

ECONOMIC COMMISSION FOR EUROPE

EXECUTIVE COMMITTEE

Eighty-sixth Meeting
Geneva, 16 September 2016

Item 10

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Preparations for the Commission session

Note by the Secretariat: The attached document is submitted to the UNECE Executive Committee for information.

70th ANNIVERSARY

VISUAL IDENTITY

Marking the 70th anniversary of UNECE, the visual identity design is meant to create a distinctive symbol, a memorable logo to effectively express the core values of the organization that outline its personality.

UNECE 70th Logo Attributes:

- Clarity and Originality
- Symbolic Association
- Differentiation

HORIZONTAL



VERTICAL



UNECE 70th Logo Concept:

- Festive, celebration decoration, ribbon like ornament
- Symbolic association with SDGs as the “fil rouge” in UNECE activities and programmes
- Modern design, original, elegant, clean
- Comprehensible, uncomplicated, not highly abstract
- Functional in/on black, white and outline