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Conference of the Parties to the Bamako Convention on the Ban of the Import into Africa and the Control of Transboundary Movement and Management of Hazardous Wastes within Africa
“The Bamako Convention: A platform for a Pollution Free Africa”

Second Meeting of the Conference of the Parties to the Bamako Convention
Ministerial Segment Meeting

Abidjan, 30 January - 1 February 2018

Branding identity of the Bamako Convention

Note by the Secretariat

1. Introduction

1. It is critical that the Bamako Convention have a unique and recognizable identity in order for the target audiences to understand the objectives and activities of the Bamako Convention. The Secretariat of the Bamako Convention, worked in collaboration with, but not limited to, the Communication Division of UN Environment to develop a draft branding identity of the Bamako Convention. This proposal includes a visual identity of the Bamako Convention that will promote its visibility and identification among uninformed audiences.
2. The following annex to the Note presents various options for a branding identity of the Bamako Convention

2. Proposed action

The Conference may wish to adopt a decision along the following lines:

Decision Branding identity of the Bamako Convention

The Conference:

The Conference:

Considering that it is critical that the Bamako Convention have a unique and recognizable identity in order for the target audiences to understand the objectives and activities of the Bamako Convention;

Further considering that a visual identity of the Bamako Convention will promote its visibility and identification among uninformed audiences;

Taking note of the proposals developed by the Secretariat of the Bamako Convention,

Hereby:

Decides that the Bamako Convention shall be identified by the visual image hereto annexed.

ANNEXE:

Bamako Convention Logo Brand

First round proposal



1A



1B



1C



1D



2A



2B



2C



2D

DCPI Publishing unit

Table 1: Options for the branding identity of the Bamako Convention.