This product was designed in collaboration with Lars Heller, UN Online Volunteer mobilized through www.onlinevolunteering.org
Corporate Brand Identity for the United Nations Organizations in Bonn

**Background**

The United Nations Organizations in Bonn (UN Bonn) decided to strengthen its corporate identity by introducing a UN Bonn logo and a visual identity, with the aim to increase its own profile as well as promoting the United Nations’ work in Bonn.

UN Bonn is here to help governments and peoples find answers and ways for a sustainable future on this planet. The United Nations has had offices in Bonn since 1951. The United Nations has become a UN family with an international staff of more than 300 in Bonn and more than 1,500 at UN Bonn. UN Bonn supports the United Nations’ work on climate change, biodiversity and nature, as well as the global fight against poverty.

**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’ work in Bonn is high on the political agenda.
- The combination of technical capabilities need to be exploited to secure a decent survival on this planet.
- Climate as well as nature in isolation.
- The United Nations has a global center for creativity and inspiration. It is well placed.
- The dots in the logo symbolize the unique public profile.

The newly established visual identity is presented with the poster ‘UN Bonn: Corporate Identity’. The dots further stand for conventions, meetings, and recall the presence of conventions and exhibitions, as well as the various functions and programs of UN Bonn.

**Corporate Brand Identity for the United Nations Organizations in Bonn**

**Corporate Design Rational & Development**

The United Nations has had offices in Bonn since 1951. UN Bonn is here to help governments and peoples find answers and ways for a sustainable future on this planet. The United Nations’ work in Bonn is high on the political agenda.

**Construction**

The United Nations’ work on climate change, biodiversity and nature is one of the main challenges we face today. To achieve a sustainable future, governments and peoples need international cooperation. They need to work together to solve the problems that threaten our planet.

**Development**

The combination of technical capabilities need to be exploited to secure a decent survival on this planet. Climate as well as nature in isolation.

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