The Habitat III visual identity was a key aspect of the Habitat III preparatory process and the Conference itself. It was possible thanks to the work of the Habitat III Secretariat team, particularly the art direction of Andrea Posada Escobar, with the collaboration of Francisco Fuenmayor. Gratitude should also be expressed to the interns and volunteers who supported the graphic design process of different pieces for the Habitat III activities all over the world.

The designations employed and the presentation on material in this publication do not imply the expression of any opinion whatsoever on the part of the United Nations concerning the legal status of any country, territory, city, or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or regarding its economic system or degree of development.

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Links contained in the present publication are provided for the convenience of the reader and are correct at the time of issue. The United Nations takes no responsibility for the continued accuracy of that information or for the content of any external website.

An electronic version of this publication, as well as other documents from the Habitat III preparatory process and the Conference itself, are available for download from the Habitat III website at www.habitat3.org

The Habitat III Secretariat gratefully acknowledges the Government of Ecuador for the financial support provided to produce this publication.

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Cover designed by Francisco Fuenmayor

THE CITIES ARE OUR CANVAS
What are cities? What are they made of? Who do they belong to? What impact do they have? What do we want them to be?

The answers are complex. Cities are complex. They combine and mix everything at once; they are the great human construction that can only arise when thousands and millions of us join together.

Each city is unique; each neighbourhood is unique: a corner in Shanghai cannot be replicated elsewhere, nor can the feeling of being inside the New York subway or sailing through the alleys of Istanbul.

We started this project thinking about the complexity of cities, thinking of their past, present, and future; thinking about our own cities and those from all over the world.

Creating the image of Habitat III meant creating the visual identity of a virtually infinite subject. Through exploring this subject, we were drawn to highlight the shape of cities, and how each map visualizes the planning (or lack thereof) of each city, while at the same time showing the footprint that will be its mark on the future. Those are our colourful city patterns.

After the extensive Habitat III process, which included so many events around the globe, as a designer, I learned to create a more neutral, global, and flexible image that was easy to recognize and represented cities through the lens of the key pillars of the New Urban Agenda.

As a creator of images, at last I realized that our artwork has reached a new level in which our it no longer represents a personal point of view on the page, but it has been expanded to adopt the cities themselves as our largest and most important canvas.

Andrea Posada Escobar
CHAPTER I

BRANDING
BASIC
ELEMENTS
The Habitat III Conference was a historic opportunity to change the way we think about, manage, and plan cities. Being able to articulate this paradigm shift in very clear and compelling terms was crucial.

A key element of the onset of the Habitat III process was the creation of the Habitat III visual identity, including graphic design elements and photography, that would be able to visually communicate the goal of the Conference to reinvigorate global commitment to sustainable urbanization.

The brand became much more than a logo and graphics. It generated a set of visual assets that people recognized and learned to associate with Habitat III and the New Urban Agenda, as well as a tool that partners could use in promoting their role and contribution in the preparatory process.

At first glance, the Habitat III logo may simply come off as an “H” and “III” inside a frame. But the narrative behind the creation of the logo enables a better understanding and appreciation of how Habitat III’s visual identity truly communicated the story of people and cities.
THE BEGINNING

BRANDING OBJECTIVES

Clearly communicate the topic of the Conference: sustainable urban development and housing. This entailed the creation of a visual identity that was sufficiently clear and comprehensive.

Create a brand able to endure a life span of two years. The Habitat III preparatory process comprised a series of major official events and activities in the lead-up to the Conference for a period of over two years. As such, the brand’s core values and logo’s characteristics were designed not only for a single event but for a long period, being adaptable and repurposable for a wide range of activities without compromising a singular and definitive identity.

Create Habitat III as an umbrella brand for hundreds of individual events and activities within the preparatory process and the Conference in Quito, Ecuador.

Create a logo capable of accommodating extensive and differentiated information — which meant a logo that could integrate details such as event title, location, date, etc. all in one image.

Create a visual identity with strong brand recall and able to evoke immediate association with Habitat III. The logo characteristics must be strong and memorable for all to relate to the image with the Conference and therefore with its process.

Create a visual identity that could be easily implemented by a wide variety of partners. This entailed the creation of a logo that could be repurposed for various uses (print and digital) with easy-to-follow guidelines.

Employ a design in the branding that was able to showcase innovation. This entailed the development of a visual identity that was ultimately creative and distinct enough to stand out amid a multitude of logos and brands used for similar urban issues and initiatives.

THE RESULT

The Habitat III visual identity resulted in a consistent and strong institutional brand, symbolizing the spirit of bringing together people from all over the world around the process of developing the New Urban Agenda.

The Habitat III visual identity incorporated principles of the New Urban Agenda from the very beginning, the design of all its graphic elements having been inspired by what an urban public space is:

RESPECTFUL OF THE PAST BUT OPEN TO SETTING TRENDS FOR THE FUTURE
Creative I Experienced I Fresh I Rethought

—
WELL-PLANNED AND WELL-DESIGNED
Consistent I Effective I Memorable
Mixed-use I Sustainable I Useful

—
OPEN
Built by all I Global I Inclusive I Multiformat I Plural

—
GREEN
Environmentally sustainable I Low-carbon impact
FIRST IDEAS OF THE HABITAT III LOGO
The selected Habitat III logo was conceived as a multipurpose logo: adaptable, consistent and flexible.

