



HABITAT III

VISUAL



IDENTITY



HABITAT III VISUAL IDENTITY

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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.



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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

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-  This is a United Nations publication issued by the Habitat III Secretariat.
-  Cover designed by Francisco Fuenmayor
- 
- 
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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.

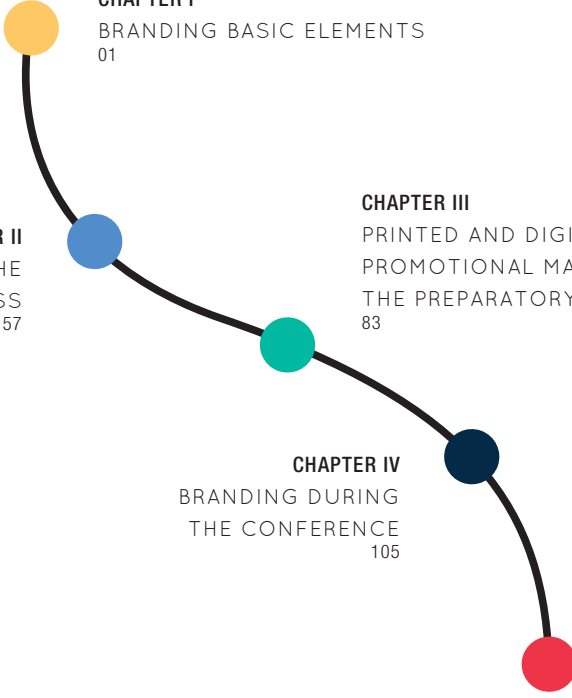
After the extensive Habitat III process, which included so many events around the globe, as a designer, I learned to create a more neutral, global, and flexible image that was easy to recognize and represented cities through the lens of the key pillars of the New Urban Agenda.

As a creator of images, at last I realized that our artwork has reached a new level in which 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.

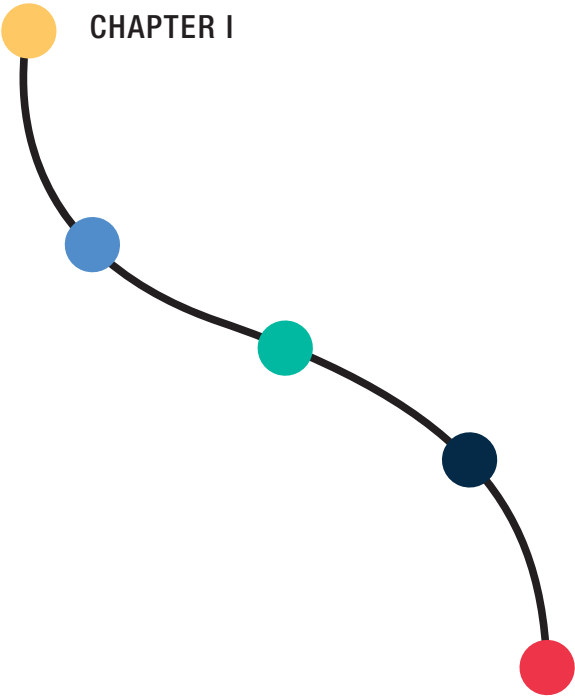
Andrea Posada Escobar



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**BRANDING
BASIC
ELEMENTS**

INTRO DUC TION

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 | Experienced | Fresh | Rethought

—

WELL-PLANNED AND WELL-DESIGNED

Consistent | Effective | Memorable
Mixed-use | Sustainable | Useful

—

OPEN

Built by all | Global | Inclusive | Multifunctional | Plural

—

GREEN

Environmentally sustainable | Low-carbon impact

FIRST IDEAS OF THE
HABITAT III LOGO



Habitat III
United Nations Conference on Housing
and Sustainable Urban Development



Habitat III
United Nations Conference on Housing
and Sustainable Urban Development



Habitat III
United Nations Conference on Housing
and Sustainable Urban Development



Habitat III
United Nations Conference on Housing
and Sustainable Urban Development



United Nations Conference on Housing
and Sustainable Urban Development



United Nations Conference on Housing
and Sustainable Urban Development



United Nations Conference on Housing
and Sustainable Urban Development



THE HABITAT III LOGO

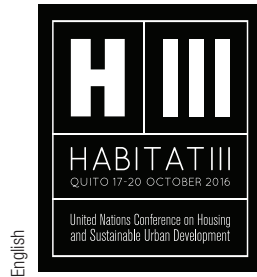
The selected Habitat III logo was conceived as a multipurpose logo: adaptable, consistent and flexible.

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).





French



Spanish



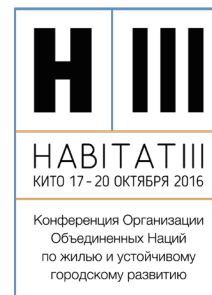
Arabic



Chinese

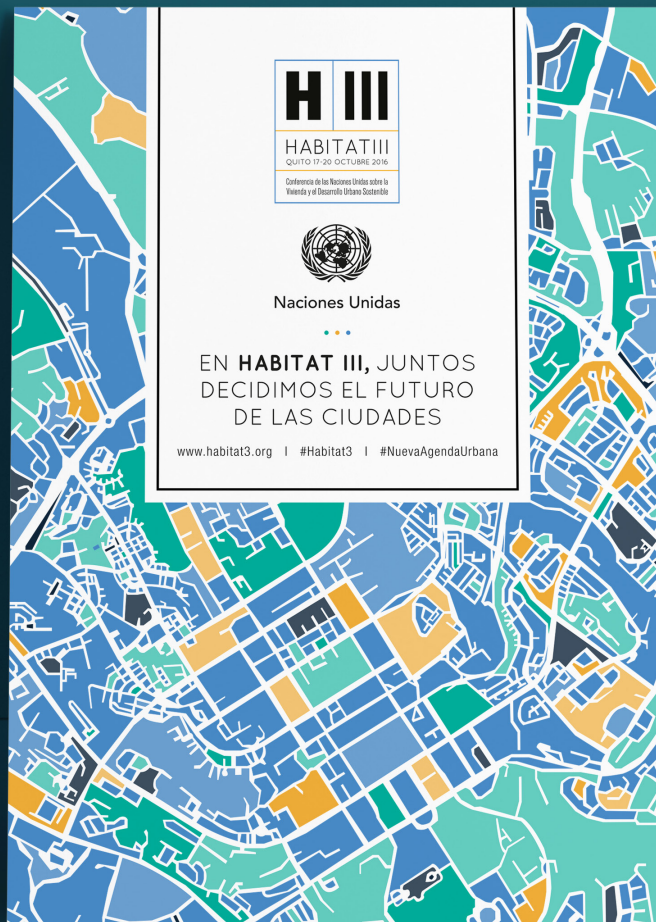


Russian



HABITAT III + UN

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.



BASIC SYMBOL



STANDARD LOGO



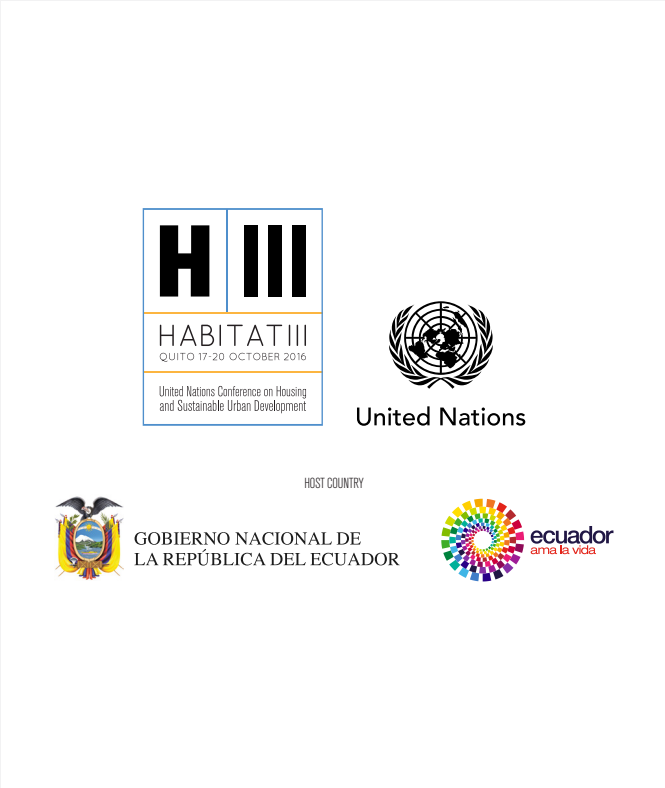
United Nations

PLAIN LOGO



United Nations





HABITAT III + UN + HOST COUNTRY + LOCAL PARTNERS





HABITAT III
QUITO 17-20 OCTUBRE 2016
Conferencia de las Naciones Unidas sobre la Vivienda y el Desarrollo Urbano Sostenible



Naciones Unidas

• • •

EN HABITAT III, JUNTOS
DECIDIMOS EL FUTURO
DE LAS CIUDADES

www.habitat3.org | #Habitat3 | #NuevaAgendaUrbana

Pais anfitrión



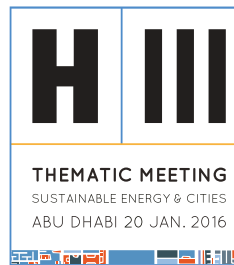
PRESIDENCIA
REPUBLICA DEL ECUADOR



ecuador

Local Partners



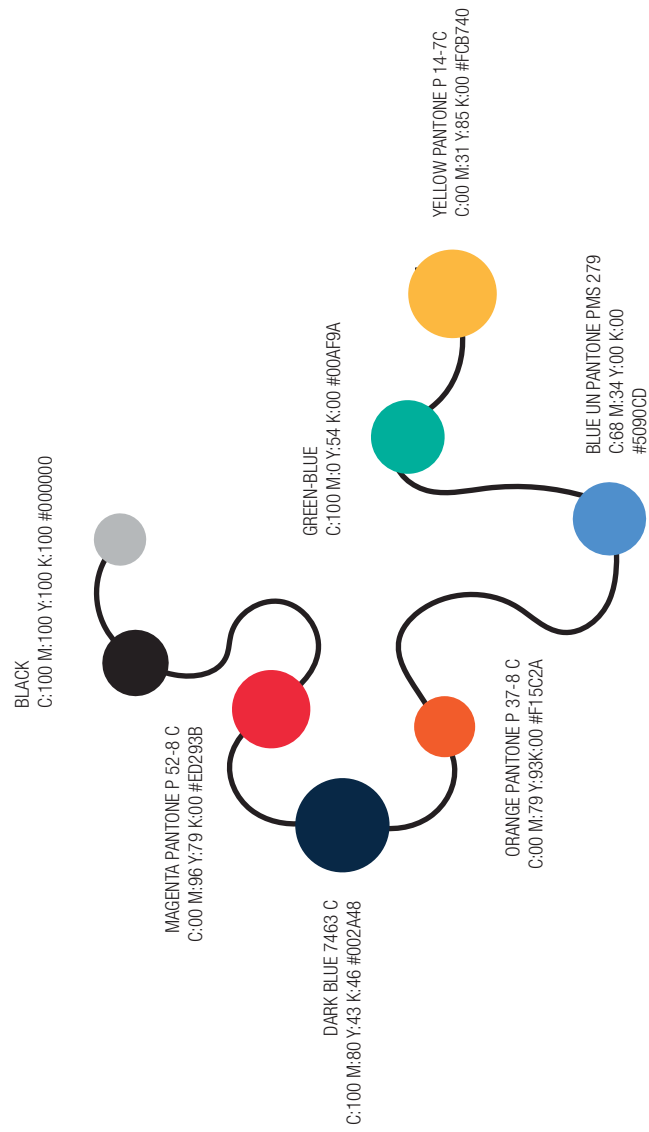


REGIONAL & THEMATIC MEETINGS LOGOS



**PREPARATORY
COMMITTEE**

COLOUR PALETTE





FONT S

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.

Aa

Accius TOT Light Condensed (subtitles)

QWERTYUIOPASDFGHJKLÑZXCVBNM
qwertyuiopasdfghjklñzxcvbnm
1234567890

Aa

Quicksand (titles, subtitles, highlights)

QWERTYUIOPASDFGHJKLÑZXCVBNM
qwertyuiopasdfghjklñzxcvbnm
1234567890

Aa

Helvetica Neue LT Std 47 Light condensed (Body text)

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qwertyuiopasdfghjklñzxcvbnm
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TOGETHER TOWARDS HABITAT III STAMP

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.



HABITAT III VILLAGE LOGO

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



THE CITY PATTERN

"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.

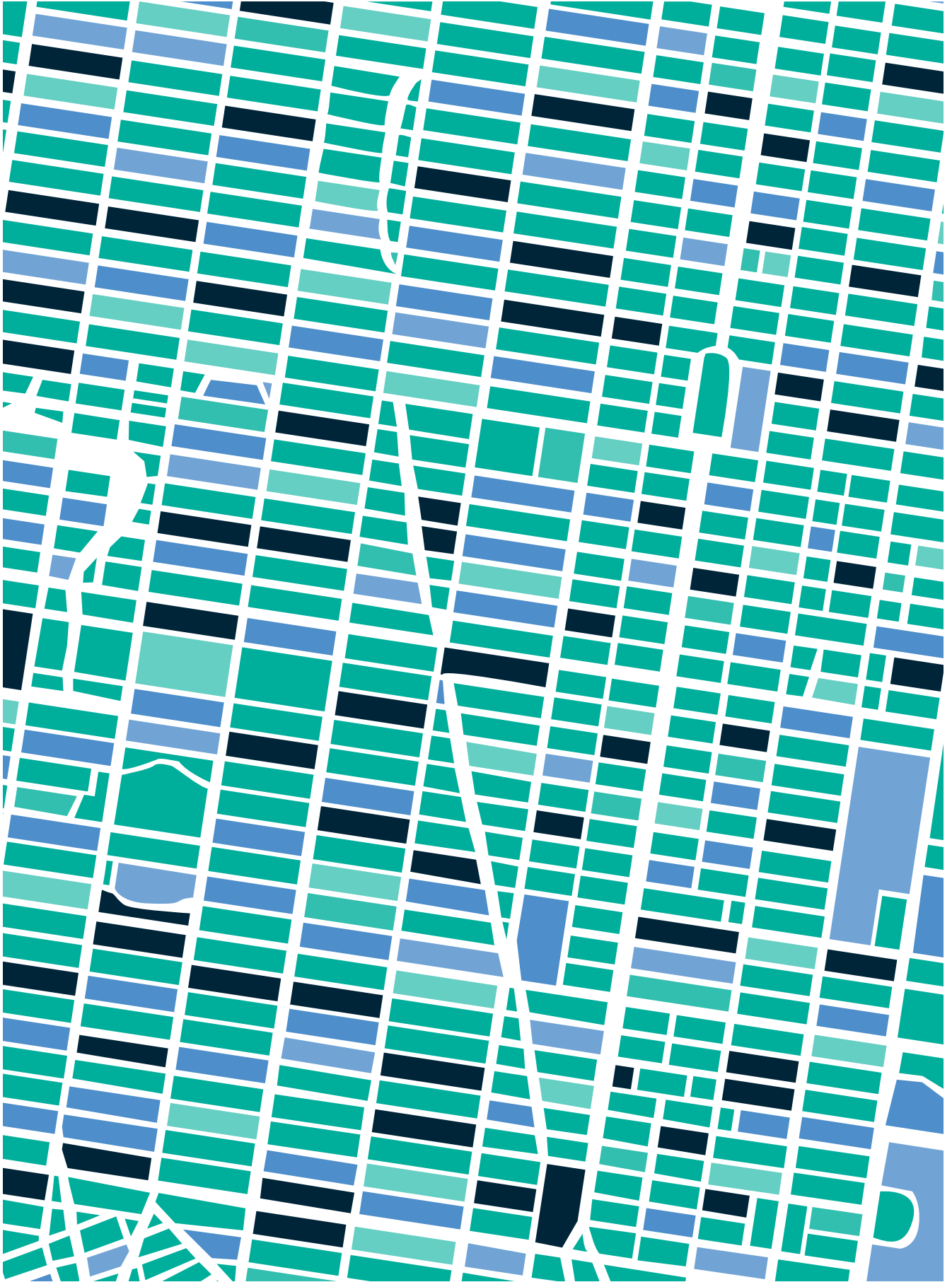
A city pattern graphic element was created for each city that hosted a major official event in the Habitat III process (Regional and Thematic Meetings, Preparatory Committees, and the Conference itself). It provided a strong identity for each of these events while at the same time highlighting the urban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



