability and heritage.

2. Purpose and Objectives

The renewal of the logo seeks to achieve the following objectives:

- Strengthen TPO's visual identity across both digital and print platforms
- Ensure consistent and effective logo usage by providing clear guidelines to members
- Ensure compatibility with contemporary design environments and formats

3. A Way Forward

The following steps are proposed to guide the implementation of the official TPO logo renewal:

- Report to the 45th TPO Executive Committee Meeting for the approval of the Renewal of the Official TPO Logo
- Upon approval, proceed with the implementation of the logo renewal
- Report the result at the next TPO Executive Committee Meeting
- Distribute an official notification to all TPO members