The logo was built from the basic icon of “H” and “III” (Habitat III). Its flexibility calls to mind puzzle games where elements move and transform as needed to complete the puzzle.

The logo could be adapted as needed to brand events, letterheads, merchandise, and others with the basic symbol “HIII” being a consistent element.

It was consistent and easy to identify, yet was able to integrate differentiated information depending on what needed to be communicated, and was adaptable to various official events of the preparatory process (e.g., Preparatory Committees and Regional and Thematic Meetings).
OFFICIAL UN LANGUAGES

- Spanish
- Chinese
- Russian
- Arabic
- French
- English
As a United Nations conference, the Habitat III logo is accompanied by the United Nations emblem in official and institutional materials, as well as outreach and advocacy materials produced by the Habitat III Secretariat.
BRANDING BASIC ELEMENTS

BASIC SYMBOL

PLAIN LOGO

STANDARD LOGO
BRANDING BASIC ELEMENTS

COLOUR PALETTE

- BLUE UN PANTONE PMS 279
  C:68 M:34 Y:00 K:00 #5090CD
- YELLOW PANTONE P 14-7C
  C:00 M:31 Y:85 K:00 #FCB740
- GREEN-BLUE
  C:100 M:0 Y:54 K:00 #00AF9A
- ORANGE PANTONE P 37-8 C
  C:00 M:79 Y:93 K:00 #F15C2A
- MAGENTA PANTONE P 52-8 C
  C:00 M:96 Y:79 K:00 #ED293B
- BLACK
  C:100 M:100 Y:100 K:100 #000000
- DARK BLUE 7463 C
  C:100 M:80 Y:43 K:46 #002A48
- MAGENTA PANTONE P 52-8 C
  C:00 M:96 Y:79 K:00 #ED293B
- BLUE UN PANTONE PMS 279
  C:68 M:34 Y:00 K:00 #5090CD
Open free fonts that were easy to find, clearly legible, and complementary to the visual identity were selected, keeping in mind that they would be used by many institutions and external partners. These fonts were applied in the logo and all Habitat III branding designs, and partners were sent font kits when needed to enable them to use the same fonts for their own Habitat III related communications materials.
While the Habitat III official logo was used on materials for official Habitat III events, the Together Towards Habitat III stamp was developed to enable partners to brand activities and initiatives they organized or co-organized during the preparatory process. It aimed to help those involved in the process to raise awareness on their contributions towards the Conference and in the development of the New Urban Agenda.

The Together Towards Habitat III stamp embraced all inputs and contributions on the path to Quito, signifying the inclusive efforts of the Habitat III preparatory process to involve as many voices as possible and bring people together.
The Habitat III Village had its own logo that was shared with organizers of the Village projects during the Conference. It is composed of shapes similar to houses interconnecting to form a village.
HABITAT III VILLAGE
“In the history of cities, successful urban development has not been possible without an organized physical layout and a system of street interconnectivity within cities. Since ancient times, streets have played a critical role in cities, connecting spaces, people and goods, and thereby facilitating commerce, social interaction, and mobility. Streets, plazas and designed public spaces have contributed to define the cultural, social, economic, and political functions of cities. They were — and continue to be — the first element to mark the status of a place, from a chaotic and unplanned settlement to a well established town or city.” —Dr. Joan Clos, Secretary-General of the Conference

The principal graphic element of the Habitat III visual identity was based on city patterns, which aimed to convey the rationale of the Conference: urban systems.

The use of city patterns was a graphic instrument to show that no two cities are the same, while highlighting streets and public spaces as the core target when thinking of a new urban paradigm.

A city pattern graphic element was created for each city that hosted a major official event in the Habitat III process (Regional and Thematic Meetings, Preparatory Committees, and the Conference itself). It provided a strong identity for each of these events while at the same time highlighting the urban grid in which these events took place.

Like a city, the graphic elements employed by the Habitat III visual identity were flexible and modular yet consistent in design.
HABITAT III
CITY PATTERNS
COLLECTION
Unique, vibrant, and memorable images of cities, showing their plurality, public spaces, and daily life were predominantly used for official communications and informational materials. On the next pages are some examples of how photos were used in combination with other graphic elements (fonts, shapes, logos) for different Habitat III materials.
"Urbanization is a driving force as well as a source of development, it has the power to change and improve lives. Urban areas are the heart of many great challenges, opportunities and promises."

BAN KI MOON
Secretary-General of the United Nations

Join the global conversation that will help shape our shared urban spaces in the next 20 years.

COME TO HABITAT III PREPCOM3
25-27 July 2018
SURABAYA, INDONESIA
#PrepCom3

"Cities are increasingly in the center of development."

JOSEPH STIGLITZ
Nobel Laureate in Economics, Professor, Columbia University at the World Urban Forum 7

Join the global conversation that will help shape our shared urban spaces in the next 20 years.

COME TO HABITAT III PREPCOM3
25-27 July 2018
SURABAYA, INDONESIA
#PrepCom3

"The city is a place where those without power get to make a history, an economy - think of immigrant communities - a culture."