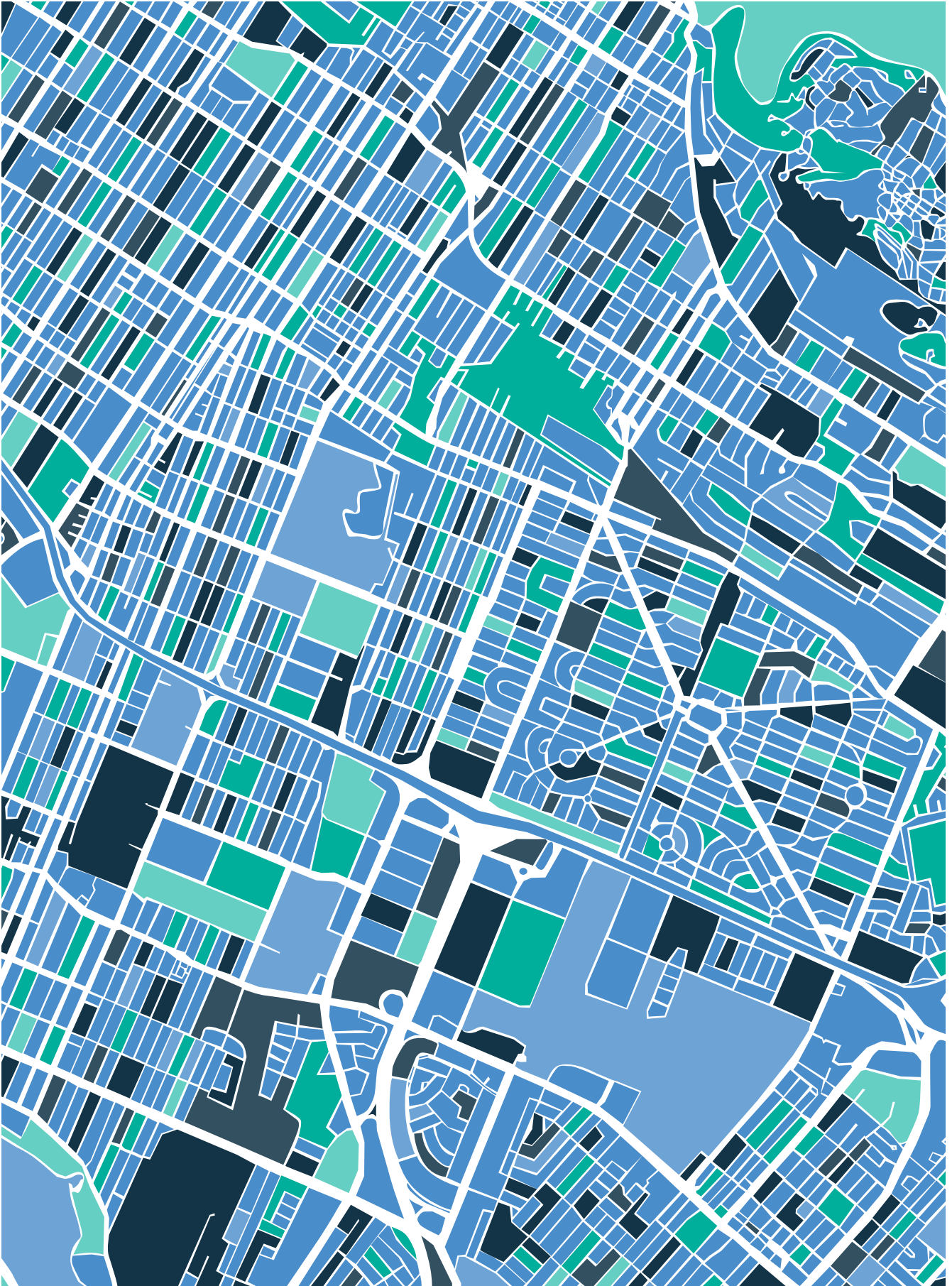
HABITAT III
CITY PATTERNS
COLLECTION

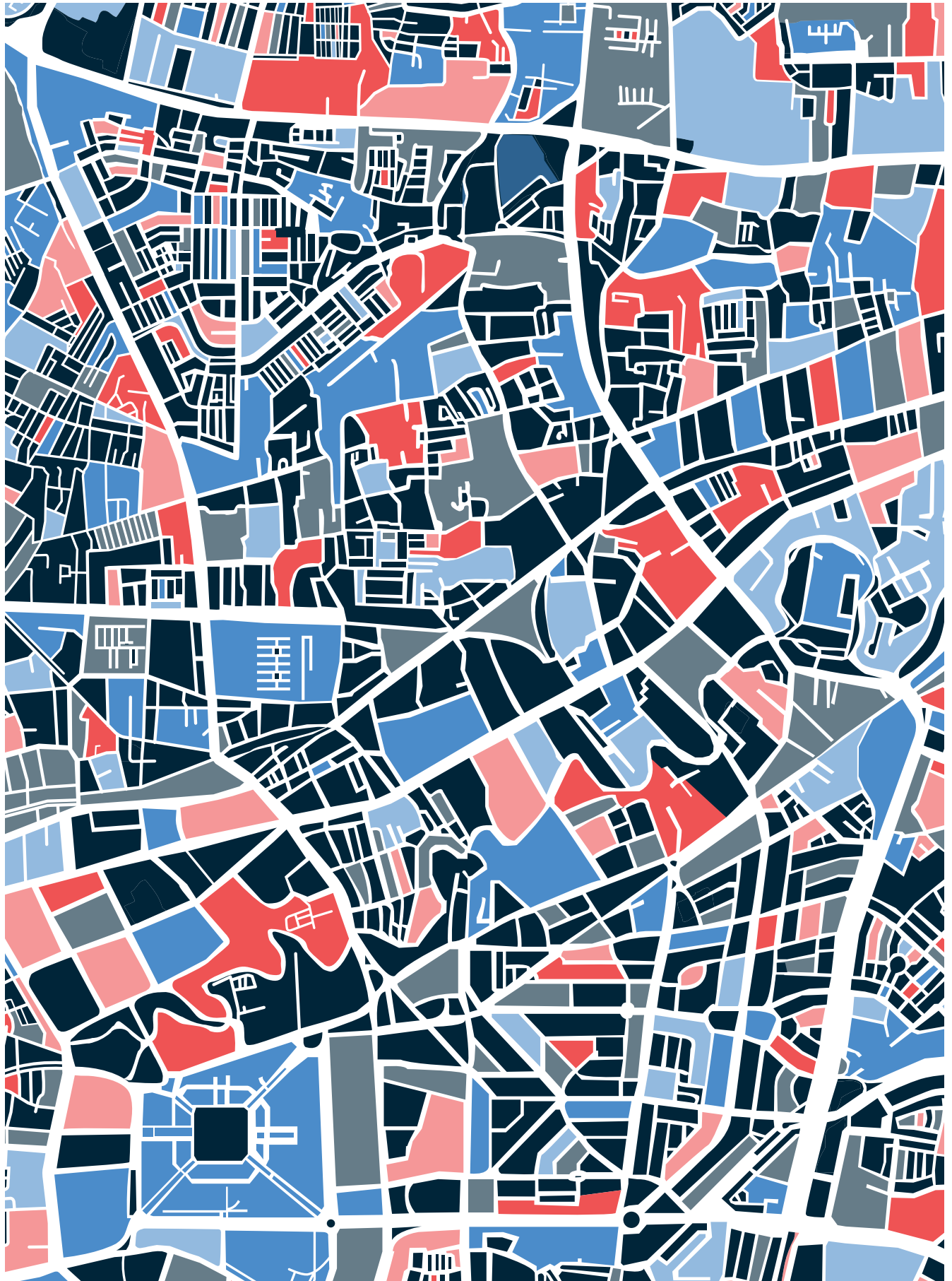
NEW YORK CITY, UNITED STATES OF AMERICA





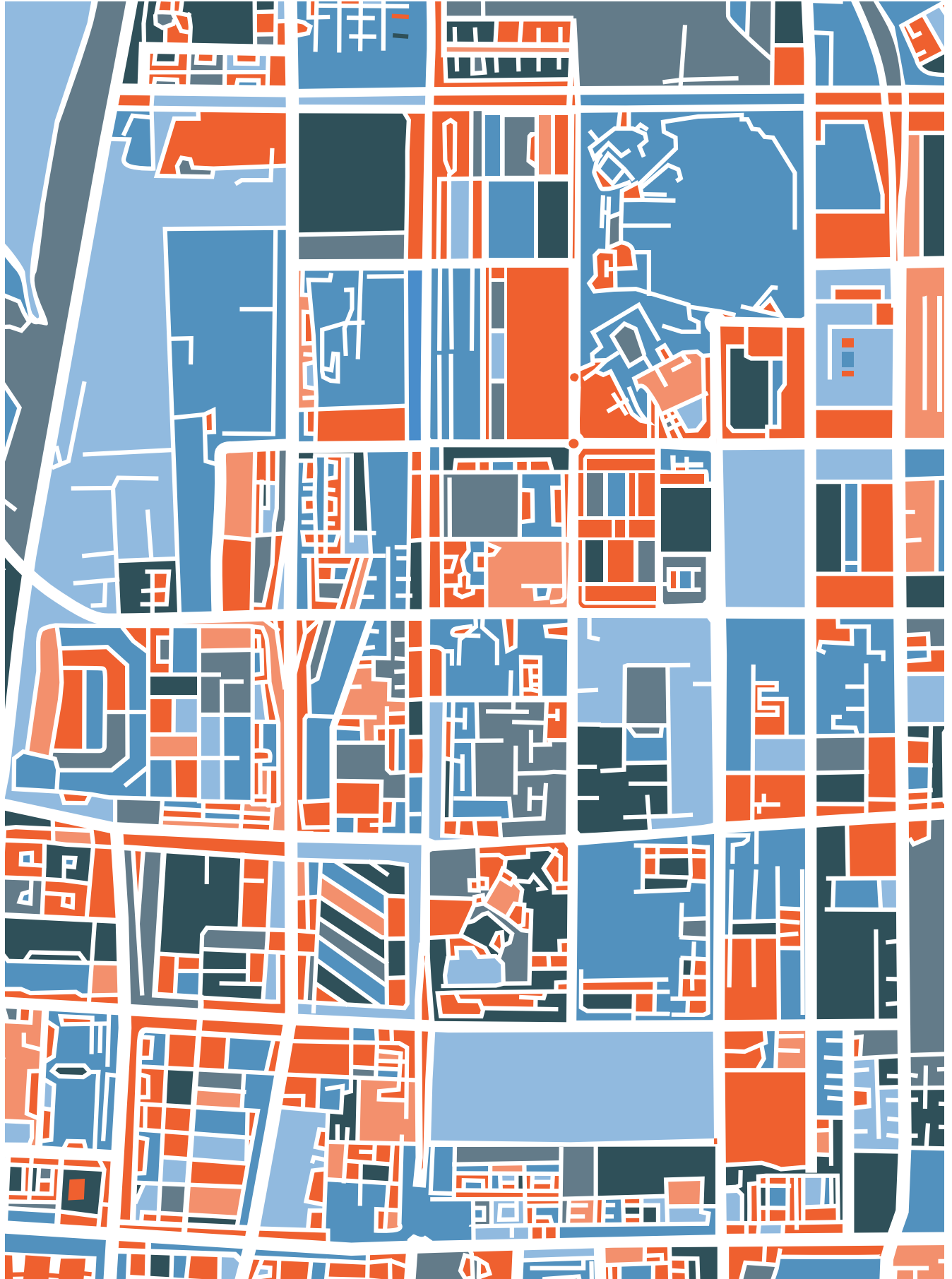
MONTREAL, CANADA





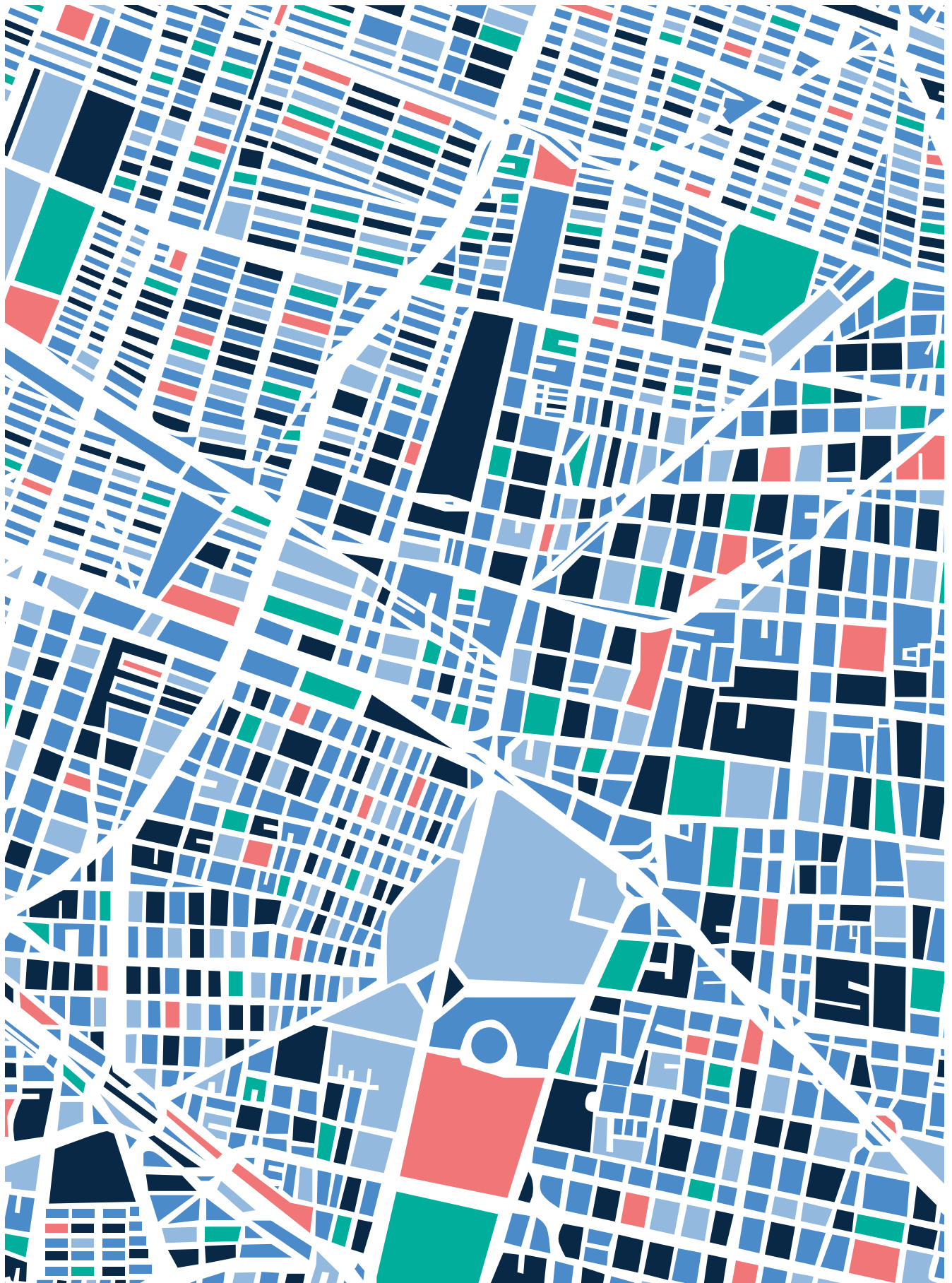
CUENCA, ECUADOR



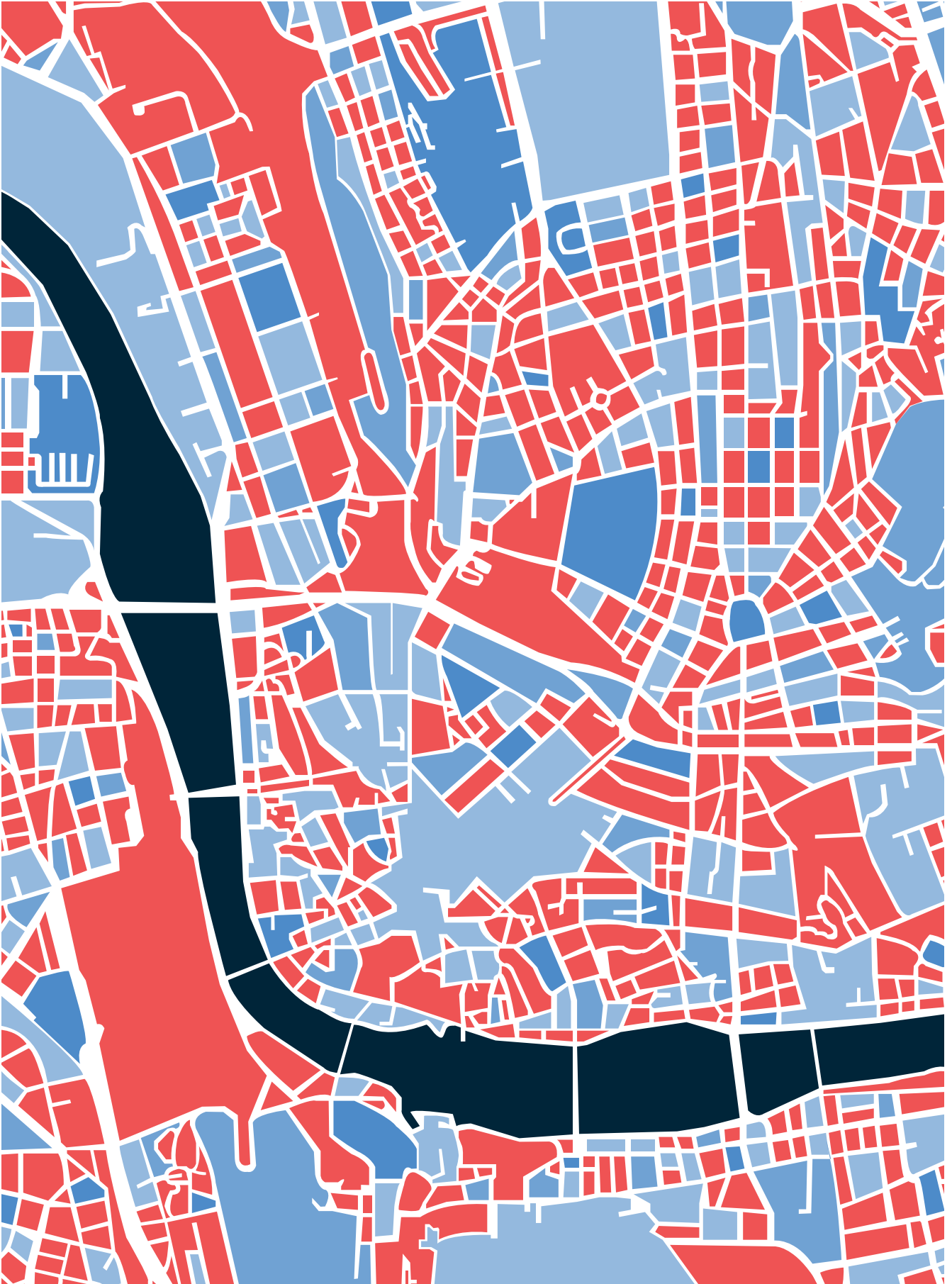


