



LET'S MAKE IT HAPPEN

LUXEMBOURG'S SIGNATURE



OUR COUNTRY'S SHARED
SIGNATURE

BRAND ARCHITECTURE

ENGLISH VERSION

BRAND ARCHITECTURE

Luxembourg's Signature lives through its various applications. The more diverse they become, the stronger their impact, both at home and abroad. The use of the signature will allow everybody who wants to become an "ambassador" of our county to aid in shaping an undeniably strong picture of Luxembourg.

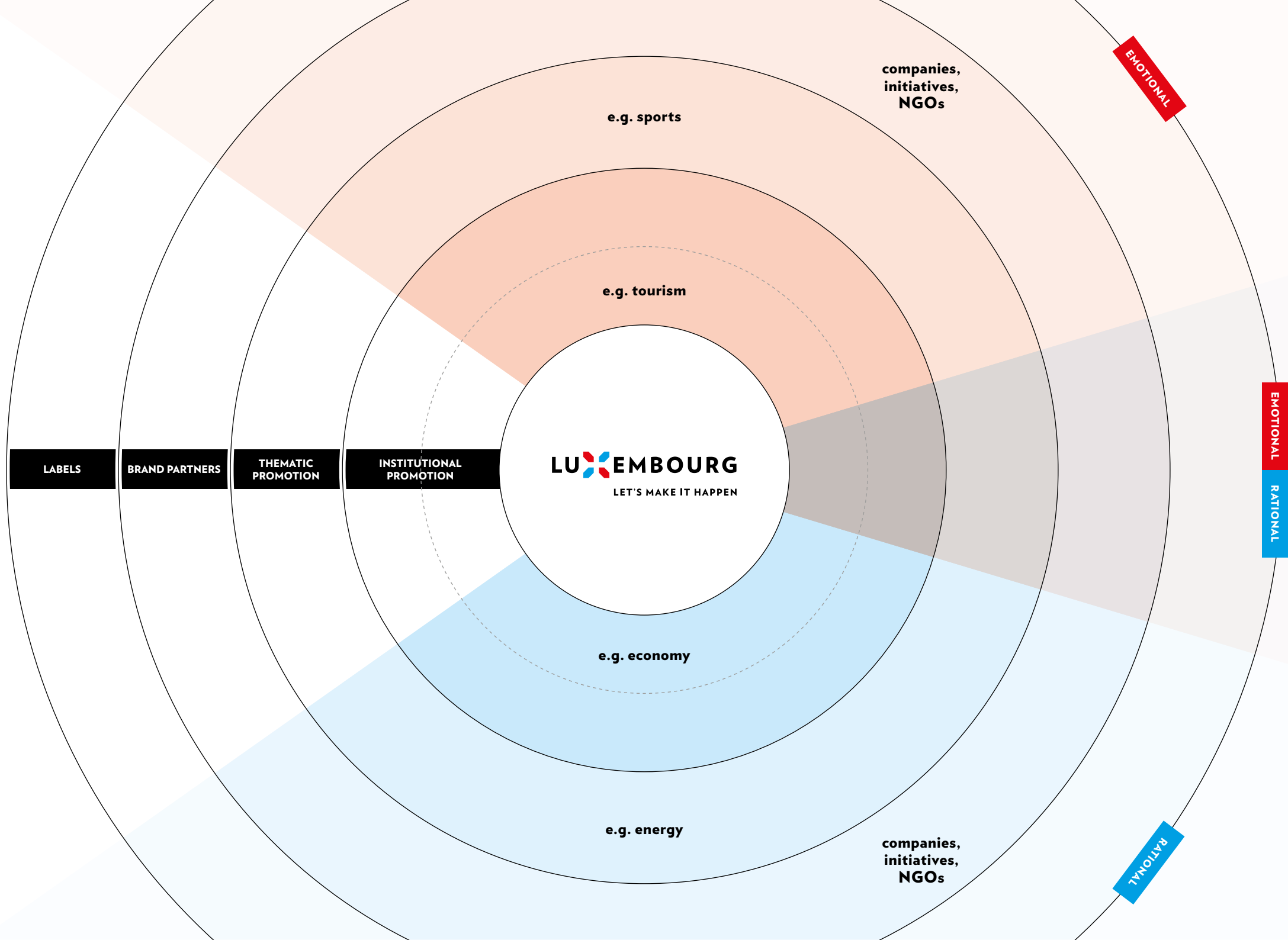
However, Luxembourg's Signature is not only a coherent visual representation, but also reflects the country's values and the characteristics it stands for. We welcome everyone who wishes to contribute to this common cause. Nevertheless, it is of great importance to us that every use of Luxembourg's Signature is in agreement with our values – openness, dynamism and reliability – and that our partners share these values.

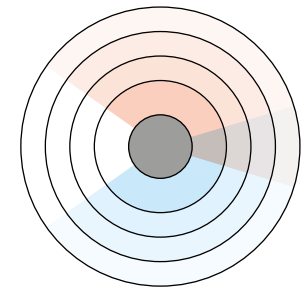
BRAND ARCHITECTURE

The purpose of Luxembourg's signature is to promote Luxembourg abroad, which necessarily starts on a national level with an awareness of the country's strengths. The Signature aims to reflect the country's qualities and positive attributes across different subject areas and audiences, thereby rendering an overarching visual identity to the country. **It is neither a replacement nor a competitor of the official brand architecture of Luxembourg's government.** As a symbol used by all ministries and administrations, the lion remains in place and keeps its role as a figurative mark.

The launch of Luxembourg's Signature constitutes a new opportunity as well as highlights the need for structured communications. That way, actions can complement and reinforce each other, ensuring a coherent appearance. On a national level, for example, the Luxembourgish Police has incorporated some of the Signature's graphical elements in its new visual identity.