SASKIA SASSEN
Professor, Columbia University

Join the global conversation that will help shape our shared urban spaces in the next 20 years.

COME TO HABITAT III PREPCOM3
25-27 July 2018
SURABAYA, INDONESIA
#PrepCom3

"What happens in cities will be absolutely critical for the determination of the quality of life for most individuals of our planet."

JOSEPH STIGLITZ
Nobel Laureate in Economics, Professor, Columbia University at the World Urban Forum 7

Join the global conversation that will help shape our shared urban spaces in the next 20 years.

COME TO HABITAT III PREPCOM3
25-27 July 2018
SURABAYA, INDONESIA
#PrepCom3
Depictive and playful illustrations were used in Habitat III outreach and mobilization to communicate Habitat III principles and concepts of the New Urban Agenda, deviating from the look and feel of the city patterns used in official and institutional materials, which were visually more rigid and urban-centric.
LEARN MORE ABOUT MY CITY

CONTRIBUTE TO GET AN INCLUSIVE AND UNIVERSAL NEW URBAN AGENDA

2016 Resolution
#Urban2016 #Habitat3 habitat3.org

ENGAGE WITH OTHERS TO MAKE LIFE IN CITIES MORE INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

2016 Resolution
#Urban2016 #Habitat3 habitat3.org

REPEAT EVERY 3 WORDS UNTIL I GET A GREAT BUNCH OF COLLEAGUES AND FRIENDS TO GO WITH TO QUITO IN OCTOBER

Well the main HABITAT III challenge or current HABITAT in mode of organization was how to the fact the HABITAT in that.

2016 Resolution
#Urban2016 #Habitat3 habitat3.org

SOCIAL MEDIA POSTCARDS
Happy World Environment Day!

When planned, built, and governed well, cities can be agents of innovation that help us protect ecosystems, value biodiversity, and reduce the global carbon footprint.

Today is World Humanitarian Day
THE NEW URBAN AGENDA IS ABOUT THE
COMPACT CITY

A city planned to promote the mixed and public use of
land, using spaces inside the urban limits and fostering
collective mobility. Urban density prevents the creation of
suburbs, improving the quality of life of citizens.

IN HABITAT III, WE DECIDE THE FUTURE
OF CITIES TOGETHER. BE A HABITAT III CITIZEN.
COME TO QUITO!

More than half of the world’s population currently lives in cities,
and it is expected to nearly double by 2050.
The way cities are planned and managed is one of the main challenges of
the 21st century for sustainable global development.

IN HABITAT III, WE DECIDE THE FUTURE
OF CITIES TOGETHER. BE A HABITAT III CITIZEN.
COME TO QUITO!

THE NEW URBAN AGENDA IS ABOUT THE
INCLUSIVE CITY

A city in which citizens of present and future generations can
freely enjoy physical, political, and social spaces without
discrimination of any kind, and have access to adequate
housing and public goods and services.

IN HABITAT III, WE DECIDE THE FUTURE
OF CITIES TOGETHER. BE A HABITAT III CITIZEN.
COME TO QUITO!

www.habitat3.org
#Habitat3 #NewUrbanAgenda
A wish for **Moscow** in 2017

A wish for **Manila** in 2017

Любимый город, желаю тебе в Новом году расти здравым и устойчивым! Нового общественного транспорта и инфраструктуры и доступного жилья!

Na sa wakas ay maging kanlungan ito ng kasaganahan, kaunlaran, at oportunidad para sa lahat—walong iwanan.
"A Wish for My City" was an interactive engagement tool set up at the beginning of 2017 which enabled the public to design postcards and write a letter or wish to their city about how they envisioned its path to becoming a place for positive change.

A wish for Itagüí in 2017

Espacio para los peatones, optimización del sistema de transporte público (estaciones de bus :)), menos corrupción = menos polución!

A wish for Nairobi in 2017

Nawataki mji unaajili mazingira safi, wenyu ujenzi unaozingatia binadamu, nafasi nyingi za umma, na huduma muhimu kwa wananchi wote.
THE HABITAT III COMMUNICATIONS CAMPAIGN

In the run-up to the Conference, the Habitat III communications campaign was launched to create awareness among a broader audience about the New Urban Agenda and its principles: cities that were safe, participatory, resilient, inclusive, compact, and sustainable. It used a visual identity that was fresh, vibrant, and people-centered.
INCLUSIVE CITIES

PARTICIPATORY CITIES

SAFE CITIES

COMPACT CITIES

SUSTAINABLE CITIES

RESILIENT CITIES
Based on the Quito city pattern, a new pattern was developed for the campaign and included city elements apart from the urban grid — elements common to many cities around the world (e.g., people sitting on a park bench, children’s playgrounds, trains, schools, houses). This new city pattern’s design was also inspired by Andean patterns and symbols found in both the country’s traditional fabrics and much of the city’s infrastructure.

**CITY PATTERN COLOURS**

Three colours from the main Habitat III palette were used for the Habitat III Citizens city pattern. These were based on the sacred colours of Ecuador’s pre-Columbian indigenous cultures, each one symbolizing different values.

