



World Urban Forum

NEW VISUAL IDENTITY

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World Urban Forum

The World Urban Forum is the world's premier conference on urban issues. Organised every 2 years, the WUF has been hosted in nine different countries, having a different logo adapted freely to each session and context.

UN-Habitat

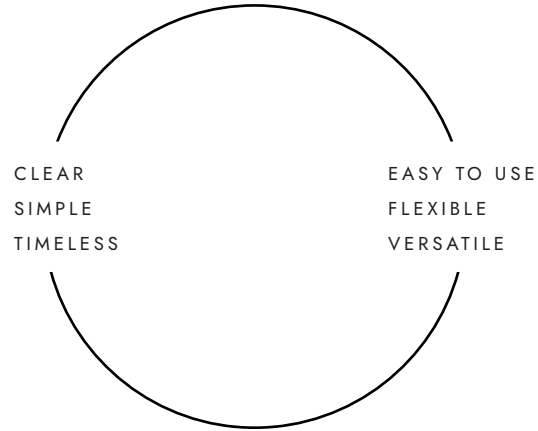
UN-Habitat's vision of "a better quality of life for all in an urbanizing world" is bold and ambitious. UN-Habitat works with partners to build inclusive, safe, resilient, and sustainable cities and communities. UN-Habitat promotes urbanization as a positive transformative force for people and communities, reducing inequality, discrimination and poverty.

What is a Visual Identity System

VI System is the arrangement of visual elements that come together to represent the event. The VI system is composed of the logo, typography, colour palette and visual applications or graphic motifs.

The universal WUF Visual Identity System is a graphic package to be used in upcoming sessions, which also leaves space for the next host countries and cities to represent themselves in a unique visual way, while preserving the core identity of the brand.

Keywords



This Visual Identity

- Understands and incorporates the principles of UN-Habitat
- It is coherent with the objectives of the forum, raising awareness of sustainable urbanization
- Compiles and applies the lessons learned from past events

While taking inspiration from

The vast diversity of Cities | Ideas of Sustainable Design |
"Don't just design for people but **with** people"

In the first part of this document you will find the basis for the proper use of the WUF Universal Brand System. Then, you will access the second part, with instructions on how to apply the Visual Identity to future sessions. Please note that the use of the Universal Logo is limited to UN-Habitat, the WUF Secretariat and some exceptions under their review. The use of the Future Sessions guidelines is reserved to the Host Countries. For further details please contact the WUF Secretariat.

WUF Universal Brand System

The World Urban Forum now has a Universal Brand System that includes its Colour Palette, Typography and Logo. The *Universal logo* is the only element from the Universal Brand System that is reserved to be used only by UN-Habitat/WUF Secretariat. This logo (page 9) will be the generic logo used by the Secretariat. It is also the one designated for the inter-forum periods and preparatory events that do not require the use of any specific WUF session brand.

Future Sessions

Future sessions should follow the guidelines set in this document to create their own version of the logo. Please make sure to read carefully, and ask any questions regarding this matter, since it is critical to maintaining a cohesive visual language across all WUF events.

UNIVERSAL BRAND SYSTEM

- 7 Logo
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Logo

A logo is the main symbol that identifies the event. This proposal showcases the **Universal** logo and sets the rules for its future **adaptations**.

WHY A NEW WUF Universal Logo

WUF is looking to establish a new Visual Identity, with a consistent logo that keeps its core brand identity and values, while adapting and evolving with future hosts. The new visual identity will empower and consolidate the brand by creating a stronger remembrance, and unite all WUF events and hosts under a compelling narrative. It is important that the visual identity generates continuity and offers a common ground for all cities, countries and institutions to connect.

Becoming Dynamic

“A dynamic logo is an adaptable logo – one that changes depending on the context in which it’s placed. However, it’s important to remember that some basic elements of your logo should always remain consistent, regardless of the changes made to the logo.”

Pros:

Recognition

A dynamic logo is more easily comprehended, making it a more memorable mark. A fun, responsive, interactive logo drives memorability, and provides a leg up over static logos when it comes to brand recognition.

Personality

An interactive logo gives ample opportunity to inject personality and storytelling into branding.

WUF > World Urban Forum

We will once again use the full spelling for the event, taking into account that there’s still many people not familiar with WUF: we want them to understand what WUF is, at first sight.

