Preparations for the Commission session

Note by the Secretariat: The attached document is submitted to the UNECE Executive Committee for information.
Marking the 70th anniversary of UNECE, the visual identity design is meant to create a distinctive symbol, a memorable logo to effectively express the core values of the organization that outline its personality.

**UNECE 70th Logo Attributes:**

- Clarity and Originality
- Symbolic Association
- Differentiation
UNECE 70th Logo Concept:

- Festive, celebration decoration, ribbon like ornament
- Symbolic association with SDGs as the “fil rouge” in UNECE activities and programmes
- Modern design, original, elegant, clean
- Comprehensible, uncomplicated, not highly abstract
- Functional in/on black, white and outline