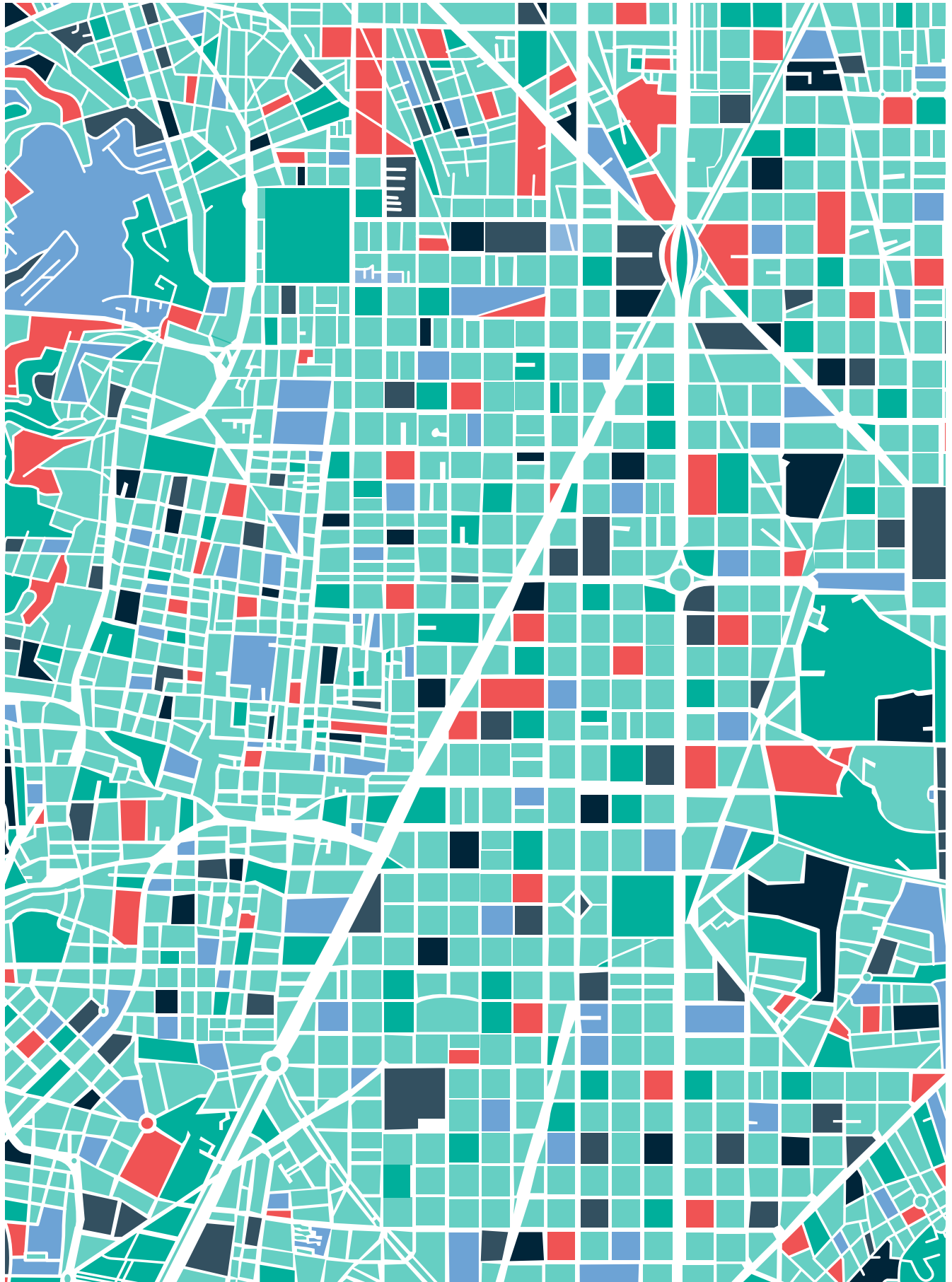
ABUJA, NIGERIA



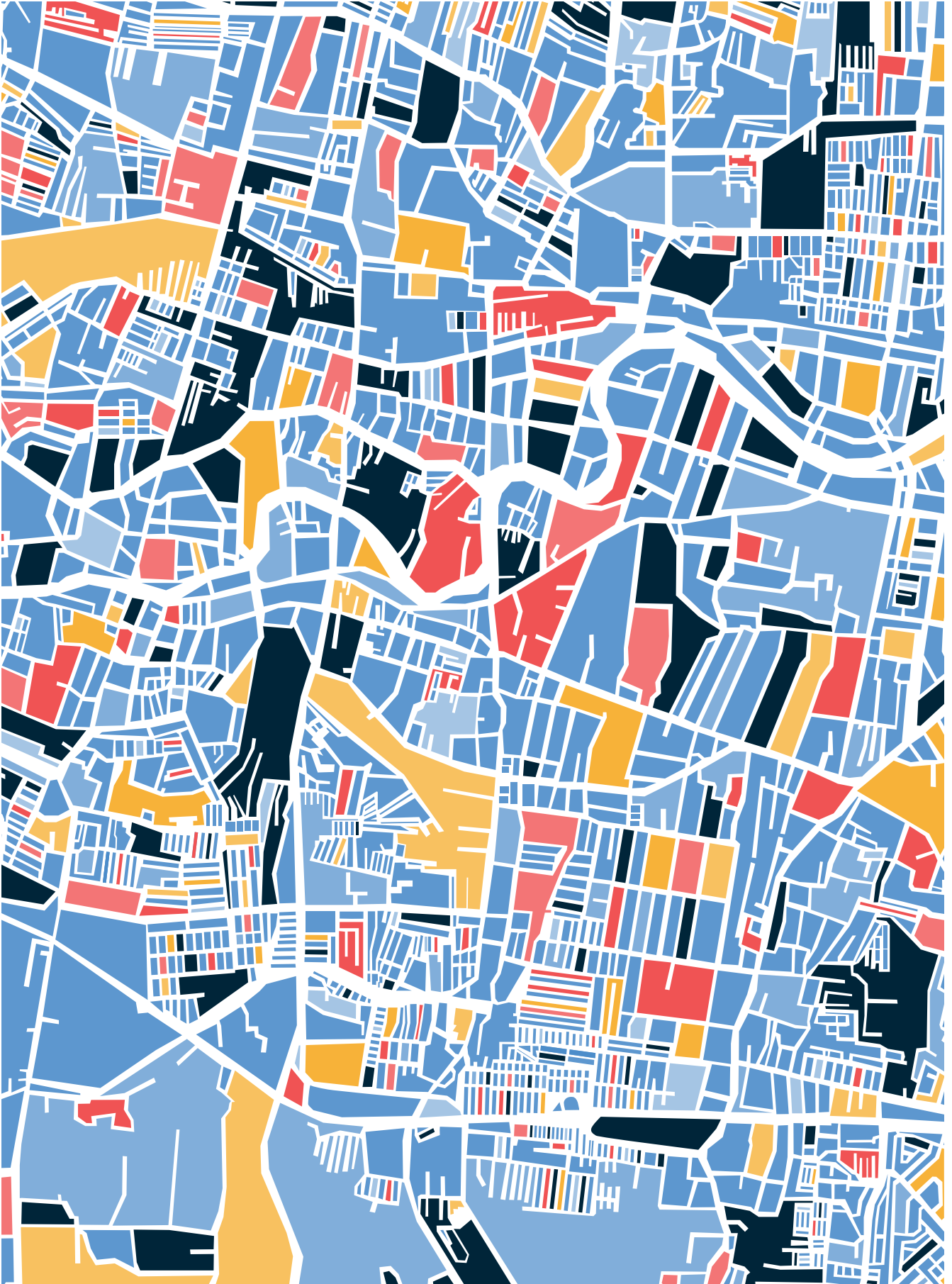


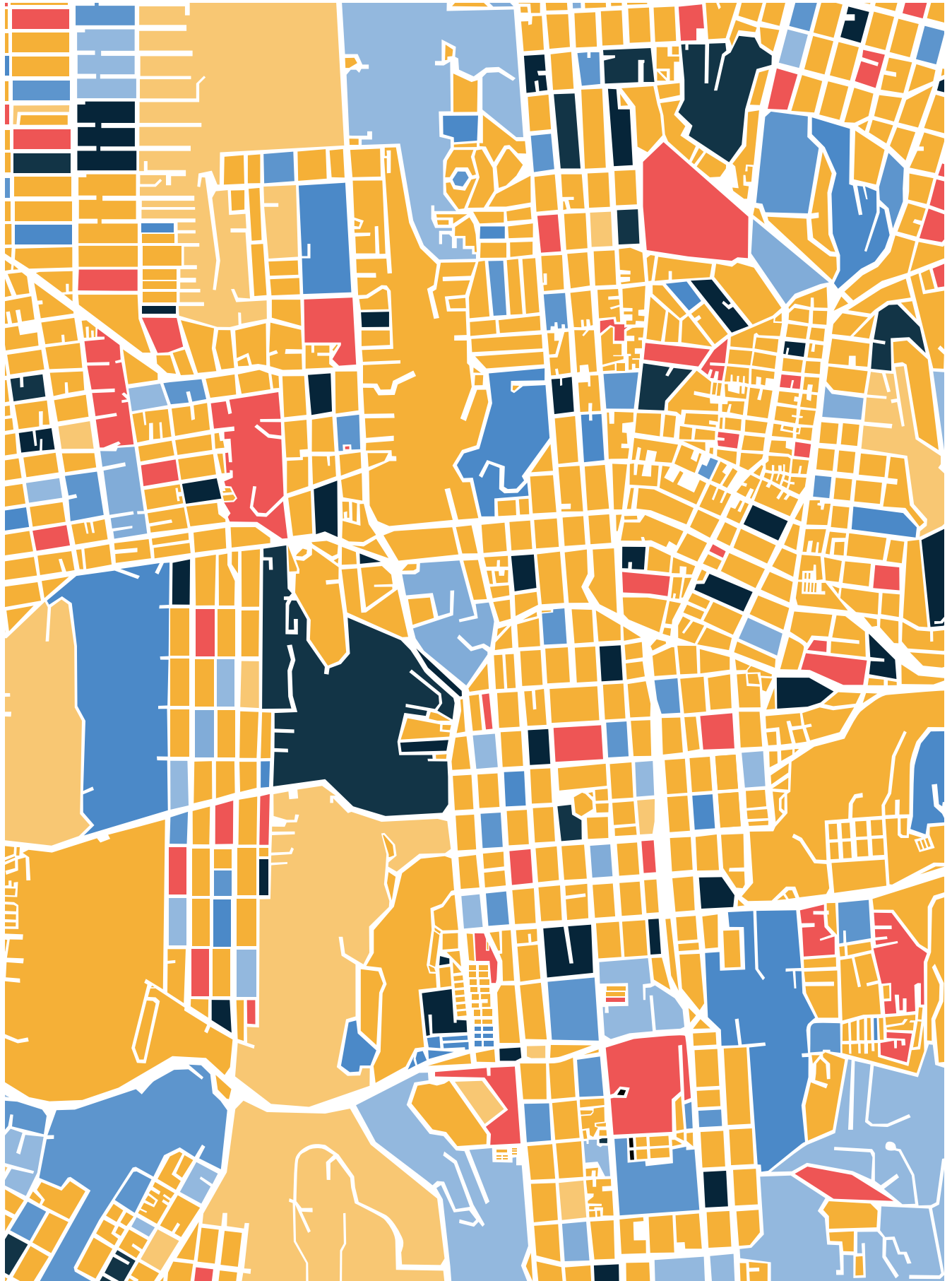
PRAGUE, CZECH REPUBLIC



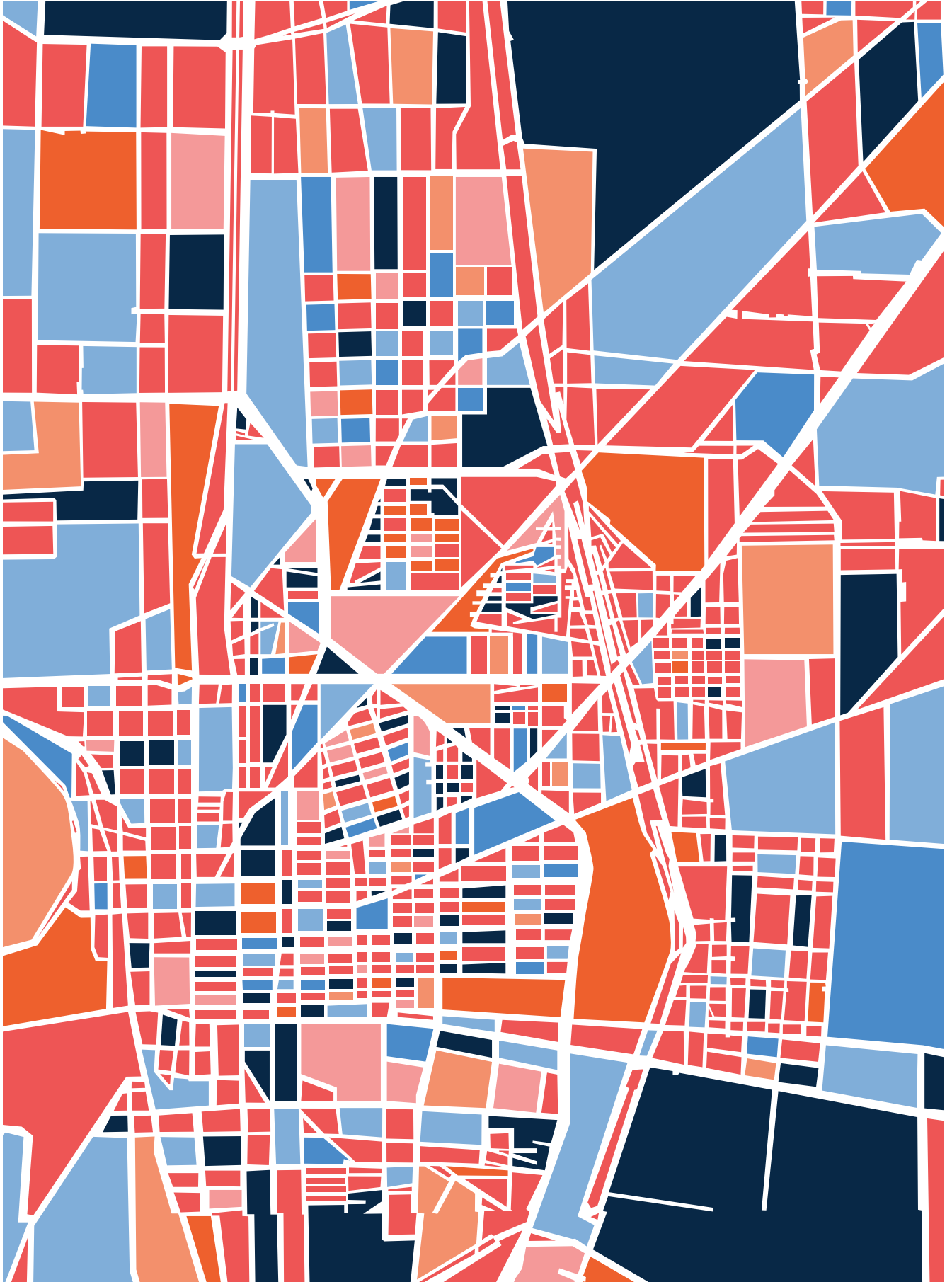


SURABAYA, INDONESIA





TOLUCA, MEXICO





NAIROBI, KENYA





PHOTO GRAPHS

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.