What can be found in a city? Probably most things we can think of, can be seen in cities. WUF has a rich colour palette that represents the vast diversity present in cities and urban areas.

Primary palette: a broad and optimistic palette. Each color can be used with its different tones (full palette on the next pages)



WUF Deep green
RGB 0 91 61
CMYK 90 38 84 35
HEX 005B3D



WUF Light green
RGB 0 146 107
CMYK 85 19 73 4
HEX 00926B



WUF green
RGB 73 155 81
CMYK 75 16 90 3
HEX 499B51



WUF Blue
RGB 71 148 236
CMYK 66 36 0 0
HEX 4794EC



WUF Bright blue
RGB 97 154 102
CMYK 62 29 5 0
HEX 619AC9



WUF Dark purple
RGB 75 75 209
CMYK 79 75 0 0
HEX 4B4BD1



WUF Purple
RGB 190 157 244
CMYK 28 39 0 0
HEX BE9DF4



WUF Magenta
RGB 255 154 200
CMYK 0 51 0 0
HEX FF9AC8



WUF Red
RGB 255 45 0
CMYK 0 93 100 0
HEX FF2D00



WUF Deep Rose
RGB 255 104 111
CMYK 0 74 45 0
HEX FF686F



WUF Light green
RGB 155 127 0
CMYK 0 62 100 0
HEX FF7F00



WUF Yellow
RGB 255 202 46
CMYK 0 20 91 0
HEX FFC42E



WUF Beige
RGB 255 239 204
CMYK 0 4 21 0
HEX FFEFC C



WUF Black
RGB 0 0 0
CMYK 100 100 100 100
HEX 000000



WUF White
RGB 255 255 255
CMYK 0 0 0 0
HEX FFFFFFFF

SECONDARY COLOUR PALETTE

 RGB 4 50 30 CMYK 91 68 87 51 HEX 04321E	 RGB 6 75 46 CMYK 91 59 89 31 HEX 064B2E	 RGB 7 100 61 CMYK 90 49 89 14 HEX 07643D	 RGB 57 131 100 CMYK 82 36 73 1 HEX 398364	 RGB 106 162 138 CMYK 63 22 54 0 HEX 6AA28A	 RGB 156 193 177 CMYK 46 13 36 0 HEX 9CC1B1	 RGB 205 224 216 CMYK 25 7 20 0 HEX CDE0D8
 RGB 0 73 54 CMYK 92 61 82 31 HEX 004936	 RGB 0 110 80 CMYK 90 45 81 8 HEX 006E50	 RGB 0 146 107 CMYK 85 24 74 0 HEX 009268	 RGB 51 168 137 CMYK 82 36 73 1 HEX 33A889	 RGB 102 190 166 CMYK 66 2 46 0 HEX 66BEA6	 RGB 153 211 196 CMYK 47 0 32 0 HEX 99D3C4	 RGB 204 233 225 CMYK 26 0 18 0 HEX CCE9E1
 RGB 18 39 20 CMYK 87 73 87 70 HEX 122714	 RGB 36 78 41 CMYK 87 59 93 30 HEX 244E29	 RGB 54 116 61 CMYK 84 43 92 6 HEX 36743D	 RGB 73 155 81 CMYK 77 21 87 0 HEX 499851	 RGB 109 175 116 CMYK 66 13 70 0 HEX 6DAF74	 RGB 145 195 151 CMYK 52 7 52 0 HEX 91C397	 RGB 182 215 185 CMYK 36 5 36 0 HEX B6D7B9
 RGB 35 62 125 CMYK 93 88 29 1 HEX 233E7D	 RGB 52 92 187 CMYK 87 72 0 0 HEX 345CBB	 RGB 69 123 249 CMYK 80 60 0 0 HEX 457BF9	 RGB 106 149 250 CMYK 67 46 0 0 HEX 6A95FA	 RGB 143 176 251 CMYK 52 35 0 0 HEX 8FB0FB	 RGB 181 202 253 CMYK 35 23 0 0 HEX B5CAFD	 RGB 218 229 254 CMYK 19 11 0 0 HEX DAE5FE
 RGB 36 74 118 CMYK 92 80 39 3 HEX 244A76	 RGB 53 111 177 CMYK 85 57 10 0 HEX 356FB1	 RGB 71 148 236 CMYK 76 41 0 0 HEX 4794EC	 RGB 108 169 240 CMYK 65 30 0 0 HEX 6CA9F0	 RGB 145 191 244 CMYK 50 21 0 0 HEX 91BFF4	 RGB 181 212 247 CMYK 35 14 0 0 HEX B5D4F7	 RGB 218 234 251 CMYK 19 7 0 0 HEX DAEAFB
 RGB 0 21 82 CMYK 99 100 45 18 HEX 001552	 RGB 38 38 104 CMYK 95 98 37 5 HEX 262668	 RGB 56 56 156 CMYK 90 90 0 0 HEX 38389C	 RGB 75 75 209 CMYK 85 81 0 0 HEX 4B4BD1	 RGB 111 111 217 CMYK 73 67 0 0 HEX 6F6FD9	 RGB 147 147 227 CMYK 54 51 0 0 HEX 9393E3	 RGB 183 183 236 CMYK 35 35 0 0 HEX B7B7EC
 RGB 95 79 122 CMYK 76 80 36 1 HEX 5F4F7A	 RGB 143 118 183 CMYK 95 98 37 5 HEX 8F76B7	 RGB 190 157 244 CMYK 39 49 0 0 HEX BE9DF4	 RGB 203 177 246 CMYK 30 41 0 0 HEX CBB1F6	 RGB 216 196 248 CMYK 21 32 0 0 HEX D8C4F8	 RGB 229 216 251 CMYK 14 22 0 0 HEX E5D8FB	 RGB 242 235 253 CMYK 7 12 0 0 HEX F2EBFD