- **Blue**: The celestial world, political and cultural organization
- **Yellow**: Energy, strength, brotherhood, and solidarity
- **Orange**: Earth, intellectual development
Visual identity guidelines were created for two main types of Habitat III events—official high-level meetings such as the Regional and Thematic Meetings and the Preparatory Committees (PrepComs); and engagement and advocacy activities like Urban Breakfasts, Urban Walks, and Urban Journalism Academies—in order to preserve consistency of the Habitat III brand.
REGIONAL AND THEMATIC MEETINGS
MEXICO CITY DECLARATION FOR HABITAT III
FINANCING URBAN DEVELOPMENT: THE MILLENNIUM CHALLENGE

MEXICO CITY
9-11 MARCH 2016
BRANDING DURING THE PREPARATORY PROCESS

SAVE THE DATE!

Del 4 al 5 d’abril, Barcelona acollirà la REUNIÓ TEMATICA sobre ESPAI PÚBLIC com a part del procés mundial cap a la definició d’una NOVA AGENDA URBANA.

Inscríu-te aquí!

Més informació a www.habitat3.org/barcelona

INFORMATION NOTE

HABITAT III THEMATIC MEETING ON SUSTAINABLE ENERGY AND CITIES
20 JANUARY 2018
ABU DHABI, UNITED ARAB EMIRATES
HABITAT III THEMATIC MEETING
CONCEPT PAPER
FROM PUBLIC PARTICIPATION
TO CIVIC ENGAGEMENT
August, 2015

Concept Note from the Municipality of Tel Aviv-Jaffa

REGISTRATION IS OPEN!

On 6-7 OCTOBER, MONTREAL is hosting the THEMATIC MEETING on METROPOLITAN AREAS as part of the global process towards the NEW URBAN AGENDA

REGISTER HERE

More information at www.habitat3.org
A. Access and Information on the Venue

1. Venue
The Habitat III Thematic Meeting will take place from 7-8 April 2016 at the CSIR Convention Centre, 1 Meiring Naude Road in Pretoria, South Africa.

2. Seating Arrangements
Seats for the heads of delegation and 2 official members are available for each official government delegation at the plenary sessions. Member States will be seated following the G77 formula. A limited number of seats will also be available for representatives of intergovernmental organisations, the UN and other major groups at the plenary. Limitations to participation, if any, will be only due to the

5. Accreditation
The accreditation centre will be open for delegate accreditation as of 5 April 2016 and daily until the 8 April 2016. The centre will be operational daily from 08:30hrs to 18:00hrs. The centre will be located at Recreation Hall at the CSIR Convention Centre, Pretoria in South Africa.

South African participants should bring along their identity documents in the form of either their South African ID or RSA drivers licence.

International participants should bring along a valid passport.

In addition to the above, media will be required to present a press card or a letter from their respective Media Houses.

Participants are requested to bring along copies of their registration confirmation obtained during on-line registration to the Accreditation.

Delegates should wear their accreditation cards at all times. Failure to do so will result in entry being denied to the venue. Special security arrangements will apply at the meeting venue and access will be limited to duly accredited persons. Accredited delegates are urged to take care of their accreditation badges to prevent loss which will result in access to the meeting venue being denied.

6. Gala Dinner
Participants are invited to a gala dinner which will be hosted in the evening of 07 April 2015 at the CSIR Convention Centre, in Pretoria, South Africa. Dress code is formal.
REGIONAL MEETINGS

REGISTRATION NOW

The Habitat III Africa Regional Meeting in Abuja, Nigeria will be held from 24 - 26 February and will involve a wide range of participants from Africa that will debate regional priorities for the New Urban Agenda and policy recommendations in the form of a final regional participants’ declaration.

Registration is open online:
www.habitat3.org/abuja

Africa’s increased urban population of at least 40% is a powerful asset for the continent’s overall transformation.

Join us in Abuja to discuss regional priorities for the New Urban Agenda!

Please e-mail us for any questions:
habitat3@un.org

www.habitat3.org/abuja  #H3abuja

ONLY THOSE REGISTERED ONLINE BEFORE 15 OCTOBER
will be able to attend the Opening Ceremony!

At the Opening, participants will be welcomed by Joko Widodo President of the Republic of Indonesia, Basuki Hadimuljono Indonesian Minister of Public Work and Housing, Dr. Joan C. Loe, Secretary General of the United Nations Conference on Housing and Sustainable Urban Development, and Dr. Shamshad Akhter, Executive Secretary of the United Nations Economic and Social Commission for Asia and the Pacific.

Head of Delegation? Would you like to deliver a statement during the Plenary Session?
Please register by sending an e-mail to habital3@un.org

You need more information on logistics? Check out our Information Note
www.habitat3.org/jakarta

SEE YOU IN JAKARTA NEXT WEEK!
BRANDING DURING THE PREPARATORY PROCESS
PREPCOMS
BRANDING DURING THE PREPARATORY PROCESS

TOWARDS A NEW URBAN AGENDA

WELCOME TO KENYA
HABITAT III PREPARATORY COMMITTEE III (PREPCOM3) SUARABA, 26-27 JULY 2016

Welcome to the Third session of the Preparatory Committee of the United Nations Conference on Housing and Sustainable Urban Development. This media newsletter is providing you latest media related updates.

Media schedule
There are plenty of media events before and during PrepcCom3. Please find the latest media schedule here.