P R E

T O

R I A

HABITAT III
THEMATIC MEETING

—
INFORMAL
SETTLEMENTS
7-8 APRIL
2016

VENUE BRANDING (QUITO, ECUADOR)



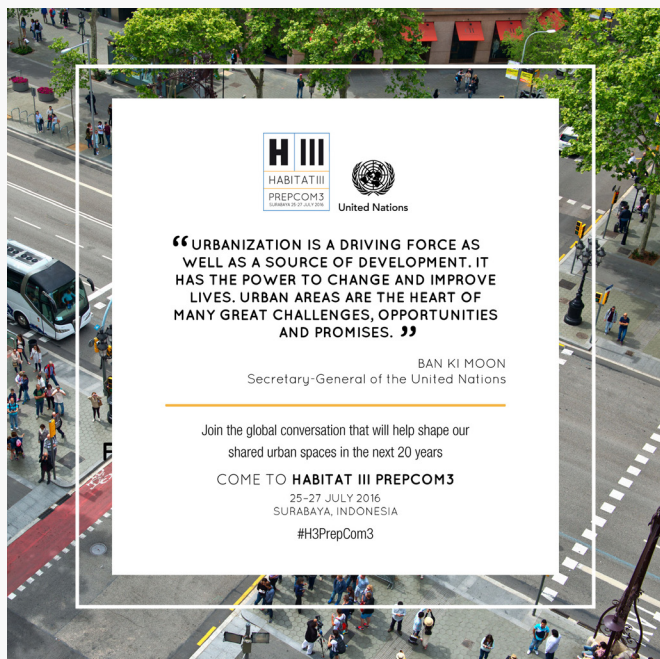
A B U

D H A

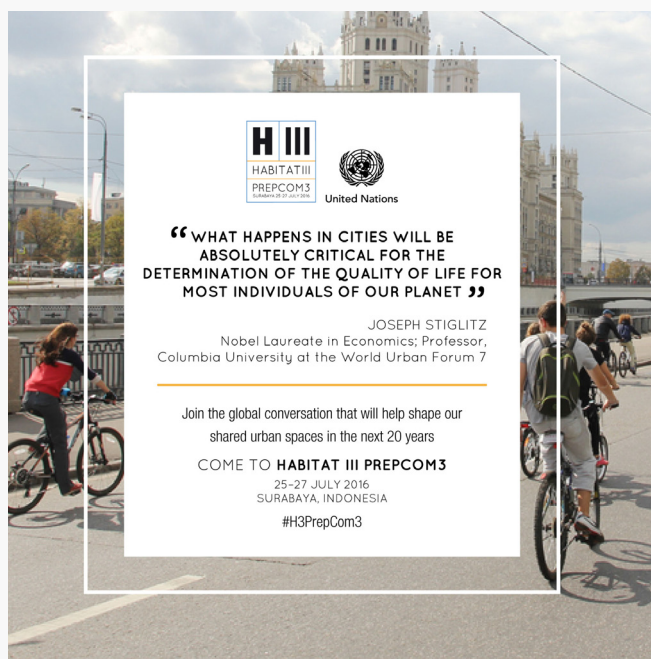
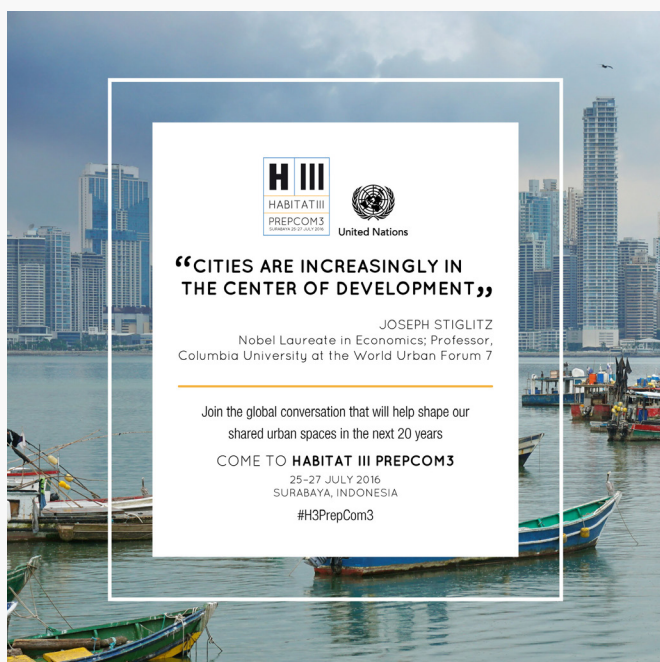
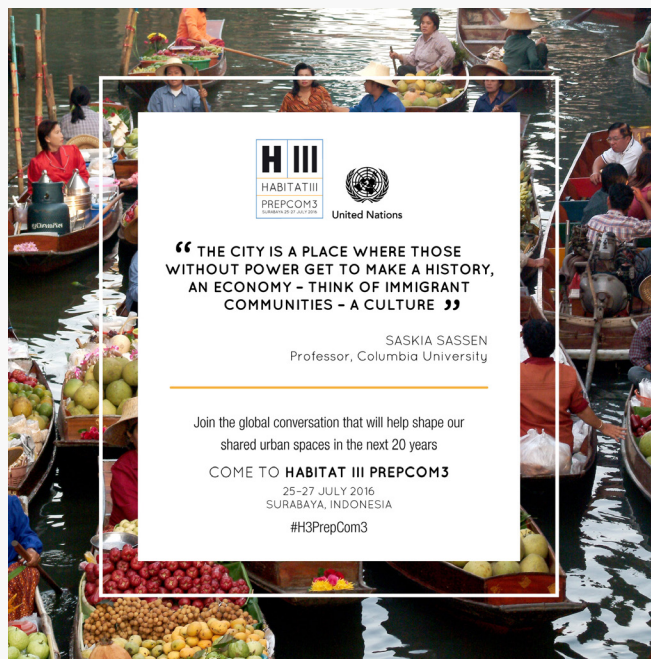
B I

HABITAT III
THEMATIC MEETING

—
SUSTAINABLE ENERGY
AND CITIES
20 JANUARY
2016

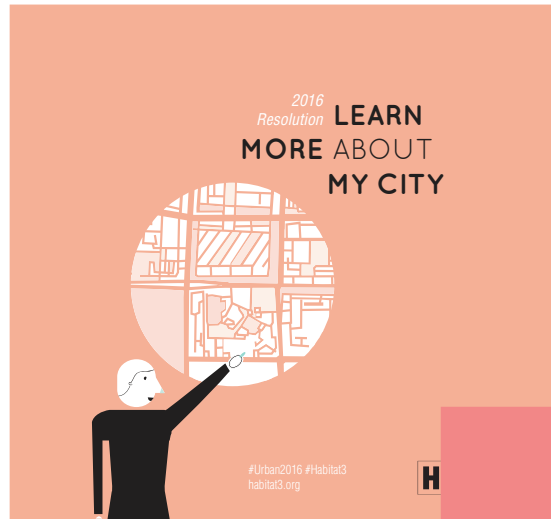


SOCIAL MEDIA POSTCARDS



ILLUS TRA TIONS

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.



SOCIAL MEDIA POSTCARDS



SOCIAL MEDIA POSTCARDS



SOCIAL MEDIA POSTCARDS





A WISH FOR MY CITY
SOCIAL MEDIA CAMPAIGN



"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.

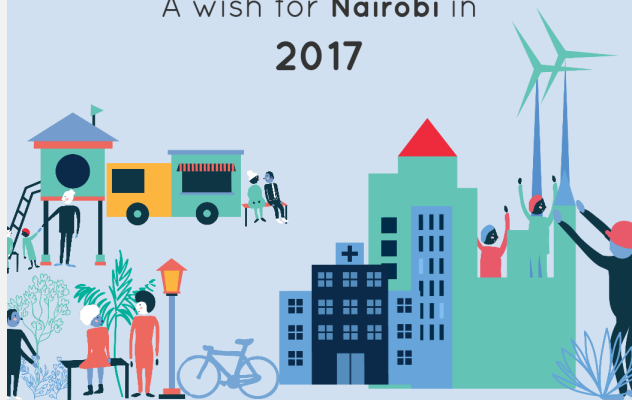
A wish for **Itagüí** in **2017**



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



A wish for **Nairobi** in **2017**



Nawatakia mji unaojali mazingira safi, wenye 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

THE ALIVE CITY PATTERN

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.

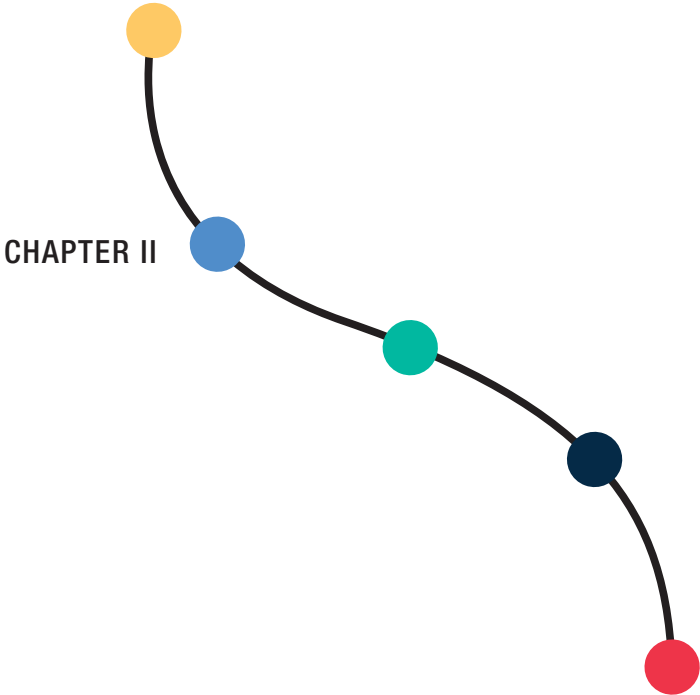
Energy, strength,
brotherhood, and
solidarity

The celestial world,
political and cultural
organization

Earth, intellectual
development







BRANDING
DURING THE
PREPARATORY
PROCESS

VISUAL GUIDELINES

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

VISUAL IDENTITY
GUIDELINES

HABITAT III REGIONAL & THEMATIC MEETINGS

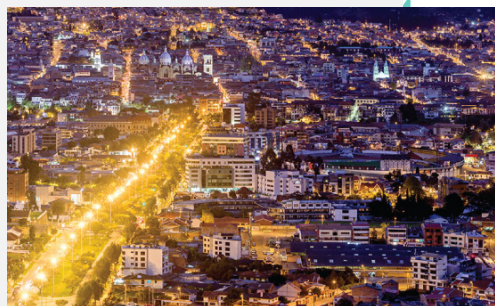


United Nations



MEXICO CITY
9-11 MARCH 2016








¡ANOTA LA FECHA!

Del **9 al 11 de NOVIEMBRE**,
la ciudad de **CUENCA** acogerá la CONFERENCIA
TEMÁTICA sobre **CIUDADES INTERMEDIAS**
como parte del proceso mundial hacia la definición de
una **NUEVA AGENDA URBANA**

Más información en www.habitat3.org

Host Partner






SAVE THE DATE!

Del **4 al 5 d'abril**, **Barcelona** acollirà
la REUNIO TEMÀTICA sobre
ESPAI PÚBLIC com a part del procés
mundial cap a la definició d'una
NOVA AGENDA URBANA.

[Inscriu-te aquí](#)


Més informació a www.habitat3.org/barcelona



Host Partner




**INFORMATION
NOTE**


**HABITAT III THEMATIC MEETING ON
SUSTAINABLE ENERGY AND CITIES**
20 JANUARY 2016
ABU DHABI, UNITED ARAB EMIRATES



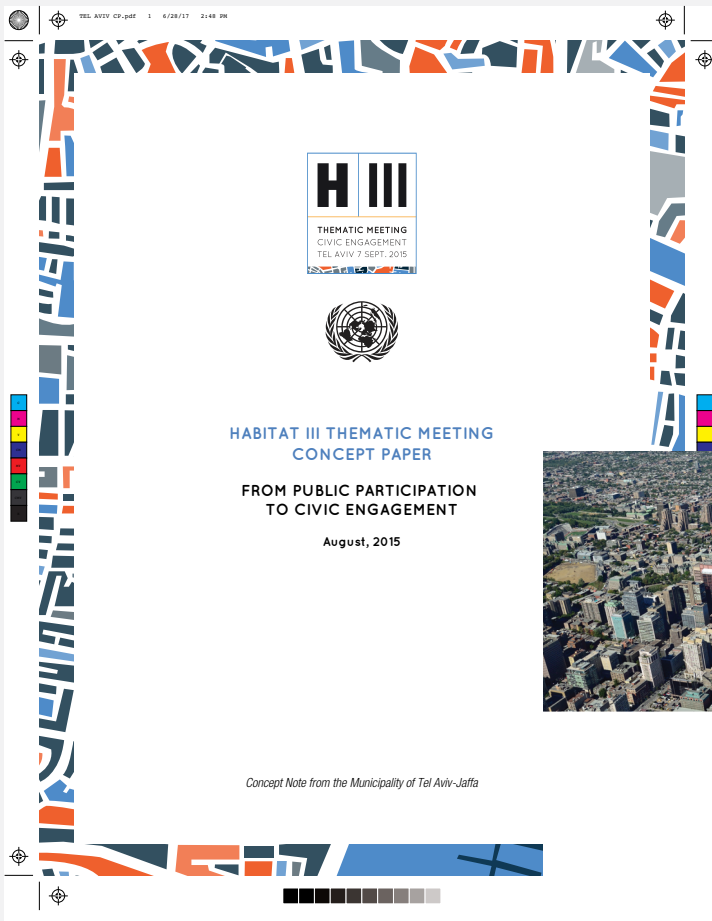





International Renewable Energy Agency



وزارة الخارجية
MINISTRY OF FOREIGN AFFAIRS





REGIONAL MEETINGS



— REGISTER 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 almost 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:
habitat3secretariat@un.org

www.habitat3.org/abuja #H3Abuja



Only those registered online before 15 OCTOBER
 will be able to attend the Opening Ceremony!

REGISTER
 at WWW.HABITAT3.ORG/JAKARTA

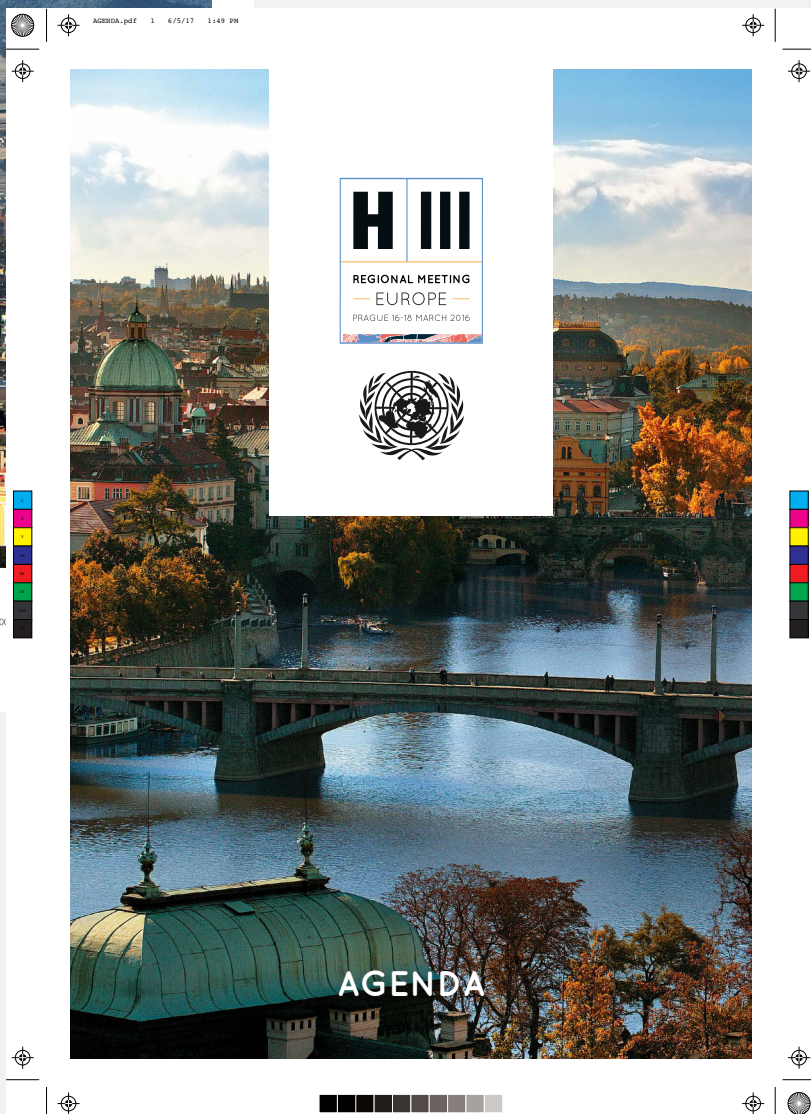
At the Opening, participants will be welcomed by Joko Widodo President of the Republic of Indonesia, Basuki Hadimuljono Indonesian Minister of Public Work and Housing, Dr Joan Clos Secretary General of the United Nations Conference on Housing and Sustainable Urban Development, and Dr Shamshad Akhtar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

Head of Delegation? Would like to deliver a statement during the Plenary Session?
 Please register by sending an e-mail to habitat3secretariat@un.org

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

SEE YOU IN JAKARTA NEXT WEEK!