SECONDARY COLOUR PALETTE

 RGB 128 77 100 CMYK 58 83 51 6 HEX 804D64	 RGB 191 115 150 CMYK 31 69 24 0 HEX BF7396	 RGB 255 154 200 CMYK 0 59 1 0 HEX FF9AC8	 RGB 255 174 211 CMYK 0 48 1 0 HEX FFAED3	 RGB 255 194 222 CMYK 0 37 1 0 HEX FFC2DE	 RGB 255 215 233 CMYK 0 26 1 0 HEX FFD7E9	 RGB 255 235 244 CMYK 0 14 1 0 HEX FFE6F4
 RGB 128 52 56 CMYK 48 91 75 21 HEX 803438	 RGB 191 115 150 CMYK 31 69 24 0 HEX BF4E53	 RGB 255 104 111 CMYK 0 79 47 0 HEX FF686F	 RGB 255 134 140 CMYK 0 66 34 0 HEX FF868C	 RGB 255 164 169 CMYK 0 50 24 0 HEX FFA4A9	 RGB 255 195 197 CMYK 0 35 18 0 HEX FFC3C5	 RGB 255 225 226 CMYK 0 19 10 0 HEX FFE1E2
 RGB 128 23 0 CMYK 44 99 100 26 HEX 801700	 RGB 191 34 0 CMYK 28 97 100 1 HEX BF2200	 RGB 255 45 0 CMYK 0 94 92 0 HEX FF2D00	 RGB 255 87 51 CMYK 0 85 79 0 HEX FF5733	 RGB 255 129 102 CMYK 0 68 58 0 HEX FF8166	 RGB 255 171 153 CMYK 0 46 35 0 HEX FFAB99	 RGB 255 213 204 CMYK 0 25 19 0 HEX FFD5CC
 RGB 97 35 6 CMYK 53 93 100 41 HEX 612306	 RGB 128 64 0 CMYK 46 84 100 23 HEX 804000	 RGB 191 95 0 CMYK 30 77 100 1 HEX BF5F00	 RGB 255 127 0 CMYK 0 67 92 0 HEX FF7F00	 RGB 255 153 51 CMYK 0 53 85 0 HEX FF9933	 RGB 255 178 102 CMYK 0 41 66 0 HEX FFB266	 RGB 255 204 153 CMYK 0 28 44 0 HEX FFC999
 RGB 128 101 23 CMYK 54 61 100 13 HEX 806517	 RGB 191 152 35 CMYK 33 42 94 0 HEX BF9823	 RGB 255 202 46 CMYK 4 27 88 0 HEX FFC A2E	 RGB 255 213 88 CMYK 4 22 76 0 HEX FFD558	 RGB 255 223 130 CMYK 4 17 59 0 HEX FFD F82	 RGB 255 234 171 CMYK 3 12 41 0 HEX FFE AAB	 RGB 255 244 213 CMYK 1 7 22 0 HEX FFF 4D5
 RGB 128 120 102 CMYK 58 53 63 3 HEX 807866	 RGB 191 179 153 CMYK 31 28 42 0 HEX BFB399	 RGB 255 239 204 CMYK 1 10 26 0 HEX FFE FCC	 RGB 255 242 214 CMYK 1 9 21 0 HEX FFF 2D6	 RGB 255 245 224 CMYK 1 7 17 0 HEX FFF 5E0	 RGB 255 249 235 CMYK 0 5 11 0 HEX FFF 9EB	 RGB 255 252 245 CMYK 0 3 6 0 HEX FFF CF5
 RGB 0 0 0 CMYK 100 100 100 100 HEX 000000	 RGB 51 51 51 CMYK 69 67 62 59 HEX 333333	 RGB 153 153 153 CMYK 43 35 35 1 HEX 999999	 RGB 204 204 204 CMYK 19 5 16 0 HEX CCCC CC	 RGB 229 229 229 CMYK 9 6 7 0 HEX E5E5E5	 RGB 244 244 244 CMYK 3 2 2 0 HEX F4F4F4	 RGB 255 255 255 CMYK 0 0 0 0 HEX FFFFFF

