



Fact Sheet

FROM INEQUALITY AND VULNERABILITY TO PROSPERITY FOR ALL

Designer

The UNCTAD 15 logo was created by Barbadian graphic designer Ms. Donna Redman, Director of Special Projects at Acute Vision Inc., which she co-founded in 1995 with her husband Ricky Redman.

In 1990, at twenty-four years of age, she became the first black, female Art Director of an Advertising Agency in Barbados and 3 years later, the first black, female Creative Director.

Donna has worked on many projects of national significance. She created: the winning logo for The SIDS Conference in 1994; the strategies and marketing materials to encourage behavioural change in sexual health (National HIV/AIDS Commission and Ministry of Health); disaster management (CDEMA); educational certification for at risk youth in Barbados and the Caribbean (CXC); the use of Energy Efficient and Renewable Energy solutions (Division of Energy); branding, marketing strategy and logo design for Rums of Barbados; the journey across Barbados 'Carrying the Pride' with the Commemorative Broken Trident; the Barbados National Leadership Medal; and, the logo and branding for the We Gatherin' Barbados 2020 project.

Design background and rationale

The logo consists of a graphic and a written dimension, built around three elements: a tree trunk, its canopy of leaves and the Conference information text. The following describes these elements and the rationale behind their use.

The UNCTAD 15 logo is essentially a graphic representation of the Mahogany tree, native to the region, and was designed to reflect that the Conference is to be hosted by Barbados. The graphic representation however contains two component images, a tree and people. There is a visual play on the Mahogany tree's trunk, which is formed by people. Taken together, the Mahogany tree is symbolic of tenacity and of people reasoning with each other.

Main design features of the logo

The Mahogany tree is an endangered and protected species and dually symbolizes the world's vulnerabilities as well those of many countries that face both existing and new vulnerabilities and that are the main target audience of the work of UNCTAD.

The healthy tree represents a focus on climate change, the environment and sustainable development. The image of a trunk, constructed of three "people", with its branches opening, is also a symbol of social and economic growth. The trunk is the anchor of the logo and represents the strength of the human family and need for inclusive, collective action, to attain the Sustainable Development Goals. These attributes are mirrored in the UNCTAD mandate, which advocates that trade should lead to prosperity for all. In addition, the trunk evokes the three pillars of UNCTAD work: consensus-building, research and analysis, and technical cooperation. It also evokes the need for a common base from which to sustain the diversity of people and perspectives needed to achieve the Sustainable Development Goals.

Above the trunk is an umbrella-shaped canopy of intertwined and connected leaves. This element represents the different people, groups, cultures and countries working together for the same overall objective: prosperity for all. This creates a harmonized image that reflects the human and inclusive elements of the mandate of UNCTAD and the Conference. It also invokes a sense of solidarity and togetherness. The entire icon also connotes a torch. In this way it represents the need for humans to rally together and light the way towards a shared goal: sustainable development.

The multi-coloured palette subtly recalls the colour wheel of the Sustainable Development Goals, but also represents renewal, through the changing colour of leaves, and diversity. An inspiring orange is used for "UNCTAD" and "15" in the logo embodying encouragement, stimulation and creativity and so reflects the hope to reach prosperity for all.

The yellow and blue of the trunk, and the blue in which the word "Barbados" is written, are drawn from the flag of Barbados and indicate its role as host country in bringing all stakeholders together to debate common approaches for global challenges. The three figures form a stylized Broken Trident, the symbol of independence depicted at the centre of Barbados' national flag.