PREPCOMS

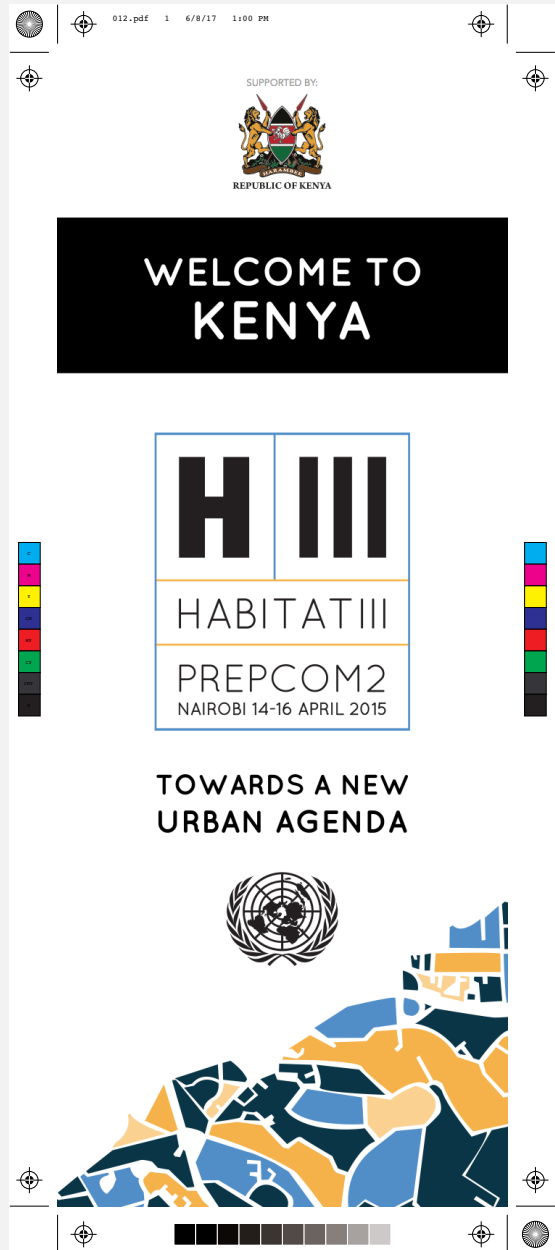
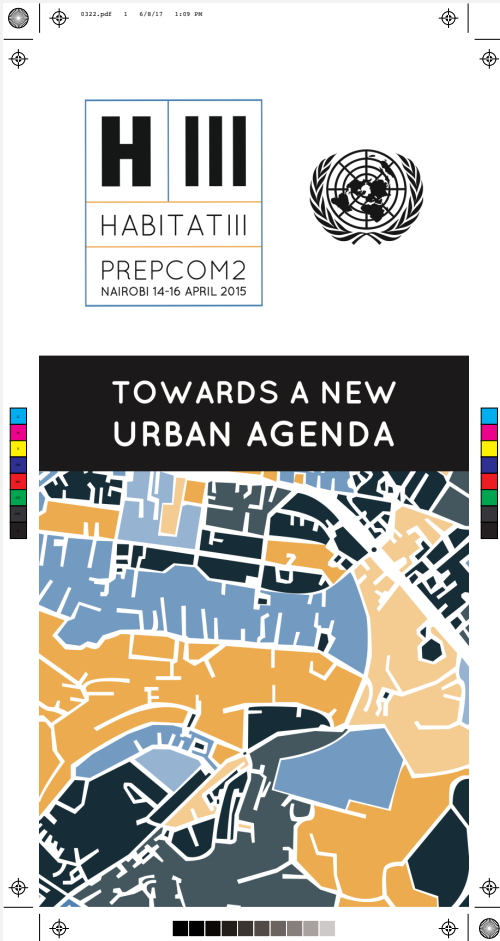


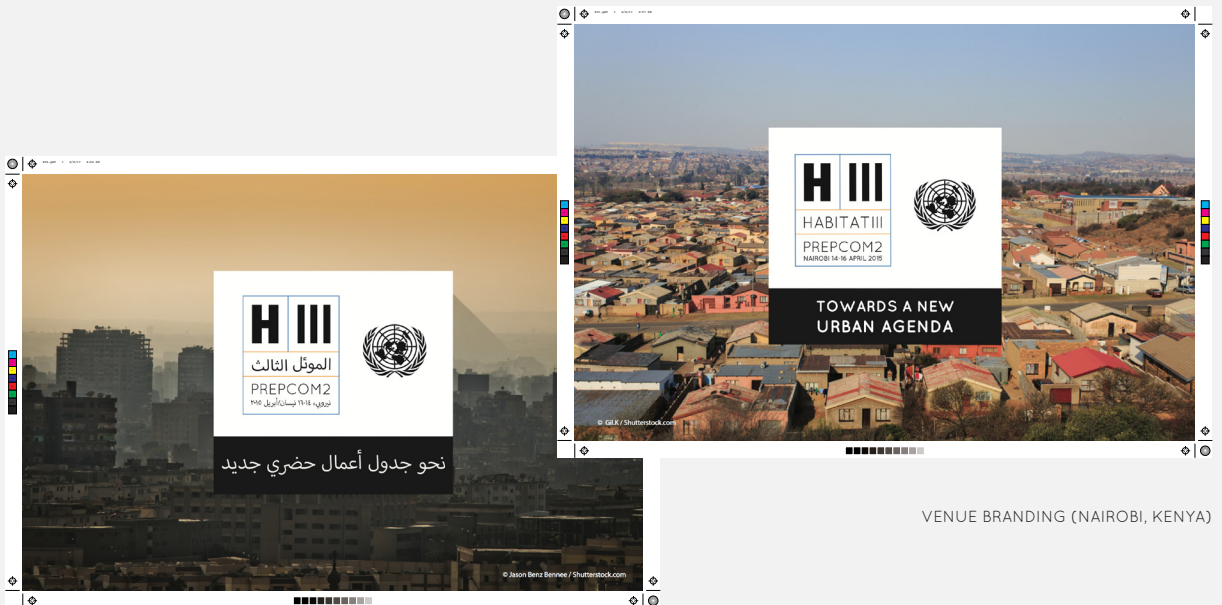
PREPCOM2



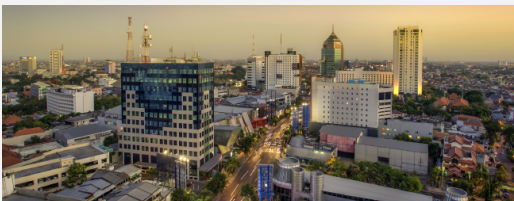
PREPCOM3

PREPCOM2





VENUE BRANDING (NAIROBI, KENYA)



HABITAT III PREPARATORY COMMITTEE III (PREPCOM3) SURABAYA, 25-27 JULY 2016

The third session of the Preparatory Committee of the third United Nations Conference on Housing and Sustainable Urban Development (Habitat III) -PreCom3- will be held in Surabaya, Indonesia, from Monday, 25 July to Wednesday, 27 July 2016.

Online Registration

Please note that anyone wishing to attend PreCom3 whether as speaker, representative of an organisation, member state delegate, or private individual, must be registered. Online registration for the Habitat III PreCom3 will close on July 15th, 2016. Please [register here](#)

Programme

The PreCom3 will start on Monday, 25 July at 9 am with a Welcoming Ceremony. Please find the [programme here](#)

Provisional Agenda

Please find the Provisional Agenda of the HABITAT III Preparatory Committee III here: [English](#) | [中文](#) | [Français](#) | [العربية](#) | [Русский](#) | [Español](#)

Media

Media interested in attending PreCom3 must be accredited by the United Nations Habitat III Secretariat. Please find all information for [media here](#)

Urban Journalism Academy

Media interested in the Urban Journalism Academy on Tuesday, 26 July 2016, 8:30 a.m. - 1:00 p.m., can find the [programme here](#)

Side events and Parallel events:

All information on Side and Parallel events in Surabaya will be available shortly [here](#)

Visa

All visitors to Indonesia must obtain visa to Indonesia unless they are from one of the visa exempt countries. For more information on visas, prepared by the Government of Indonesia, [please click here](#)

Hotels

Participants are requested to make their own arrangements for accommodation. For more information on hotels recommended by the Government of Indonesia, [please click here](#)

Tours in Surabaya

During the Habitat III PreCom3 in Surabaya, participants will have a chance to visit several unique locations and learn more on projects and programmes being implemented in Surabaya, as well as cultural sites that vividly reflect Surabaya's rich history. Online registration and more information from the Government of Indonesia here:

[Field Visit](#) | [City Tour](#)

Plan your trip to Surabaya

The ministry of Public Works and Housing of the Republic of Indonesia has set up a website with a wealth of information on hotels, public facilities, the venue and more. Please find it here: [precom3surabaya2016.id](#)

Contact

For enquiries, please contact: habitat3precom3@un.org

www.habitat3.org/precom3
#H3PreCom3 #Habitat3 #NewUrbanAgenda



HABITAT III PREPARATORY COMMITTEE III (PREPCOM3) SURABAYA, 25-27 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 PreCom3. 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 COB Saturday, 23 July to: habitat3media@un.org, with copy to kettner@un.org and all11@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, 1:00 pm – 1:30 pm, Dr. Basuki Hadimuljono, Minister of Public Works and Housing, Indonesia and Dr. Joan Clos, 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 a.m. – 1:00 p.m., an Urban Journalism Academy will take place in the Media Center. The academy will provide both a 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 8:30 a.m. - 6:00 p.m., 25-27 July 2016. You may reach the Media Centre via habitat3media@un.org

www.habitat3.org/precom3

#H3PreCom3 #Habitat3 #NewUrbanAgenda

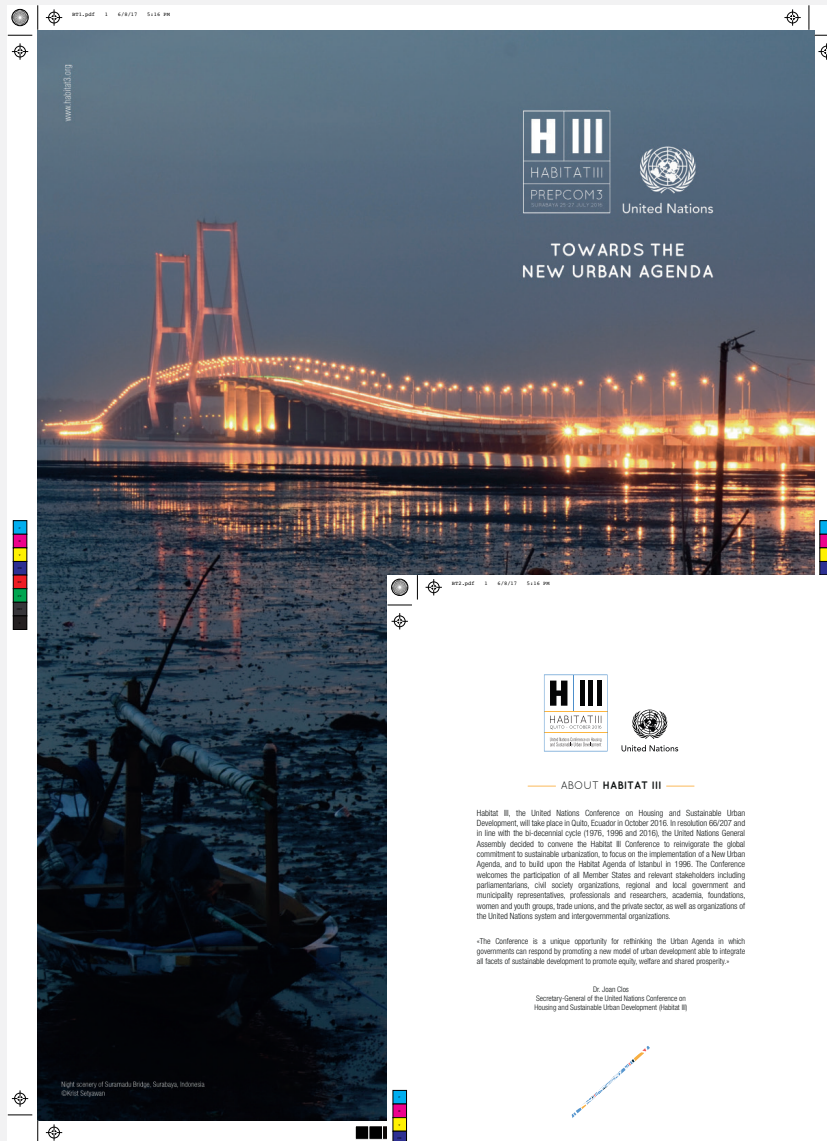


**WELCOME TO
HABITAT III PREPCOM3!**
A MAJOR GLOBAL
CONVENING OF URBAN
ACTORS BEFORE QUITO!

WEBCAST WILL BE AVAILABLE
FIND OUT MORE

Habitat3.org/precom3 | #Habitat3 | #H3PreCom3





ABOUT PREPCom3

The United Nations General Assembly, in Resolution 67/216, established a Preparatory Committee (PrepCom) to carry out the preparations for the conference. It will host three meetings (PrepCom1, PrepCom2, and PrepCom3) before the opening of the Habitat III Conference. PrepCom1 was held in New York, at the United Nations Headquarters, from Wednesday, 17 September to Thursday, 18 September 2014. PrepCom2 was held in Nairobi, Kenya, from Tuesday, 14 April to Thursday, 16 April 2015.

The third session of the Preparatory Committee of Habitat III—PrepCom3—will be held in Surabaya, Indonesia, from Monday, 25 July to Wednesday, 27 July 2016.

“The preparatory meeting will be the last opportunity for the governments and other stakeholders throughout the world to raise their concerns on the latest and challenges in urban development. Further, the meeting will provide the arena to reach a common ground on the New Urban Agenda, which will be decided at the Habitat III Conference in Quito, Ecuador.”

M. Basuki Hadimuljoko
Minister, Ministry of Public Works and Housing, Republic of Indonesia.

DATE & VENUE

The third session of the Preparatory Committee of Habitat III—PrepCom3—will be held in Surabaya, Indonesia, from Monday, 25 July to Wednesday, 27 July 2016 at the Convention and Exhibition Hall Grand City Cones Surabaya, while certain Parallel Events might occur at another location before and after the PrepCom3. Venue of the meeting is located 22 km from the Juanda International Airport.

More information about the venue, and exact location, available on the website:
www.grandcitysurabaya.com



OPPORTUNITY TO ENGAGE AND SHOWCASE

SIDE EVENTS

Side events provide a platform for national, regional and local governments, civil society organizations, parliamentarians, research and academia, grassroots organizations, women, children and youth groups, businesses and industries, foundations and philanthropies, professionals, trade unions and workers, farmers, indigenous people, media, older persons groups, and intergovernmental organizations to present research, projects, signing of agreements, book launches, and the like on topics of relevance to housing and sustainable urban development.

These hour-long sessions are an opportunity to share data, knowledge, and initiatives in an effort to advance on the implementation of sustainable urban development in cities and towns around the globe.

The call for Side Events is open at www.habitat3.org/prepcom3

EXHIBITION

Member states, stakeholders, and organizations advocating housing and sustainable urban development are invited to participate at the exhibition, which aims to inspire visitors to consider the overall theme of housing and sustainable urban development while learning about many new urban initiatives.

The PrepCom3 Exhibition will run from 8:30 a.m. to 18:30 p.m. daily from 25 to 27 July. Those interested in participating as an exhibitor should apply following the call for Exhibitors available at www.habitat3.org/prepcom3

PARALLEL EVENTS

A number of parallel events related to the sustainable urbanization will take place within and outside of the United Nations. During PrepCom3, the programmes and projects, as well as global and regional networks of partners, can use this opportunity to meet and advance the debate on the New Urban Agenda.

REGISTRATION

All participants must register prior to the meeting to be allowed access. Registration can be done via the conference website www.habitat3.org/prepcom3

For further information please contact the Habitat III Secretariat

Two UN Plaza DC2
9th Floor, New York, NY, 10017
www.habitat3.org
habitat3secretariat@un.org
habitat3prepcom3@un.org

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NEWSLETTER

Sign-up for the newsletter and be the first to receive news and updates about Habitat III
www.habitat3.org/H3Newsletter

SOCIAL MEDIA

Join Habitat III Social Media communities to get the latest articles, photos, videos and events updates

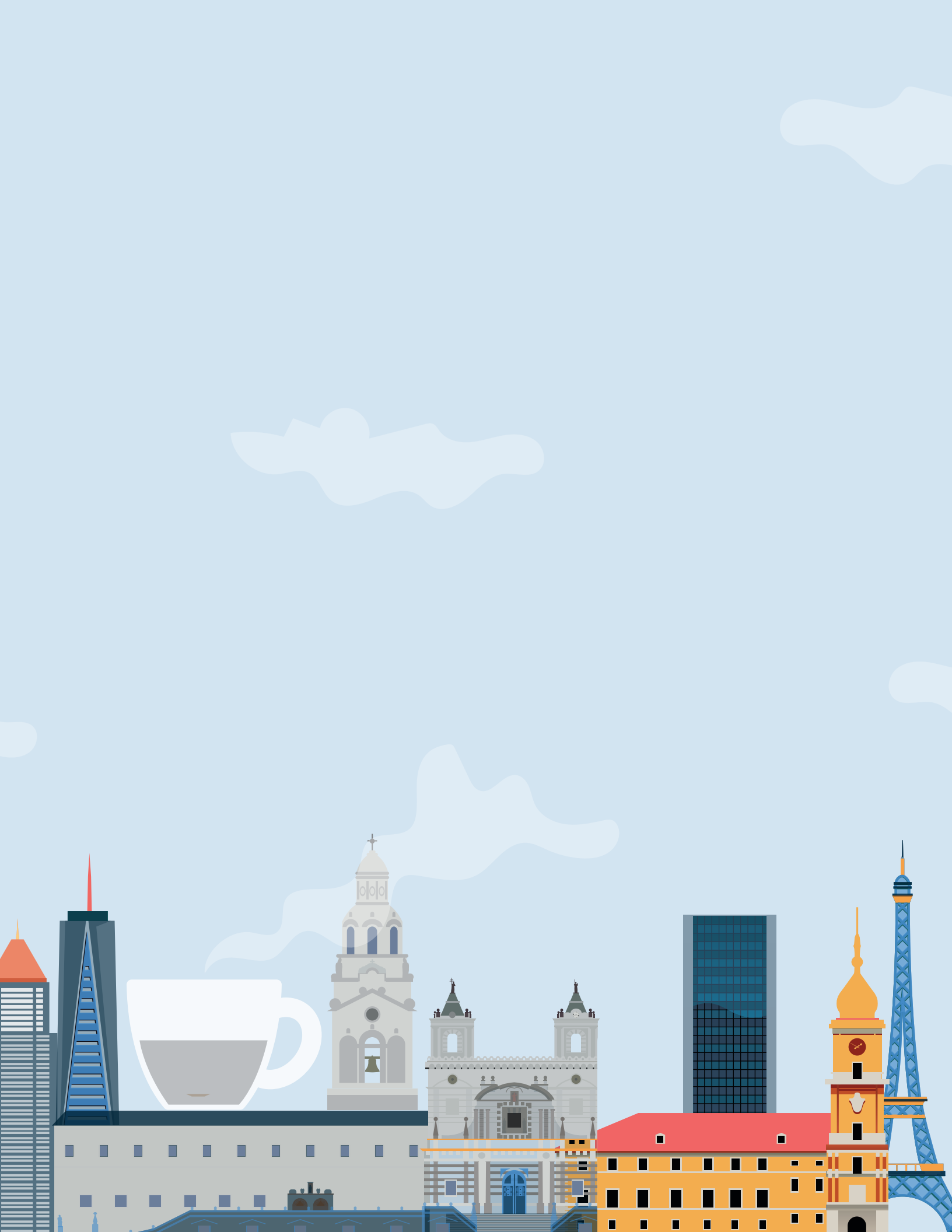
f Habitat3UN l Habitat3UN

WE ARE USING #H3PREPCom3 IN SURABAYA!
SEE YOU THERE AND ONLINE!