JOST*

A clean open source font. It can be used on titles and body text. Jost font family has 18 styles and 9 weights and it supports over 50 languages.

fonts.google.com/specimen/Jost

ROBOTO

The popular 'Roboto' font is a rounded, clean typeface with a straightforward, geometric design that offers clean lines. Roboto is the official UN font and can be used for the body text.

<https://fonts.google.com/specimen/Roboto>

GOOGLE NOTO

For languages not supported by Jost or Roboto, please use Google Noto, which is the most universal font
www.google.com/get/noto/

PRIMARY FONT

JOST LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&/()=?¿

JOST BOOK

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&/()=?¿**

JOST SEMI

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&/()=?¿**

JOST BOLD

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&/()=?¿**

SECONDARY FONT

ROBOTO LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&/()=?¿

ROBOTO REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&/()=?¿

ROBOTO MEDIUM

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&/()=?¿**

UNIVERSAL LOGO

This logo is bright, intuitive, playful. Created with basic geometric shapes, it visually evokes a place where people meet to **share**, **discuss**, and **innovate**. The translucent box, which represents an open and clear setting, rather than a closed, dark one, speaks about human interaction, boundaries that can be crossed, and outside-the-box thinking. The clear shape also leaves room for future sessions to create their very own version while keeping the core identity of the brand.



Please note that there is no need to use the Universal logo and the Session logo together i.e. If your communications material or event is related to an specific session of the WUF, do not use the universal logo.