Media Accreditation
Please find the required documents for media accreditation here. In case you have not submitted them yet, please send them latest CDB Saturday, 23 July to habitat3@un.org

Media Tour on Sunday
The Surabaya City Government organizes a press tour for journalists on the morning of Sunday, 24 July 2016. Please find more information here.

Opening Press Conference
On Monday, 25 July 2016, 10:00 am – 1:00 pm, Dr. Basuki Hadimuljo, Minister of Public Works and Housing, Indonesia and Dr. Jose Oriol, Secretary General of Habitat III, will hold a press conference on the opening of the Habitat III Preparatory Committee. Please find the media invitation here.

Urban Journalism Academy
On Tuesday, 26 July 2016, 8:30 am – 1:00 pm, an Urban Journalism Academy will take place in the Media Centre. The academy will provide training on global and a regional perspective of urban journalism on the way to the New Urban Agenda. Please find the programme here.

Media Center
Please find the Media Center on the second floor of the venue. It is comprised of a press conference room and a media lounge which can be used accredited journalists. Wifi is available. The Press Centre will be open 8:00 am – 8:00 pm, 23-27 July 2016. You may reach the Media Centre via habitat3@un.org.

PrepcCom3 Newsletters
PrepcCom3 Social Media Postcard
The third session of the Preparatory Committee of Habitat III—PrepCom3—will be held in Surabaya, Indonesia from 25 to 27 July 2016. Your contributions at PrepCom3, whether on-site in Surabaya or through the digital channels of Habitat III, help significantly in advancing everyone on the road towards the New Urban Agenda.

And now, on to you: We hope to see you there! Don’t forget to register!

**Thank you!**

The Habitat III Secretariat thanks you for your participation at the third session of the Preparatory Committee of the United Nations Conference on Housing and Sustainable Urban Development (Habitat III) that was held in Surabaya, Indonesia, from 25 to 27 July 2016.

Your contributions at PrepCom3, whether on-site in Surabaya or through the digital channels of Habitat III, help significantly in advancing everyone on the road towards the New Urban Agenda.

We hope to see you there! Don’t forget to register!
BRANDING DURING THE PREPARATORY PROCESS

URBAN BREAKFASTS
URBAN BREAKFAST SOCIAL MEDIA POSTCARDS

GOOD MORNING, TBILISI!
HABITAT III URBAN BREAKFAST
HABITAT III: THE ROAD TOWARDS THE NEW URBAN AGENDA
Monday, 19 September, 2016
Ministry of Economy and Sustainable Development
Chevelde St. 10a, Tbilisi, Georgia
9:30 - 12:00

GOOD MORNING, NAIROBI!
HABITAT III URBAN BREAKFAST
TOWARDS A NEW URBAN AGENDA FOR CITIES
Thursday, 1 September, 2016
Nairobi Serena Hotel
Proceedosal Way, Nairobi City, Kenya
07:30 am – 10:00 am

GOOD MORNING, BRUSSELS!
HABITAT III URBAN BREAKFAST
THE UNITED NATIONS CONFERENCE ON HOUSING AND SUSTAINABLE URBAN DEVELOPMENT AND THE NEW URBAN AGENDA
Thursday, 6 October, 2016
Salle des Mille, Brussels City Hall, Grand Place, Brussels, Belgium
9:30 - 11:30 a.m.

BOM DIA, BELO HORIZONTE!
DIALOGO URBANO DE HABITAT III
CRIANDO CIDADES PROSPERAS NA NOVA AGENDA URBANA
Quarta-feira, 5 de Outubro de 2016
5º andar – Prefeitura Municipal de Belo Horizonte
Avenida Afonso Pena, nº 1212, Centro
9:00 - 12:30
¡BUENOS DÍAS, QUITO!

DESAYUNO URBANO DE HABITAT III
"La participación de la juventud como herramienta para el desarrollo urbano inclusivo"

Jueves 07 de julio de 2016
Casona de la Casa de la Cultura Ecuatoriana
Benjamín Carrión
Sala Oswaldo Guayasamín
9:00 - 10:30

AGENDA

08:30  Registro
09:00  Bienvenida e introducción
• Xavier Mestres, Coordinador de Operaciones de Habitat III
• Mario Vergara, Oficial Nacional a Cargo UNFPA

09:10  Ponentes
• Laura Codres, Representante de UNV Ecuador
• Ana Cristina Benítez, Coordinadora del proyecto Youthlab
• Lola Valladares, Especialista en juventud y género

09:30  Debate
10:20  Conclusiones y cierre

Más información sobre los desayunos urbanos

Con la colaboración de
UNFPA - UNV
URBAN JOURNALISM ACADEMIES
URBAN JOURNALISM ACADEMY NEWSLETTER

BRANDING DURING THE PREPARATORY PROCESS

ACADEMIA DE PERIODISMO URBANO HABITAT III

PERIODISTAS ECUATORIANOS HACIA LA NUEVA AGENDA URBANA

17-18 June, Hotel Quito
Quito, Ecuador

El viernes 17 de junio y sábado 18 de junio, en el Salón Cuenca del Hotel Quito, tendrá lugar la Academia de Periodismo Urbano UJA, para sus siglos en inglés, una instancia planeada e innovadora para capacitar a periodistas y profesionales de la comunicación que están interesados o motivados en las temas sociales y económicos que aquejan a las ciudades en el siglo XXI.