URBAN BREAKFASTS







URBAN BREAKFAST SOCIAL MEDIA POSTCARDS



UB Quito.pdf 1 24/05/17 3:46 p.m.

¡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 Cedres, Representante de UNV Ecuador
- Ana Cristina Benalcázar, Coordinadora del proyecto YouthHab
- Lola Valladares, Especialista en juventud y género

09:30 **Debate**
 10:20 **Conclusiones y cierre**

[Regístrate aquí](#)

[Más información sobre los desayunos urbanos](#)

Con la colaboración de
UNFPA - UNV





URBAN JOURNALISM ACADEMIES



ACADEMIA DE PERIODISMO URBANO HABITAT III

PERIODISTAS ECUATORIANOS HACIA
LA NUEVA AGENDA URBANA17-18 junio, Hotel Quito
Quito, Ecuador

El viernes 17 de junio y sábado 18 de junio, en el Salón Cayambe del Hotel Quito, tendrá lugar la **Academia de Periodismo Urbano** (UJA, por sus siglas en inglés), una iniciativa pionera e innovadora para capacitar a periodistas y/o profesionales de la comunicación que están interesados o involucrados en los temas sociales y económicos que afrontan las ciudades en el siglo XXI.

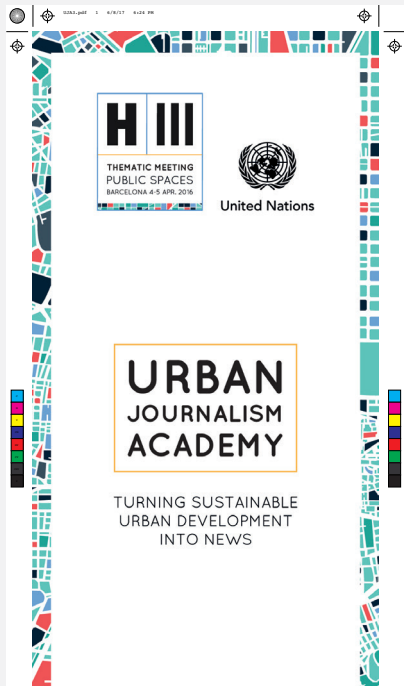
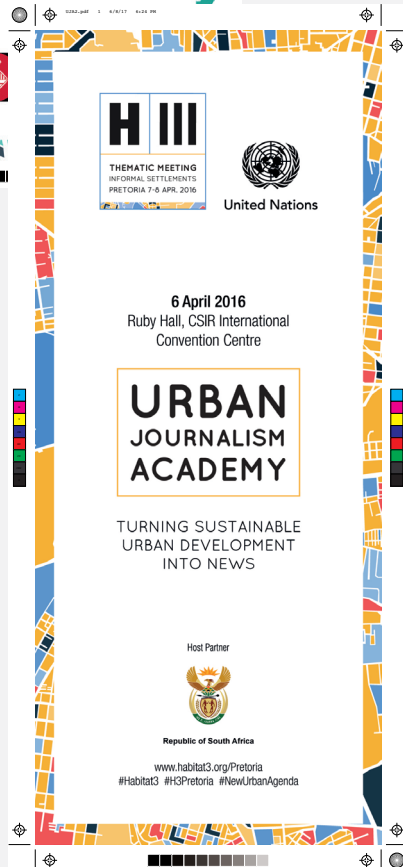
La UJA de Quito será una ocasión única para los periodistas y profesionales de la comunicación para profundizar en los temas de Habitat III antes de la Conferencia, intercambiando conocimiento y soluciones urbanas con representantes institucionales y periodistas internacionales. La UJA tendrá una duración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

Encuentre el programa [aquí](#).

La participación está reservada a un número limitado de periodistas y profesionales de comunicación en función de la capacidad de la sala. Por favor, registrense previamente [aquí](#).

Publicación sobre Habitat III.

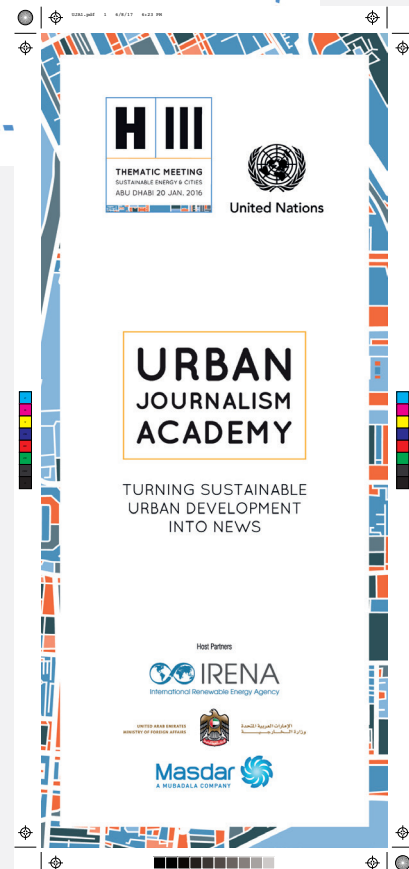
PARA MÁS INFORMACIÓN Y CONTACTO
habitat3media@un.org

URBAN
JOURNALISM
ACADEMYTURNING SUSTAINABLE
URBAN DEVELOPMENT
INTO NEWS6 April 2016
Ruby Hall, CSIR International
Convention CentreURBAN
JOURNALISM
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URBAN DEVELOPMENT
INTO NEWS

Host Partner



Republic of South Africa

www.habitat3.org/Pretoria
#Habitat3 #H3Pretoria #NewUrbanAgendaURBAN
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Host Partners

SUSTAINABLE ENERGY
AUTHORITY OF ABU DHABI

URBAN
WALKS

URBAN WALK PROGRAMME

Urban Walk.pdf 1 6/9/17 10:49 AM



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 control of gentrification was the key idea that permeated the re-development of Frederick Douglass Boulevard (FDB) Corridor, from 110th Street to 125th Street and beyond, by creating a mixed-income community and insuring that the long-term black residents would remain. The plan pursued demonstrates that development based on urban design guidelines, streetscape improvements, and outreach to residents was necessary to frame and to guide the work of developers and to create a sustainable mixed-income neighborhood. This 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.

Schedule

11:00 Meet at Frederick Douglass Circle by the Statue of Frederick Douglass (Frederick Douglass Boulevard and 110th Street).
Subway stop: Cathedral Parkway – 110th Street on the C-line

11:05 Frederick Douglass boulevard and 110th Street
-First proposal in 1970
-Central Park corner, Frederick Law Olmstead and abolitionism

11:20 110th to 114th Streets.
-Adaptation and rehabilitation of vacant tenement buildings
-Zoning regulations to connect the old to the new
-Design principles from old buildings applied to new buildings

11:40 116th Street: Little Africa.
-Commercial center for the African Community
-Institutional development

12:00 116th to 121st Streets.
-Residential and commercial services
-New residential areas with bulk requirements derived from traditional buildings
-Commercial/retail areas and supermarket, where none previously existed

12:20 First Action Plan: 122nd to 125th Streets.
-Streetscape and landscaping interventions
-Tenement typology transformed
-Harriet Tubman Sculpture Park

12:40 125th Street.
-Commercial development and African Square

01:00 Discussion and conclusion of the tour. Optional lunch in the neighborhood

Key Contact and Tour Guide


Ghislaine Hermanuz




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.

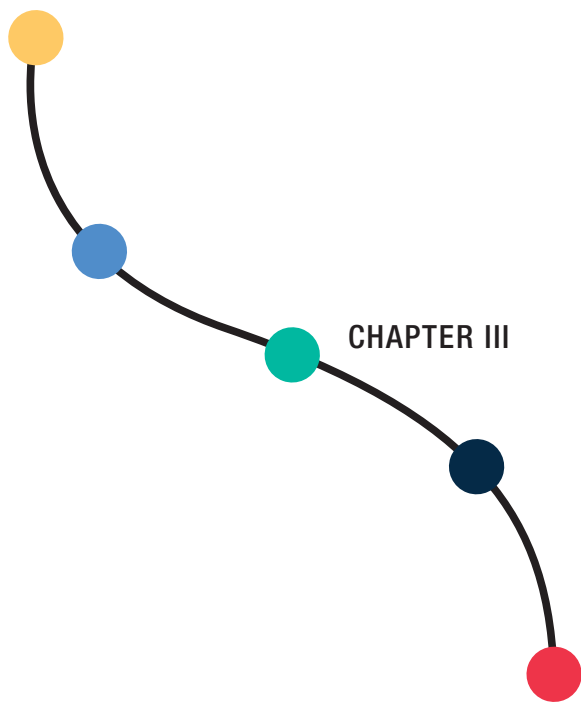
www.habitat3.org/urbanwalks
#H3UrbanWalks

TAKE A WALK WITH US!

LEARNING FROM NEIGHBORHOODS
Get inspired by initiatives to make positive change at the city level.

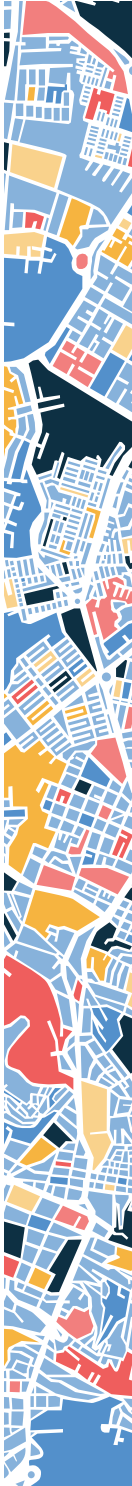
URBAN WALK SOCIAL MEDIA POSTCARD AND FACEBOOK BANNER



PRINTED
AND DIGITAL
PROMOTIONAL
MATERIALS
DURING THE
PREPARATORY
PROCESS



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VISUAL IDENTITY GUIDELINES



United Nations



VISUAL IDENTITY GUIDELINES

For activities and initiatives building towards the New Urban Agenda



NATIONAL URBAN FORUM

VISUAL IDENTITY GUIDELINES



Partials: Women_guidelines_kitlogo.pdf 1 5/24/17 10:19 AM

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 involve partnership and collaboration, we suggest the inclusion of the hashtag **#HabitatIII** 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. Kindly tag us **@HabitatIII** on both Facebook and Twitter in your posts about your Parallel Event as this will enable us to cross-promote your content on official Habitat III social media pages and online platforms, as well as serve a wider audience in finding more information about your Parallel Event.

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 habitatmedia@un.org. It is strongly recommended that materials with Habitat III branding not be printed prior to receiving approval. Please allow 2 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

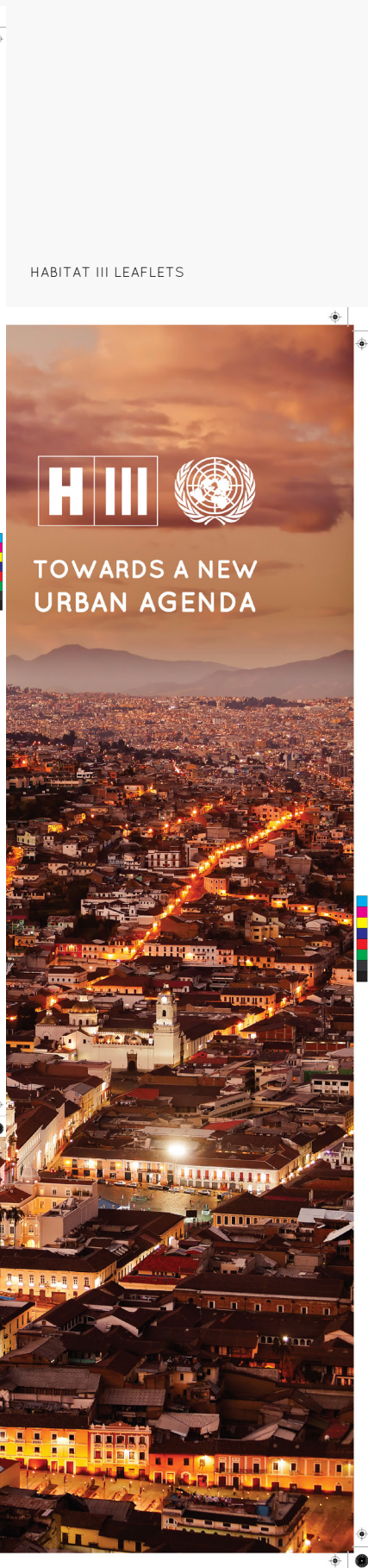
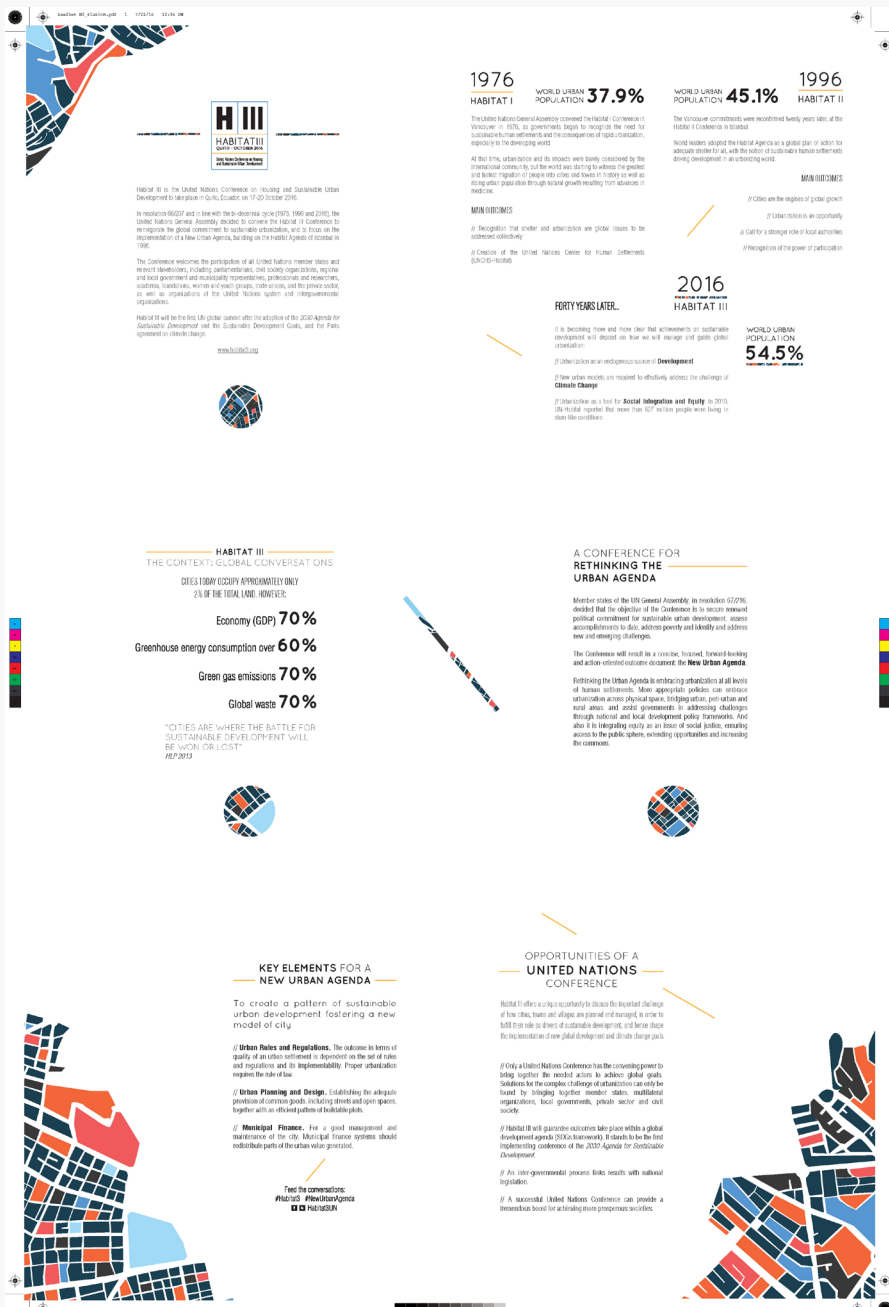
THE NEW URBAN AGENDA





United Nations

...






Habitat III
QUITO - OCTOBER 2016
Global Action Conference on Housing and Sustainable Urban Development

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



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 organisations, parliamentarians, research and academia, grassroots organisations, women, children and youth, business and industries, foundations and philanthropies, professionals, trade unions and workers, farmers, indigenous people, media and older persons, as well as intergovernmental organisations to present researches, projects or networks, signing of agreements, book launches, etc on specific topics of relevance and interest within Housing and Sustainable Urban Development. Side events focussing on implementation and action-oriented initiatives for the New Urban Agenda will be prioritised.

The side events will have a duration of one hour and are an opportunity to share data, knowledge and initiatives in an effort to advance on the implementation of sustainable urban development in cities and towns around the globe.

The organisation holding the side event is responsible for its financing. It is a prerequisite that organisers have sufficient funds to carry out the event, including own travel and accommodation, if the event is selected. Only one side event per organisation will be selected.