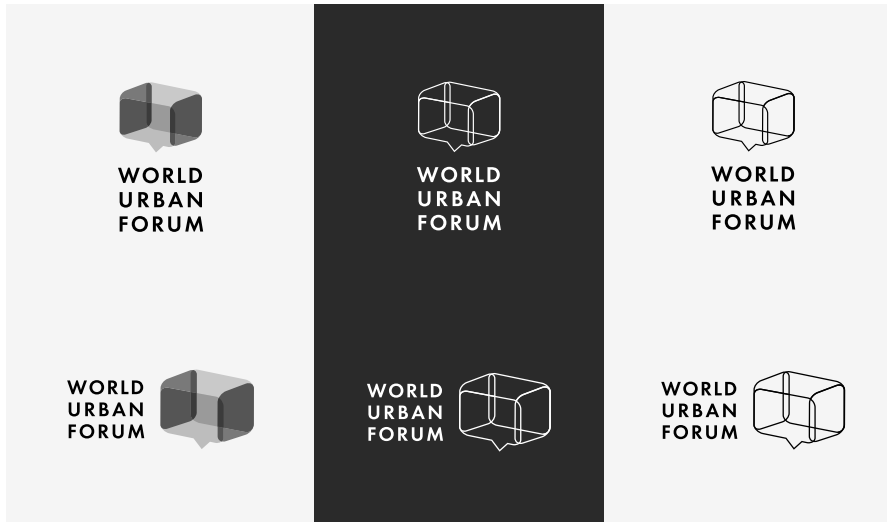
UNIVERSAL LOGO

UNIVERSAL VISUAL IDENTITY SYSTEM

GREYSCALE

WHITE

BLACK



CLEARANCE SPACE

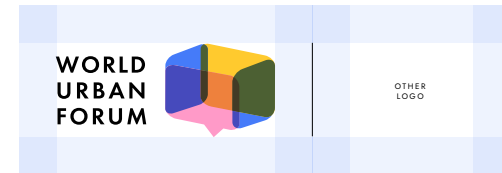


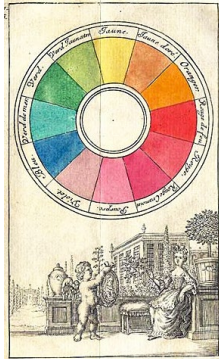
MINIMUM HEIGHT

H 1 CM

H 0,5 CM

WUF UNIVERSAL + OTHERS





WUF Universal logo palette

This palette is based on the RYB colour model, where the primary colours are intermixed to create a broad palette of secondary colours representing diversity.

These combination was chosen for its potential to create many new combinations serving as the starting point to be expanded and adjusted to future adaptations, and serving as the perfect generic palette for the universal logo.



WUF Magenta
 RGB 255 154 200
 CMYK 1.75 40.24 4.81 0.05
 HEX FF9AC8



WUF Yellow
 RGB 255 202 46
 CMYK 0 20 91 0
 HEX FFCA2E



WUF Bright blue
 RGB 69 123 249
 CMYK 73 54 0 0
 HEX 457BF9



WUF Deep green
 RGB 85 97 81
 CMYK 64 46 66 28
 HEX 556151



WUF Orange
 RGB 229 134 80
 CMYK 7 56 76 0
 HEX E58650



WUF Deep purple
 RGB 78 78 183
 CMYK 79 77 0 0
 HEX 4E4EB7



Dear panelist,
The World Urban Forum (WUF)

WUF is the world's premier conference on urban issues. It was established in 2001 by the United Nations to examine one of the most pressing issues facing the world today: rapid urbanisation and its impact on communities, cities, economies, climate change and policies. The World Urban Forum is organised and run by the United Nations Human Settlements Programme. The first World Urban Forum was held in Nairobi, Kenya in 2002 and has been held around the world ever since.

The forum has the following as its objectives: Raise awareness of sustainable urbanisation among stakeholders and constituencies, including the general public; Improve the collective knowledge of sustainable urban development through inclusive open debates, sharing of lessons learned and the exchange of best practices and good policies; and Increase coordination and cooperation between different stakeholders and constituencies for the advancement and implementation of sustainable urbanisation economies, climate change and policies. The World Urban Forum is organised and run by the United Nations Human Settlements Programme. The first World Urban Forum was held in Nairobi, Kenya in 2002 and has been held around the world ever since.

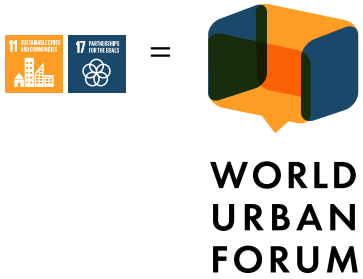
The forum has the following as its objectives: Raise awareness of sustainable urbanisation among stakeholders and constituencies, including the general public; Improve the collective knowledge of sustainable urbanisation among stakeholders and constituencies, including the general public; Improve the collective knowledge of sustainable urbanisation economies, climate change and policies. The World Urban Forum (WUF) is the world's premier conference on urban issues. It was established in 2001 by the United Nations to examine one of the most pressing issues facing the world today: rapid urbanisation and its impact on communities, cities, economies, climate change and policies. The World Urban Forum is organised and run by the United Nations Human Settlements Programme. The first World Urban Forum was held in Nairobi, Kenya in 2002 and has been held around the world ever since.

Urbanisation, economies, climate change and policies. The World Urban Forum is organised and run by the United Nations.