La UJA de Quito será una ocasión única para los periodistas y profesionales de la comunicación para profundizar en los temas de Hábitat III antes de la Conferencia, intercambiar conocimiento y soluciones urbanas con representantes institucionales y periodistas internacionales. La UJA tendrá una duración de dos días y una metodología interactiva que incluye talleres temáticos o la ciudad de Quito e intercambio de experiencias sobre el desarrollo urbano sostenible entre los asistentes.

Encuentra el programa [aquí](https://habitat3.org/)

La participación está reservada a un número limitado de periodistas y profesionales de comunicación en función de la capacidad de la sala. Para invertir, registrarse previamente [aquí](https://habitat3.org/)

PUBLICACIÓN SOBRE HABITAT III

PARA MÁS INFORMACIÓN Y CONTACTO
habitat3media@un.org

6 April 2016
Ruby Hall, CDRI International Convention Centre

URBAN JOURNALISM ACADEMY

TURNING SUSTAINABLE URBAN DEVELOPMENT INTO NEWS
URBAN WALKS
URBAN WALK PROGRAMME

TAKE A WALK WITH US!

LEARNING FROM HARLEM

Urban Planning and Management: 
An Inclusive Re-Development of the Frederick Douglass Boulevard Corridor

11:00 AM – 1:00 PM, Sunday, 5 June 2016
Harlem, Manhattan

Background

The concept of gentrification was the key idea that permeated the re-development of Frederick Douglass Boulevard (FDB) Corridor, from 110th Street to 125th Street. It was a vision of creating a sustainable mixed-income neighborhood. The aim was to ensure that long-term black residents would remain. This plan, however, demonstrated that development based on urban design guidelines, re-development improvements, and outreach to residents was necessary to frame and guide the work of developers and ensure a sustainable mixed-income neighborhood. The tour will explore some highlights of the re-developed FDB Corridor as it stands today. You will also receive a map to provide further background and information during your tour.

Key Contact
and Tour Guide

Gisela Hernández

Schedule

11:00 – Meet at Frederick Douglass Curci by the Statue of Frederick Douglass (Frederick Douglass Boulevard and 110th Street)
11:05 – Free Tour of FDB Corridor – all stops
11:20 – 110th Street: 110th Street, Central Park – Co-operative
11:40 – 119th Street: 119th Street, Commercial Center for the African Community – Institutional development
12:00 – 125th Street: 125th Street, Commercial development and African Square
12:40 – Concluded and conclusion of the tour; Optional lunch in the neighborhood

Thank you for attending the Urban Walk. We hope that you will remain engaged in the Habitat III Process and we hope to see you next time.

www.habitat3.org/urbanwalk
H3UrbanWalks

URBAN WALK SOCIAL MEDIA POSTCARD
AND FACEBOOK BANNER
CHAPTER III

PRINTED AND DIGITAL PROMOTIONAL MATERIALS DURING THE PREPARATORY PROCESS
CHAPTER III

PRINTED AND DIGITAL PROMOTIONAL MATERIALS DURING THE PREPARATORY PROCESS
United Nations

VISUAL IDENTITY GUIDELINES
GUIDELINES FOR PARALLEL EVENT ORGANIZERS ON OUTREACH EFFORTS & USE OF THE HABITAT III LOGO

We are pleased to know that you will be hosting a Parallel Event at the United Nations Conference on Housing and Sustainable Urban Development (Habitat III) being held in Quito, Ecuador, from 17 to 20 October 2016, with programme events in the run-up to the conference starting 15 October.

Congratulations!

In the spirit of communicating as one, and for all our outreach initiatives to invoke partnership and collaboration, we suggest the inclusion of the hashtags #Habitat3 and #NewUrbanAgenda in your social media posts and other relevant online content promoting your Parallel Event in the run-up to and during the Habitat III Conference.

If you wish to incorporate the Habitat III branding along with your own on printed or digital materials promoting your Parallel Event at Habitat III, please find the branding kit here.

This kit, which shows examples of how to implement our logo, has been prepared to aid participating organizations in the preparation of their promotional materials related to their Parallel Event. Incorporating Habitat III branding should be done in a way that is consistent with the Habitat III visual identity.

You’ll also find that each set of logos, available in the six official UN languages, has three versions, each one comprised of two elements: the Habitat III logo and a stylized border using a city pattern. Please keep the integrity of these elements and refrain from deconstructing (e.g., taking the elements out of the box, or changing the arrangement of the elements in the box).

Kindly send all promotional materials including banners, flyers, invitations, and press releases that contain Habitat III branding for review and approval to habitat3media@un.org.

It is strongly recommended that materials with Habitat III branding not be printed prior to receiving approval. Please allow 5 business days for the approval to be processed.

The Habitat III Secretariat expresses its gratitude for your continuous support and your participation at the Habitat III Conference.

See you in Quito!

Be a Habitat III Citizen.
HABITAT III CONFERENCE
THE NEW URBAN AGENDA

United Nations
WE ALL HAVE A PART TO PLAY IN QUITO!