Criteria and application form available at www.habitat3.org/h3sideevent

APPLICATION DEADLINE: 30 May 2016

DISCUSS YOUR WORK AMONG PEERS AND BUILD PARTNERSHIPS AT A NETWORKING EVENT

The Habitat III Networking Events provide a platform for national, regional and local governments, civil society organisations, parliamentarians, research and academia, grassroots organisations, women, children and youth, business and industries, foundations and philanthropies, professionals, trade unions and workers, farmers, indigenous people, media and older persons, as well as intergovernmental organisations to discuss specific topics of relevance and interest within Housing and Sustainable Urban Development. Networking events focussing on implementation and action-oriented initiatives for the New Urban Agenda will be prioritised.

The Networking Events will have a duration of two hours and are an opportunity to build knowledge, strengthen partnerships and networks through sharing ideas and commitments in an effort to advance on the implementation of sustainable urban development in cities and towns around the globe.

The organisation holding the Networking event is responsible for its financing. It is a prerequisite that organisers have sufficient funds to carry out the event, including own travel and accommodation, if the event is selected. Only one networking event per organisation will be selected.

Criteria and application form available at www.habitat3.org/h3networking

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 member states, organizations and institutions, civil society, and the private sector can showcase proposals and commitments to the implementation of the New Urban Agenda and advocate their work on housing and sustainable urban development. It will provide space for informal discussions, side events and presentation of urban innovations.

The exhibition will take place at the National Assembly, 300 meters from Parque del Arbolito and the main conference venue, La Casa de la Cultura Ecuatoriana "Benjamín Carrión".

The exhibition space, over 6,000 square meters in size, is an outdoor area that will be adequately covered for weather changes. It is connected to the main transportation system of the city of Quito and near the main hotels and shopping and entertainment district.

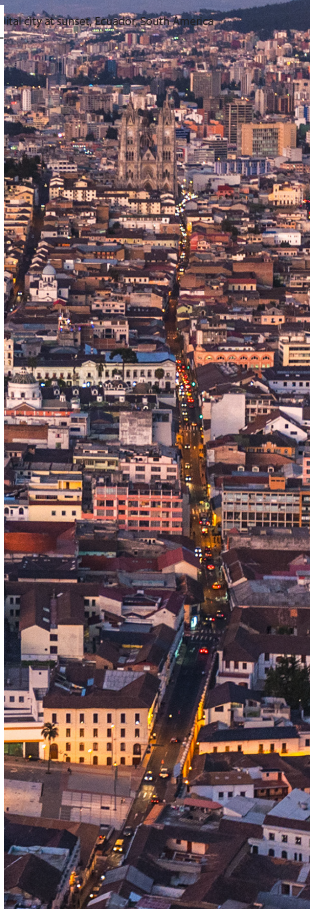
Exhibition Guide and application form available at www.habitat3.org/h3exhibition

APPLICATION DEADLINE: 5 August 2016

FOLLOW US ONLINE AND GET UPDATED!

NEWSLETTER
Sign-up for the newsletter and be the first to receive news and updates about Habitat III
www.habitat3.org/h3newsletter

SOCIAL MEDIA
Join Habitat III Social Media communities to get the latest articles, photos, videos and events updates
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Habitat3 #NewUrbanAgenda

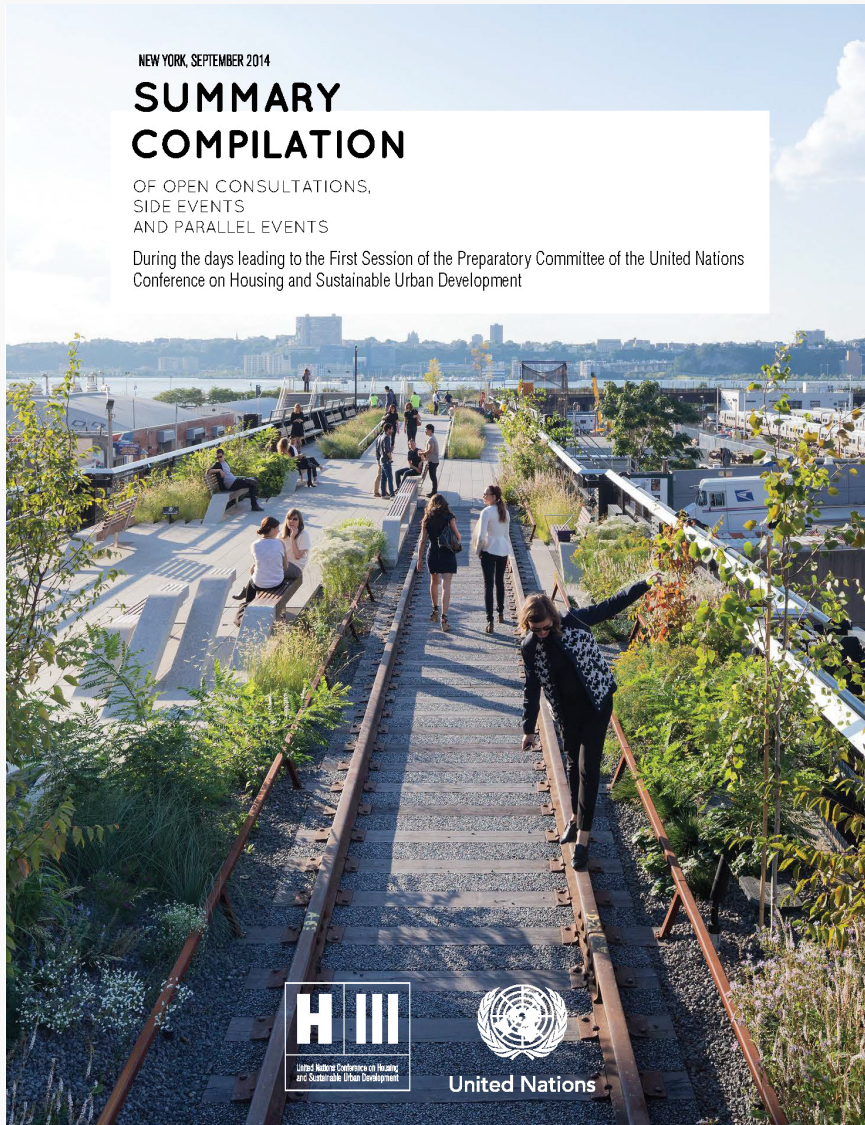


NEW YORK, SEPTEMBER 2014

SUMMARY COMPILATION

OF OPEN CONSULTATIONS,
SIDE EVENTS
AND PARALLEL EVENTS

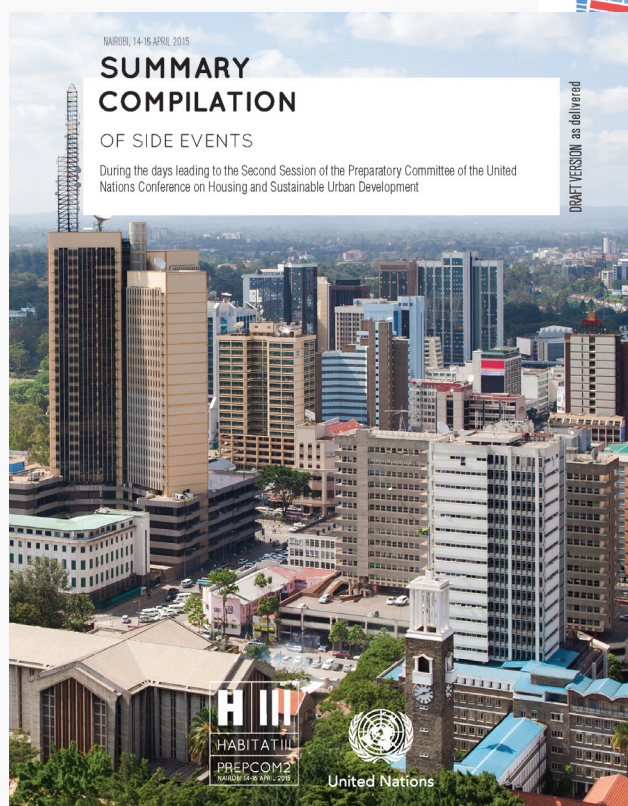
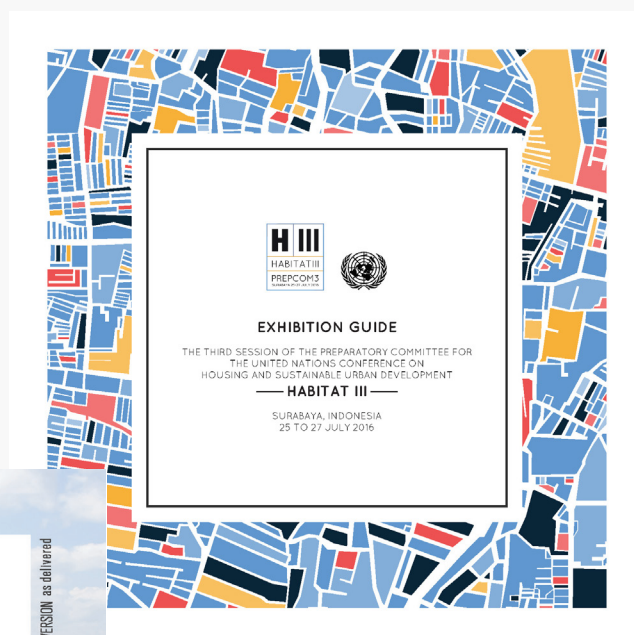
During the days leading to the First Session of the Preparatory Committee of the United Nations
Conference on Housing and Sustainable Urban Development



United Nations

PREP/COM2 / PREP/COM3
SUMMARY COMPILATIONS

HABITAT III / PREPCOM3
EXHIBITION GUIDES





SEPTEMBER 2015 NEWSLETTER

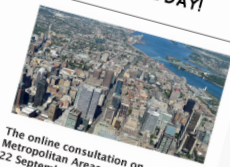
ONLINE CONSULTATIONS ON METROPOLITAN AREAS START TODAY!

COMING SOON THEMATIC MEETING ON METROPOLITAN AREAS

Montreal, 6-7 October
Registration is open to all!

To address the growing process of metropolitanization around the world, the Montreal Thematic Meeting on Metropolitan Areas aims to recognize the role of metropolitan regions in achieving global sustainable urban development goals.

[Learn more](#)



The online consultation on Metropolitan Areas will run from 22 September to 2 October.

[Add your voice here](#)

TEL AVIV KICKS OFF THE HABITAT III THEMATIC MEETINGS

The City of Tel Aviv hosted the first Thematic Meeting on Civic Engagement on 7 September.

"The engagement of citizens in urban issues remains the essence of urban life, as the majority of today's world population is urban" Dr. Gior said.

[Read the story](#)
[View the online consultation](#)



SAVE THE DATE

FOR THE NEXT REGIONAL AND THEMATIC MEETINGS



JAKARTA, 21-22 October
ASIA - PACIFIC REGIONAL MEETING
Registration is open!



CUENCA, 9-11 November
THEMATIC MEETING ON INTERMEDIATE CITIES
Registration and call for side events will be soon available [here](#)

[Learn more about the Habitat III Regional process](#)

DO NOT MISS IT TOGETHER TOWARDS HABITAT III



[Learn more](#)

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To stay connected



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www.habitat3.org



FEBRUARY 2016 NEWSLETTER

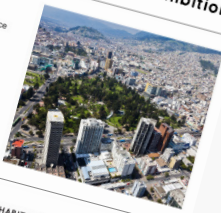
Open call for proposals Habitat III Village and Habitat III Exhibition!

HABITAT III VILLAGE

The city of Quito will become a unique space to show innovative and urban solutions during Habitat III Conference in October.

Private sector, public institutions, governmental and non-governmental organizations, academic institutions, foundations and professionals are now invited to submit proposals to implement projects in the streets of Quito that show positive impact of sustainable urban development.

[Learn more](#)



HABITAT III EXHIBITION

The Habitat III Exhibition will provide a space for displaying the latest on urban living, for informal discussions and side events.

[Apply now](#) for your booth space at the Habitat III Conference.

COMING SOON REGIONAL AND THEMATIC MEETINGS

[Register and apply for side events](#)



24-26 February



8-11 March



16-18 March



4-5 April



7-8 April



18-20 April

DO NOT MISS IT

URBAN BREAKFASTS

Check out the calendar for the upcoming Urban breakfasts sessions



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www.habitat3.org



In the process towards the elaboration of the New Urban Agenda, 10 Policy Units composed by 20 experts each met during the months of October, November and December 2015 to prepare the Habitat III Policy Paper Frameworks. The Policy Paper Frameworks are now available online for your consultation:

1. The Right to the City and Cities for All
2. Socio-Cultural Urban Frameworks
3. National Urban Policies
4. Urban Governance, Capacity & Institutional Development
5. Municipal Finance and Local Fiscal Systems
6. Urban Spatial Strategies: Land Market Segregation
7. Urban Economic Development Strategies
8. Urban Ecology and Resilience
9. Urban Services and Technology
10. Housing Policies

United Nations member states and accredited stakeholders to the Habitat III Conference are invited to transmit written comments to h3policy@un.org by not later than 31 January 2016. The Policy Units were created to bring together high-level expertise to explore state-of-the-art research and analysis to identify good practices and lessons learned, and to develop independent policy recommendations on particular issues regarding sustainable urban development.



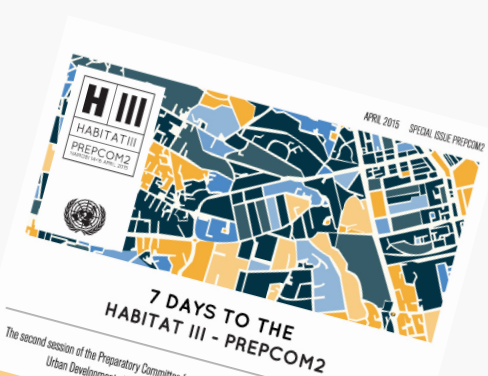
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ACCESS TO THE CONFERENCE VENUE
Pick-up your badge from Friday, 10 April at the Accreditation Centre
United Nations Office at Nairobi
P.O. Box 67578
Nairobi, Kenya 00200

CHECK OUT THE PROGRAMME OF SIDE EVENTS
Create your own agenda
37 Side Events and more Parallel Events

PAPERLESS
All documents and statements on the [PaperSmart Portal](#)

WATCH IT ONLINE
Main sessions broadcasted on [United Nations TV](#)



GENERAL ASSEMBLY OF PARTNERS
Join the first meetings on Monday, 13 April.

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to/from Habitat III alerts

Contact us
www.habitat3.org



The Habitat III zero draft has been submitted on 6 May 2016 by the Bureau of the Preparatory Committee and will be discussed at the upcoming session of the Preparatory Committee in May, June, and July 2016, as decided by the General Assembly resolution A/70/210.

The New Urban Agenda aims to be a concise, action-oriented, forward-looking, and universal framework of actions for housing and sustainable urban development. The publication of the zero draft opens the next chapter of the Habitat III roadmap.

The Habitat III preparatory process started in September 2014 and will continue until the **third session of the Preparatory Committee** for the Habitat III Conference in Surabaya, Indonesia, in July 2016.

The zero draft has been prepared on the basis of inputs from broad regional and thematic consultations, as well as the policy recommendations elaborated by the policy units and comments received by participating states and all stakeholders.

[View the Zero Draft](#)



Sign up for the Habitat III Newsletter to get updates on the Habitat III process.

To stay connected



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#NewUrbanAgenda
www.habitat3.org



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

HABITAT III URBAN DIALOGUES ENDED ON 31 JULY WITH OVER 330 CONTRIBUTIONS TO THE NEW URBAN AGENDA PROCESS.

The consultations on urban experiences, solutions and views were followed by over 10,000 visitors from 179 countries. Now the draft Urban Dialogues Report is available online for your comments.

[Read more](#)
[First here the report](#)

HABITAT III REGIONAL AND THEMATIC MEETINGS ARE ABOUT TO START

First Thematic Meeting in Tel-Aviv, 7 September, will debate on Civic Engagement.

Participation is open to all.

[See the programme](#)

A number of official high level meetings will take place all over the regions to carry out consultations on specific topics or regions.