Exploring with the SDGs colours

The colours can be used, keeping in mind that some combinations may work better than others. Here is an example:



WUF UNIVERSAL + UN-HABITAT

WORLD URBAN FORUM



UN HABITAT
FOR A BETTER URBAN FUTURE

WUF UNIVERSAL + SDG

WORLD URBAN FORUM



SUSTAINABLE DEVELOPMENT GOALS

WUF UNIVERSAL + SDG GOAL

WORLD URBAN FORUM



SUSTAINABLE CITIES AND COMMUNITIES

WUF UNIVERSAL + NUA + SDG + GOAL

WORLD URBAN FORUM



IMPLEMENTING THE NEW URBAN AGENDA

PLEASE DO NOT

X



Do not stretch
or squash

X



Do not add
drop shadow

X



Do not use
alternative fonts

X



Do not add
or remove
any elements

X



Do not add elements
in the clearspace

X



Do not use colours
outside palette

X



Do not change
opacity

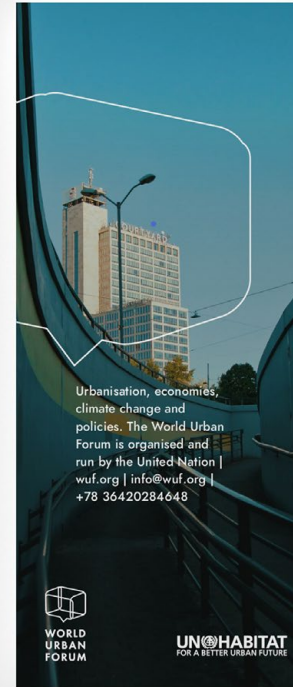
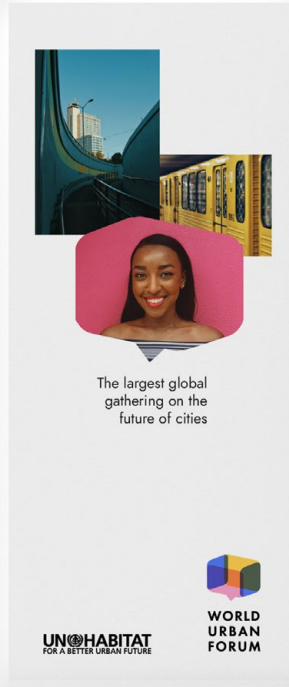
X



Do not rotate

This is part of the core of the personality of WUF. Emotional, vibrant and memorable images of cities, showcasing diversity, space sharing, and community life. The photographs displayed here are references which serve as examples of the photographic framework for the brand.

The dialogue box can be used as the visual element that aligns the photographs under the WUF language.



FUTURE SESSIONS

- 21 Creating your own identity
- 22 Structure of the logo
- 23 Steps
- 31 Graphic Support

Creating your own identity

This logo has been created with the intention of delivering a creative space for future host countries, while maintaining the WUF core identity. It is important to maintain the structure and fixed elements, keeping in mind that it is the symbol that will serve as an empty canvas to explore concepts and visual solutions that speak about each individual event.

**WORLD
URBAN
FORUM**



FUKUOKA, JAPAN | 15-20 APRIL 2026

**WORLD
URBAN
FORUM**



KATOWICE, POLAND | JUNE 2022

**WORLD
URBAN
FORUM**



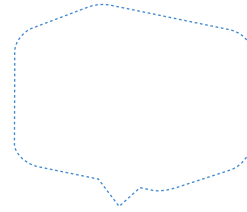
KIGALI, RWANDA | 7-13 SEPT. 2030

*Illustrations only for reference

STRUCTURE OF THE LOGO

The blue dot-lined area is an empty space for you to add your own unique design. Remember to maintain the structure of the logo.

**WORLD
URBAN
FORUM**



This is your space to create

NAME OF CITY, COUNTRY | DAY MONTH YEAR

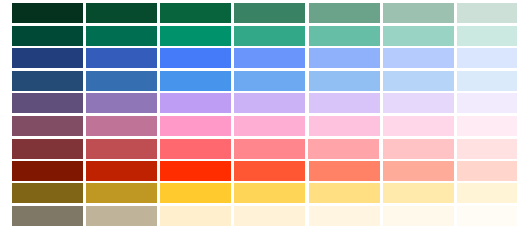
Just book.
Align to the width of the logo. If the name is too long, you can add a second line to keep visual balance. Follow the format:
City, Country | Day Month Year
e.g.
KIGALI, RWANDA | 7-13 SEPT. 2030

Step 1

Choose your colour palette

In order to give a unique identity to each forum session, while preserving the consistency of the WUF image, future sessions are invited to select **3 to 5** colours from the palette, extracting the most suitable combination in order to showcase their own personality. The colours can be related to the brand of the host city/country, or to the symbolism regarding the theme of the session and the main ideas that want to be expressed within the event.