OPEN CALL
HOST VARIOUS EVENTS AT THE HABITAT III CONFERENCE IN QUITO
17-20 OCTOBER 2016

DURING THE PREPARATORY PROCESS

PRESENT RESEARCH, PROPOSALS, AND MORE AT A SIDE EVENT

The Habitat III side events provide a platform for national, regional and local governments, civil society organizations, partners, research institutions, and other participants to present ideas, share experiences, and discuss specific topics on housing, tenure, and urban development. The side events will focus on implementation and action-oriented solutions for the New Urban Agenda and are intended to be inclusive, interactive, and participatory.

The side events will take place over several days and are an opportunity to share ideas, knowledge, and initiatives on relevant topics related to housing, tenure, and urban development. They are open to all participants and will cover a wide range of topics, including but not limited to, affordable housing, access to land, and sustainable urban development.

Criteria and application form available at www.habitat3.org/GlobalCall
APPLICATION DEADLINE: 30 May 2016

SHOWCASE CREATIVE EXPRESSIONS OF URBAN ADVOCACIES OR INTERVENTIONS AT THE EXHIBITION

The Habitat III Exhibition will be one of the most vibrant and active areas of the conference, where more than 10,000 visitors will be present. The exhibition will highlight innovative proposals and committed to the implementation of the New Urban Agenda and address the main issues or obstacles to achieving sustainable urban development. It will provide space for internal discussions, side events, and promotion of urban innovations.

The exhibition space, over 1,000 square metres in size, is an outdoor area that will be adequately covered to weather changes. It is connected to the main conference venue, the Casa de Cultura Escolar in Quito.

The exhibition stands will be available for rent or sponsorship on www.habitat3.org/exhibition
APPLICATION DEADLINE: 30 June 2016

FOLLOW US ONLINE!
www.habitat3.org

SOCIAL MEDIA
Join the Habitat III social media communities to get the latest updates, photos, videos, and events updates.
SUMMARY COMPILATION
OF OPEN CONSULTATIONS, SIDE EVENTS AND PARALLEL EVENTS
During the days leading to the First Session of the Preparatory Committee of the United Nations Conference on Housing and Sustainable Urban Development
DURING THE PREPARATORY PROCESS

7 DAYS TO THE HABITAT III - PREPCOMS

ZERO DRAFT ON THE NEW URBAN AGENDA ONLINE

HABITAT III URBAN DIALOGUES: AN INSPIRING DEBATE TOWARDS THE NEW URBAN AGENDA

DURING THE PREPARATORY PROCESS
FACEBOOK.COM/HABITAT3UN
PrepCom3 is providing the arena to reach a common ground on the New Urban Agenda that will be adopted at the Habitat III Conference in Quito, Ecuador, in October 2016.
DURING THE PREPARATORY PROCESS
THE NEW URBAN AGENDA
IN THE SIX UN OFFICIAL LANGUAGES
CHAPTER IV
BRANDING DURING THE CONFERENCE
As an initiative to invite people to participate in Habitat III, as well as to promote the six principles of the New Urban Agenda—compact, sustainable, safe, resilient, participatory, and inclusive cities—Habitat III branding was prominent at Quito’s international airport and areas surrounding the Conference venue. For taxis, buses, bus stations, public spaces, and banners around Quito, Habitat III Citizens campaign illustrations were used to facilitate a broader understanding of the six principles.
Sustainable use of materials and reusability were a few of the criteria in the development of event signage and branding. Synthetic and plastic were limited in producing the materials, and a preference was placed on the use of wall paint, textile, and wooden frames with paper. Signage within the venue was based on the concept of a public transport system, where each floor was depicted as a public transport “route” using different colours. Branding in the Conference venue used graphics, photographs, and patterns that showed the process of Habitat III, including images of cities that hosted official events and photos that documented different events within the process.
BRANDING DURING THE CONFERENCE

HABITAT III
QUITO 17-20 OCTOBER 2016

United Nations Conference on Housing and Sustainable Urban Development
HIGH LEVEL ROUNDTABLES BACKING
Modular information points made with metal and wood were spread throughout the conference venue and conceptualized as pop-up public spaces.
The sustainable use of materials was one of the criteria in the development of Habitat III merchandise. The resulting products had simple designs and were functional and reusable. Another goal in the design and production of the merchandise was to work directly with local suppliers who provided consistent and creative ideas in search not only of materials but also craft techniques for the creation of the products.
BRANDING DURING THE CONFERENCE

NOTEBOOKS
BRANDING DURING THE CONFERENCE
BRANDING DURING THE CONFERENCE

PINS
BRANDING DURING THE CONFERENCE

T-SHIRTS
BRANDING DURING THE CONFERENCE
DELEGATE BAGS
BRANDING DURING THE CONFERENCE

KIT DELEGATES BAGS WITH NOTEBOOK POSTER/COVER, PIN AND PENCIL
THE UNITED NATIONS VOLUNTEERS UNIFORM HAD A TRADITIONAL DESIGN AND WAS MANUFACTURED BY LOCAL ARTISANS
THE KIT FOR THE VOLUNTEERS INCLUDED THE TRADITIONAL SHIRT AND A BAG WITH A NOTEBOOK, A PEN, PINS, A KERCHIEF AND A SWEATER.
The New Urban Agenda was developed following a broad and participatory process that included voices from a variety of urban contexts in order to reach a global agenda addressing a wide range of urban challenges.