[Check out the calendar of meetings](#)



200 EXPERTS SELECTED TO COMPOSE THE POLICY UNITS

Recommended by member states, stakeholders and UN system, experts will work on identifying challenges, policy priorities and critical issues for the implementation of the New Urban Agenda

[Policy Units composition](#)

THE ISSUE PAPERS EXERCISE FOLLOWS UP

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#NewUrbanAgenda
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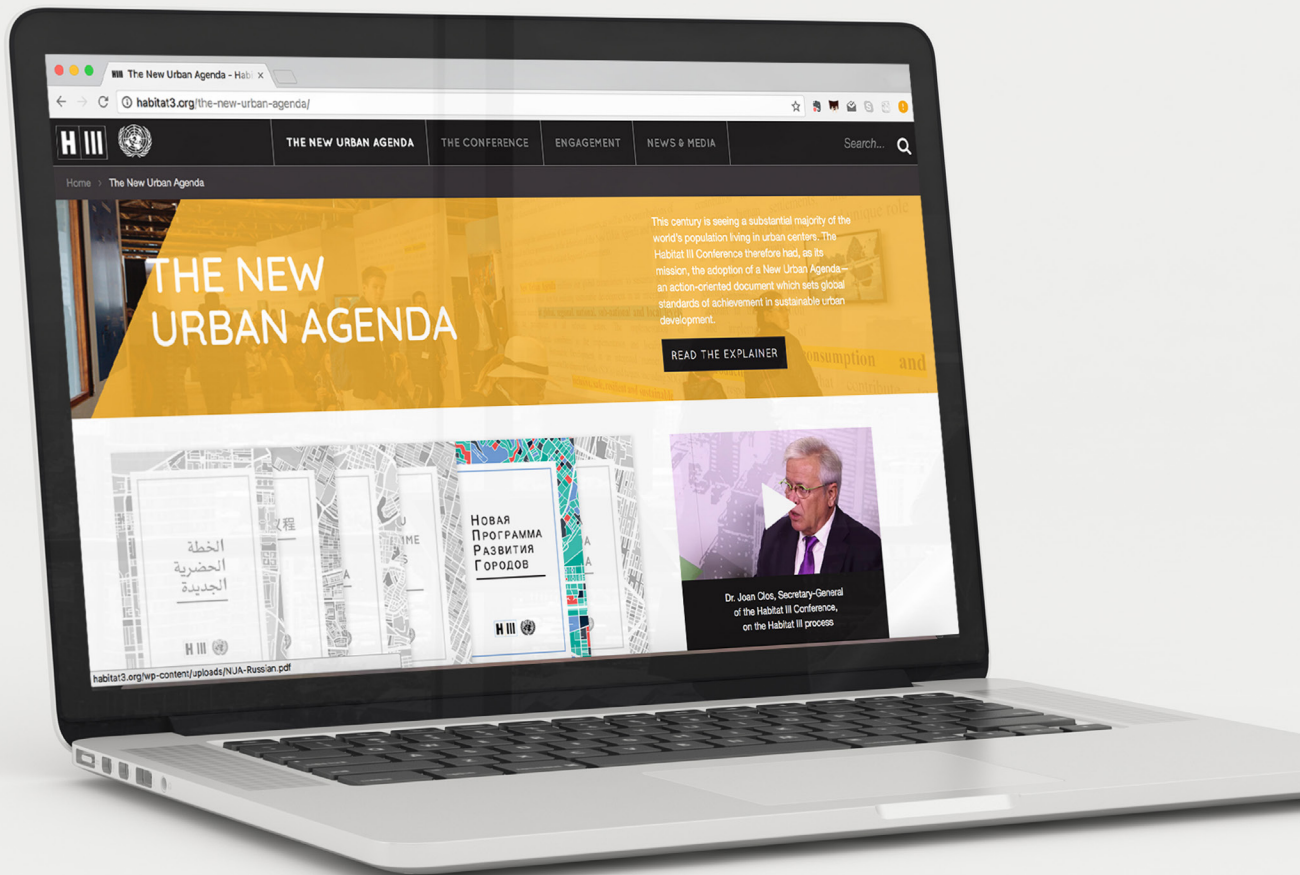
SOCIAL MEDIA COVER IMAGES
FOR EACH REGIONAL AND THEMATIC MEETING

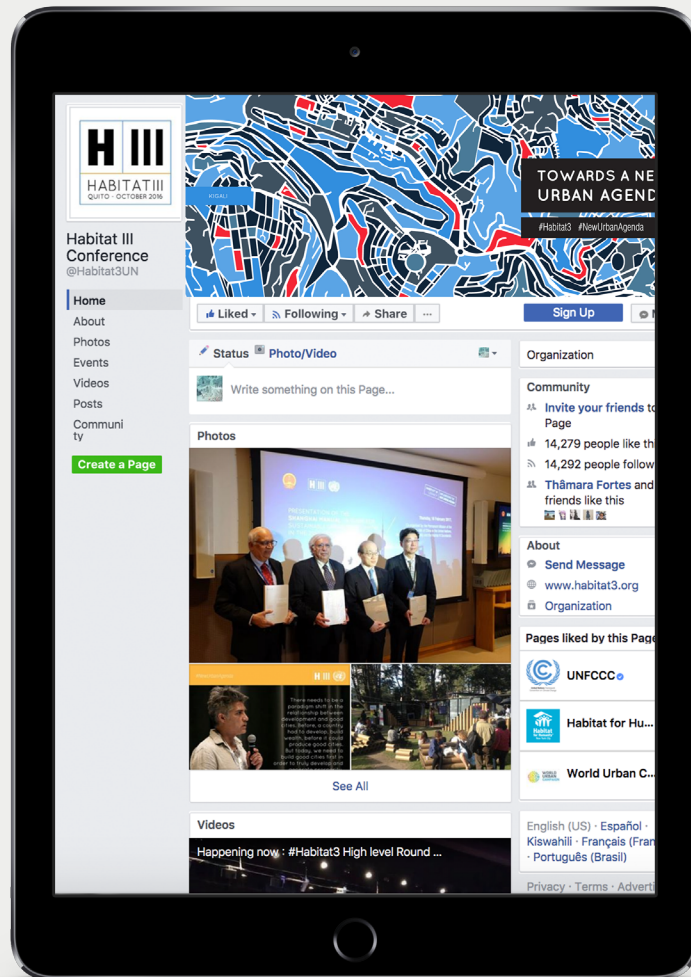


TWITTER.COM/HABITAT3UN



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PREPCOM3 EXHIBITION BOOTH (SURABAYA, INDONESIA)





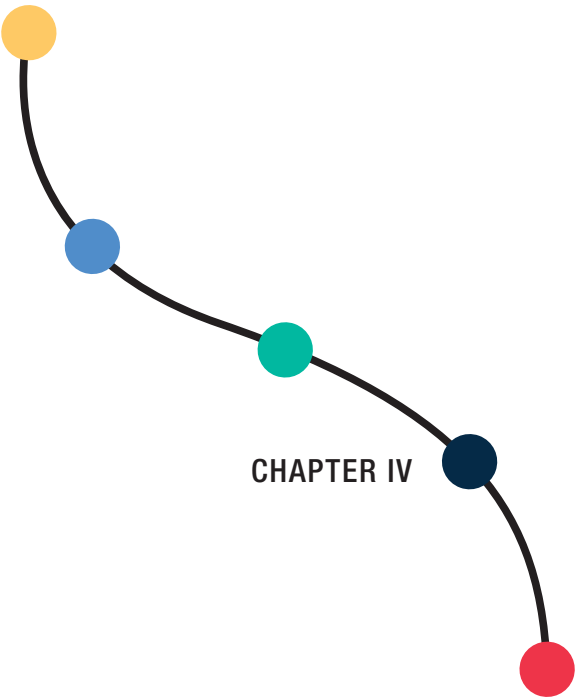
THE NEW URBAN AGENDA
IN THE SIX UN OFFICIAL LANGUAGES











BRANDING
DURING
THE CONFERENCE

CITY BRANDING

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.



EVENT SIGNAGE AND BRANDING

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 transportation 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.

VENUE BRANDING



VENUE SIGNAGE





TOTEM SIGN



HABITAT III EXHIBITION BRANDING

VENUE BRANDING



HABITAT III EXHIBITION BRANDING



PLENARY SESSIONS BACKING









HIGH LEVEL ROUNDTABLES BACKING











INTERVIEW BACKDING



PRESS CONFERENCE BACKING

SIDE EVENTS BACKING



PHOTO SHOOT BACKING



INFORMATION POINTS



MODULAR INFORMATION POINTS MADE WITH METAL AND WOOD WERE SPREAD THROUGHOUT THE CONFERENCE VENUE AND CONCEPTUALIZED AS POP-UP PUBLIC SPACES.





MERCH ANDISE

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.



NOTEBOOKS







PINS



POSTCARDS



T- SHIRTS







LUGGAGE TAGS



DELEGATE BAGS





KIT DELEGATES BAGS WITH NOTEBOOK POSTER/COVER, PIN AND PENCIL

HABITAT III VOLUNTEERS



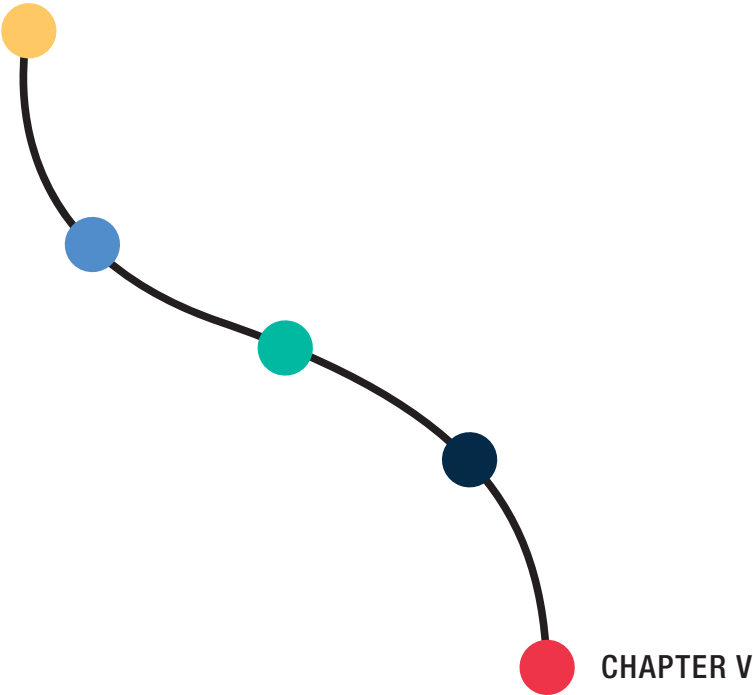
THE UNITED NATIONS VOLUNTEERS UNIFORM HAD A TRADITIONAL DESIGN AND WAS MANUFACTURED BY LOCAL ARTISANS





THE KIT FOR THE VOLUNTEERS INCLUDED THE TRADITIONAL SHIRT AND A BAG WITH A NOTEBOOK, A PEN, PINS, A KERCHIEF AND A SWEATER





BRANDING THE
IMPLEMENTATION
OF THE NEW
URBAN AGENDA

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.

BRANDING VALUES

Co-Creation
Diversity
Innovation
Networks
Participation

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.

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.



ВОПЛОЩАТЬ НОВУЮ
ПРОГРАММУ ПО
РАЗВИТИЮ ГОРОДОВ



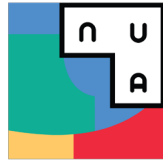
MET EN ŒUVRE LE
NOUVEAU PROGRAMME
POUR LES VILLES



IMPLEMENTANDO
LA NUEVA
AGENDA URBANA



执行《新城市议程》



IMPLEMENTANDO
LA NUEVA
AGENDA URBANA



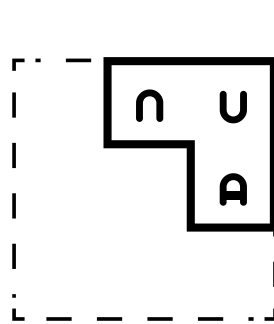
تنفيذ الخطة
الحضرية الجديدة

THE
STANDARD
LOGO

DO IT YOURSELF LOGO

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

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



IMPLEMENTING
THE NEW
URBAN AGENDA

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



IMPLEMENTING
THE NEW
URBAN AGENDA

(DIY EXAMPLES)



IMPLEMENTING
THE NEW
URBAN AGENDA



IMPLEMENTING
THE NEW
URBAN AGENDA



IMPLEMENTING
THE NEW
URBAN AGENDA

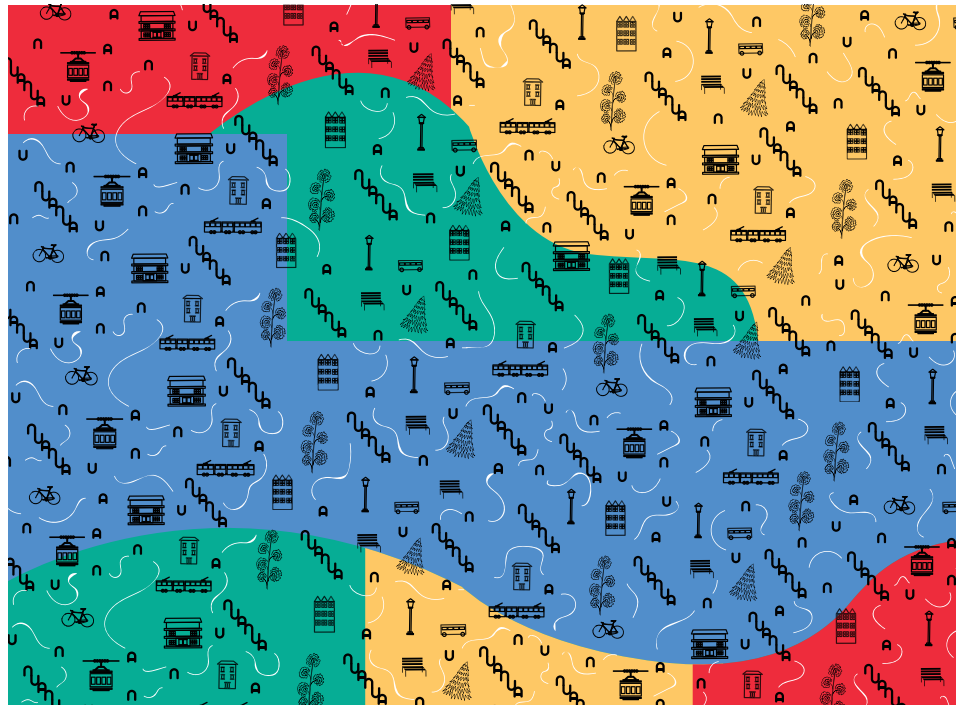


IMPLEMENTING
THE NEW
URBAN AGENDA



IMPLEMENTING
THE NEW
URBAN AGENDA

BRANDING VALUES

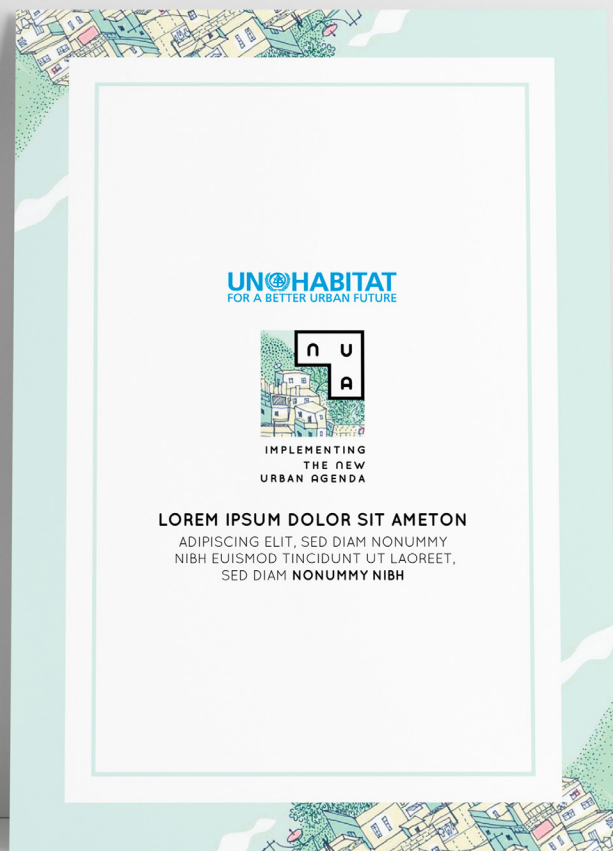


THE WAVES TOGETHER IN ACTION

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.









STANDARD LOGO + UN

VERTICAL



IMPLEMENTING
THE NEW
URBAN AGENDA



United Nations

HORIZONTAL



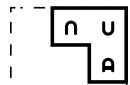
IMPLEMENTING
THE NEW
URBAN AGENDA



United Nations

DIY LOGO + UN

VERTICAL

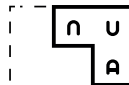


IMPLEMENTING
THE NEW
URBAN AGENDA



United Nations

HORIZONTAL



IMPLEMENTING
THE NEW
URBAN AGENDA



United Nations

UN ENTITY LOGO

(WHICH DOES NOT INCLUDE UN EMBLEM) + NUA + UN

EXAMPLE



UN ENTITY LOGO

(WHICH INCLUDES UN EMBLEM) + NUA

EXAMPLE



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



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+NUA +SDG+SDG ICON



NUA LOGO+SDG UN SYSTEM



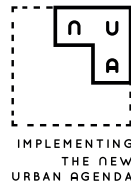
United Nations

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

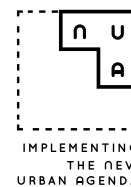


United Nations

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



NON-UN ENTITY LOGO+NUA+SDG



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



USE OF THE LOGO FOR NON-UNITED NATIONS GROUPS AND ENTITIES

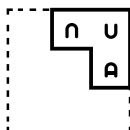
VERTICAL

Non-UN
entity logo

Non-UN
entity logo



IMPLEMENTING
THE NEW
URBAN AGENDA



IMPLEMENTING
THE NEW
URBAN AGENDA

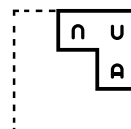
HORIZONTAL

Non-UN
entity logo



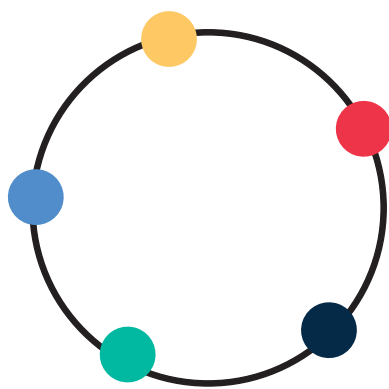
IMPLEMENTING
THE NEW
URBAN AGENDA

Non-UN
entity logo



IMPLEMENTING
THE NEW
URBAN AGENDA





ART DIRECTION AND
GRAPHIC DESIGN

Andrea Posada Escobar

GRAPHIC DESIGN

Francisco Fuenmayor

NARRATIVE

Rosa Suriñach

GENERAL COORDINATION

Ana B. Moreno

WITH THE SUPPORT OF
THE DESIGNERS

Thâmara Fortes, Nadine Rachid, Shubhank Sahay, Juanita Carrillo,
Alejandro Cadavid, Priscillia Jorge, Francisco Moratal and Catalina Posada.

Signage during the Conference was designed by Torno.

2014-2017



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.



United Nations

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