Example
colour selection



Step 2: Create!

Here are some ideas to help future sessions create a unique visual identity while preserving the essence of the WUF Universal Brand System, being inspired by the principles of the WUF itself and UN-Habitat.

Concepts

This is the opportunity to create and display a unique image of your city. The artwork can be visually related to:

THE IDENTITY OF THE CITY AND COUNTRY
in addition to its icons, it is vital to visualize the culture and the identity of the citizens.

THE THEME
Each session has its own theme and the visual identity can be a tool to help to communicate the main principles or concepts to be highlighted. You can also find inspiration on the Sustainable Development Goals and the New Urban Agenda.

PARTICIPATORY DESIGN
The core of every city lays in its citizens. We encourage not only to design for them, but with them. WUF branding can become an opportunity to work together with the people, and showcase their vision of the city.

Style & graphic support

Future sessions are free to develop their own visual language, it can be based on illustrations, any figurative elements or even abstract graphic motifs. The idea is that each session can create their own WUF universe, in which a powerful brand is created, not only depending on the logo but other graphic elements that can be used on the wide range of applications required for the event and all its communication materials, digital and printed.

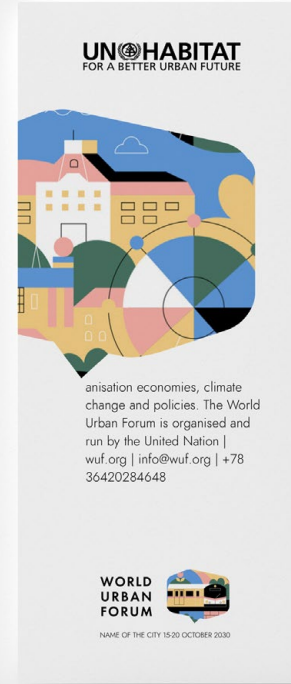
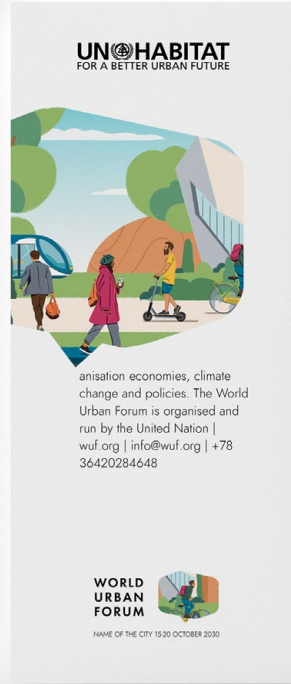
APPLICATION

Here are some examples of different ways to use the graphic support + WUF logo.



APPLICATION

*Illustrations for reference only



APPLICATION



PLEASE DO NOT

X



Do not stretch or squash

X



Do not add drop shadow

X



Do not use alternative fonts

X



Do not add or remove any elements

X



Do not add elements inside the clearspace

X



Do not use colours outside the palette

X



Do not change opacity

X



Do not rotate

X



Do not use the WUF Universal logo for specific WUF sessions communications

X

Do not create more than one version of the logo. Design only 1 full color version + black & white