Now is the time for identifying and acting on priorities for each urban environment. Sustainable urbanization is not a unique model. Reaching sustainable urbanization is an open process for implementing a set of well-addressed actions by a wide range of urban actors, which differs according to each context.

A visual identity conveys meaning through colour, shape, size, and other symbolic graphic elements. As such, the New Urban Agenda branding was developed to be as diverse, participatory, and inclusive as the process that it represents.

There are two logo alternatives available when branding your work in implementing the New Urban Agenda: a standard logo and a do-it-yourself (DIY) logo, both of which can highlight and create brand recall for the work of United Nations agencies, different levels of government, intergovernmental organizations, non-profit organizations, and private sector entities.

**BRANDING VALUES**

- Co-Creation
- Diversity
- Innovation
- Networks
- Participation

**THE SQUARE**

City squares, plazas, streets, and, by extension, public and common spaces are the most valuable asset of every city and town.

The New Urban Agenda visual identity employs a square to represent where the New Urban Agenda is transforming into action. It is symbolic of a public area where the values of the New Urban Agenda are alive.
DO IT YOURSELF LOGO

Create your own graphic element and place it in this area.

Keep this area in mind when customizing your New Urban Agenda logo. Do not alter the New Urban Agenda square.

If you want to keep a white background, use our template and do not keep the dashed line.

(DIY EXAMPLES)
The energetic waves are a graphic element that may accompany the New Urban Agenda standard logo. The waves show the dynamism of different actors implementing the New Urban Agenda.

This graphic element of the wave may only be used when applying the standard logo.
BRANDING THE IMPLEMENTATION OF THE NEW URBAN AGENDA
BRANDING THE IMPLEMENTATION OF THE NEW URBAN AGENDA

UN-HABITAT
FOR A BETTER URBAN FUTURE

IMPLEMENTING THE NEW URBAN AGENDA

LOREM IPSUM DOLOR SIT AMETON
ADIPISCING ELIT, SED DIAM NONUMMY
NIBH EUISMOD TINCIDENT UT LACOREET.
SED DIAM NONUMMY NIBH
STANDARD LOGO + UN

VERTICAL

DIY LOGO + UN

VERTICAL
**UN ENTITY LOGO**
(WHICH DOES NOT INCLUDE UN EMBLEM) + NUA + UN

**Example**

![UNESCO Logo](image1)

**UN ENTITY LOGO**
(WHICH INCLUDES UN EMBLEM) + NUA

**Example**

![UN Women Logo](image2)
**NUA LOGO + SDG UN SYSTEM + SDG ICON**

[Diagram showing NUA logo with SDG UN System and SDG icons]

**UN ENTITY LOGO (WHICH DOES NOT INCLUDE UN EMBLEM) + NUA + SDG + SDG ICON**

[Diagram showing UN entity logo without UN emblem with NUA, SDG, and SDG icons]

**UN ENTITY LOGO (WHICH INCLUDES UN EMBLEM) + NUA + SDG + ICON**

[Diagram showing UN entity logo with UN emblem with NUA, SDG, and SDG icons]

**NON-UN ENTITY LOGO + NUA + SDG + SDG ICON**

[Diagram showing non-UN entity logo with NUA, SDG, and SDG icons]
BRANDING THE IMPLEMENTATION OF THE NEW URBAN AGENDA

NUA LOGO + SDG UN SYSTEM

UN ENTITY LOGO (WHICH DOES NOT INCLUDE UN EMBLEM) + NUA+SDG

UN ENTITY LOGO (WHICH INCLUDES UN EMBLEM) + NUA+SDG

NON-UN ENTITY LOGO + NUA+SDG
BRANDING THE IMPLEMENTATION OF THE NEW URBAN AGENDA

NUA LOGO + SDG UN SYSTEM + SDG ICON

UN ENTITY LOGO (WHICH DOES NOT INCLUDE UN EMBLEM) + NUA + SDG + SDG ICON

UN ENTITY LOGO (WHICH INCLUDES UN EMBLEM) + NUA + SDG + ICON

NON-UN ENTITY LOGO (WHICH INCLUDES UN EMBLEM) + NUA + SDG ICON

Non-UN entity logo
Use of the logo for non-United Nations groups and entities

Vertical

Horizontal
Andrea Posada Escobar is from Itagüí/Medellín, Colombia. She began drawing each day on wood and paper with markers while studying film direction in Buenos Aires. At the age of 20, she decided to become an illustrator and began contributing to different publications from Argentina, Colombia, Mexico, Spain, and the United States, and later she was awarded grants from artists’ residencies in Austria, China and the Republic of Korea, as well as national grants from Colombia, which supported her personal art projects in different towns in Venezuela and South Korea. While working as a freelance illustrator in different projects, Ms. Posada started to combine drawings with graphic design to create the visual identity of city-scale projects like the National Urban Forum of Colombia, the seventh session of the World Urban Forum, and the public bike system in Medellín. In 2014, she began working with the United Nations to create the image of Habitat III.