



UN Bonn

SHAPING A SUSTAINABLE FUTURE



BRANDING SUSTAINABILITY



Background

The United Nations Organizations in Bonn (UN Bonn) has decided to strengthen UN Bonn's common outreach, to emphasize the shared aims and to achieve a UN Bonn specific and unique public profile. The latter shall be attained by a common slogan, key messages and a corporate design.

The newly established visual identity is presented with the poster at hand. It will focus on communication purposes of common interest and translate into products such as a UN Bonn website (www.unbonn.org), social media channels, joint press statements and other areas promoting the UN presence in Bonn.

Key Messages

UN Bonn is here to help governments and peoples find answers and ways for a sustainable future on this planet. The United Nations has consolidated key resources in Bonn to help them face that challenge. The United Nations Organizations in Bonn turn the place into a global center for creativity and cooperation. This creates a space to realize a safer, healthier and more secure world, to achieve a sustainable future for all.

Humankind is facing unprecedented global challenges, which require an unprecedented global response. Protecting the climate as well as nature in all its diversity is one of these challenges. The global challenges human kind is facing can only be solved globally – that is, together.

The combination of technical expertise and political will existing in Bonn creates a unique opportunity for partnerships. Together with its partners, UN Bonn works towards a world where all have a chance to live decent lives now and in the future.

Boilerplate

The United Nations is currently represented in Bonn by 18 organizations in Bonn (UN Bonn). UN Bonn supports targeted efforts by governments for a sustainable future in the fields of climate change, land degradation, biodiversity and ecosystem services, wildlife conservation, volunteerism, health, human security, disaster risk reduction, tourism, as well as education and training. This not only includes the sustainable use of natural resources and their precautionary preservation for future generations, but also the global fight against poverty.

The United Nations has had offices in Bonn since 1951. In 2006, the UN Campus was officially inaugurated by the then UN Secretary-General Kofi Annan and Federal Chancellor Angela Merkel, with the „Jail Eugen“ as the main building (see poster). The UN presence in Bonn has grown steadily, from a handful of staff in 1996 to what has become a UN family with an international staff of almost 1,000 colleagues.

Corporate Design Rational & Development

Rational

All UN Bonn is here to work on solutions to resolve some of the greatest problems faced by human kind. These problems are global and interdependent. No one is capable of solving them in isolation. There are no simple solutions or quick fixes. All capabilities need to be exploited to secure a decent survival on planet earth on the long term. Therefore the approach must be holistic, integrated and multilayered as well as multilateral. UN Bonn is unique since it is providing for this approach. All entities working from diverse perspectives towards the same goal, namely, for a future that sustains people's life and their environment without compromising our planet.

Coming to the visual identity, the dots in the logo symbolize the different points of departure towards the same goal – SHAPING A SUSTAINABLE FUTURE (Nachhaltigkeit gestalten). The dots further stand for conventions, meetings, and recall amphitheaters. Since UN Bonn as well as the wider community is aiming at becoming a widely known meeting hub, the logic is well placed. Last but not least the dots symbolize dynamic, movement as well as a modern outlook of UN Bonn. Such an appearance is highly appropriate given the dynamic development this UN duty station has seen in the past years.

Development

The UN Bonn corporate identity was developed in collaboration with the United Nations Volunteers (UNV) programme's Online Volunteering service. UN Online Volunteer Lars Heller was mobilized through www.onlinevolunteering.org. This service connects non-profit development organizations with highly capable and motivated individuals who provide their support over the internet. It's easy to use and it's fast. Most of all, it's effective. Many non-governmental organizations (NGOs), governments and United Nations agencies already recognize the value of online volunteering. Every year, more than 11,000 online volunteers complete about 17,000 assignments. Satisfaction with those assignments runs at more than 94 percent.

The UN Online Volunteering service is an integral part of the United Nations Volunteers programme, which promotes volunteerism to support peace and development worldwide. Volunteerism can transform the pace and nature of development, and it benefits both society at large and the individual volunteer. UNV contributes to peace and development by advocating for volunteerism globally, encouraging partners to integrate volunteerism into development programming, and mobilizing volunteers.

Brand Architecture

UN Bonn

Combination logo and word mark – short version

Combination logo and word mark – long version

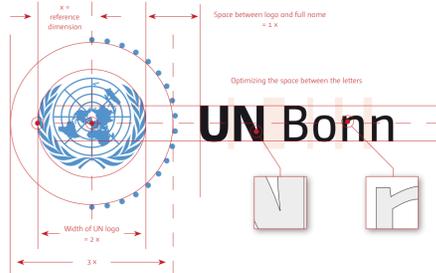
Descriptor english/german

United Nations Organizations in Bonn
Organisationen der Vereinten Nationen in Bonn

Claim english

SHAPING A SUSTAINABLE FUTURE

Construction



Color scheme

Primary colours

United Nations Blue
Pantone 278

White
Pantone White

Black
Pantone Black

Secondary colours

Light Blue
Pantone 217

Grey
Pantone Cool Gray 9

Dark Blue
Pantone 7545

Typography

Comingo Dos Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890€%&\$(),+!/*→fi
abcdefghijklmnopqrstuvwxyz

Comingo Dos Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890€%&\$(),+!/*→fi
abcdefghijklmnopqrstuvwxyz

Comingo Dos Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890€%&\$(),+!/*→fi
abcdefghijklmnopqrstuvwxyz

Applications

Letterhead

Business card

Brochure

Compliments card



Sticker



Lanyard



Printed material



Website