PLEASE DO NOT

x

**WORLD
URBAN
FORUM**



**WORLD
URBAN
FORUM**



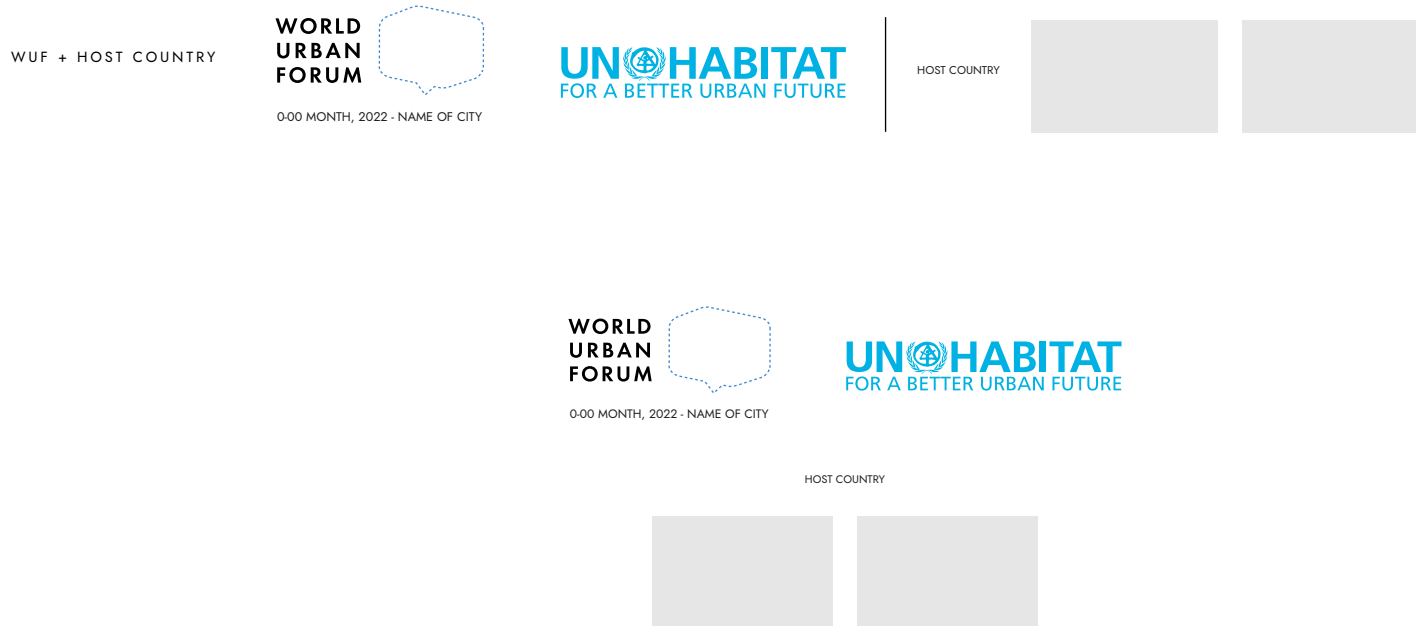
NAME OF CITY, COUNTRY | DAY MONTH YEAR

Do not use WUF Universal logo and WUF session logo at the same time. WUF Universal logo (on the left) is reserved to UN-Habitat, and its mainly used as the general brand of the secretariat and during the inter-session times. For all materials related to an specific WUF session, only use the unique session logo.

WUF LOGO+OTHERS

*A detailed list of the use of the logos on the different areas (venue, outside the venue, print and digital promotional material) can be found on the complete guidelines.

WUF SESSION VISUAL IDENTITY



WUF LOGO+OTHERS

WUF + HOST COUNTRY
+ LOCAL PARTNERS



HOST COUNTRY



LOCAL PARTNERS



WUF SESSION VISUAL IDENTITY

WORLD
URBAN
FORUM



0-00 MONTH, 2022 - NAME OF CITY



HOST COUNTRY



LOCAL PARTNERS



UPCOMING

- 33 Complete guidelines and final package

Complete guidelines and final package will include

LOGO

To be delivered: final design and applications in vector and .png/.jpeg | animated version for video

Guidelines: Structure of the logo | Clearspace | Scale | Don'ts | Logo + Theme | Logo in other languages | Logo + UN-Habitat | Logo + Host Country | Logo + SDGs + NUA | Logo + Partners
Application examples

COLOUR PALETTE

Guidelines: Codes and guidance of Primary and Secondary colors.

TYPOGRAPHY

To be delivered: a folder with open source or customized fonts
Guidelines: Hierarchy and guidance

GRAPHIC SUPPORT

Guidelines: Guidance and logic for future creations, example of applications.

PHOTOGRAPHY

Guidelines: Tone and manner | Application examples | guidance

STATIONERY

To be delivered: Business cards, Letterhead, envelopes, digital signature



Besides the Brand Elements, an extensive manual will be prepared to cover most of the components needed before, during and after the event, including the logic to be followed and application examples of:

VENUE

- Banners
- Signage
- Backdrops (analog and digital)
- Stage design
- Badges
- Volunteers

CITY

- Banners
- Posters
- Others

MERCHANDISING

- Delegates bag
- Sell items

ONLINE

- Social media profile and posts
- Newsletters
- Tone and manner of the website

DOCUMENTS

- Powerpoint
- Print publications