The diagram below illustrates the different fields of action and identity and their link to Luxembourg's Signature. The different fields on the diagram portray the corresponding visual implementations and the possibilities to use different elements. Details and examples on the following slides.





BRAND ARCHITECTURE

OFFICIAL LOGO OF THE LUXEMBOURG GOVERNMENT

A coexistence

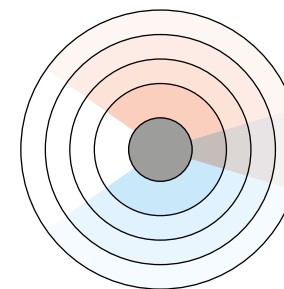
Ministries and administrations can use Luxembourg's Signature as shown on stationery, business cards or in e-mail signatures.

This is an optional use.

If Luxembourg's Signature is used along with an official logo of Luxembourg's government, no additional logo or label may be used.







BRAND ARCHITECTURE

LUXEMBOURG'S SIGNATURE

An authentic, credible and convincing communication based on Luxembourg's true strengths and actions.

Luxembourg's Signature is the only case in which the **X symbol** replaces the letter X. **This is not allowed on any other application or word.** This rule emphasizes the X-symbol's significance as an encapsulation of Luxembourg's values.

LU X EMBOURG

LET'S MAKE IT HAPPEN



Luxembourg House

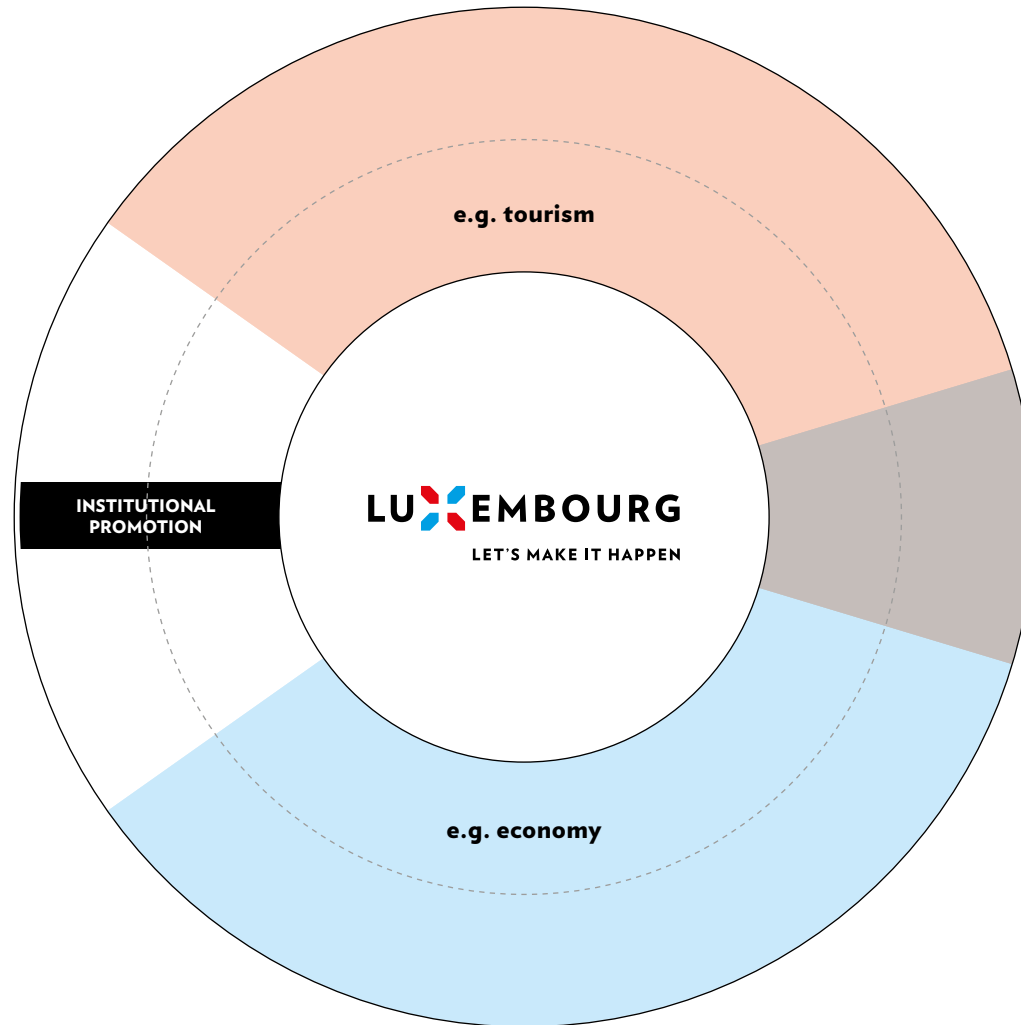
Luxembourg House is an initiative of the Luxembourg Ministry of the Economy aiming at the best possible presentation of products originating from Luxembourg's expertise and creativity. Merchandising products featuring Luxembourg's Signature are part of Luxembourg House's product range.

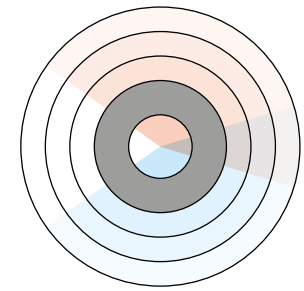
This use relates to the diagram's inner circle and is not part of any sectoral communication.

LUXEMBOURG HOUSE

CONCEPT STORE







BRAND ARCHITECTURE

INSTITUTIONAL PROMOTION

A coherent design

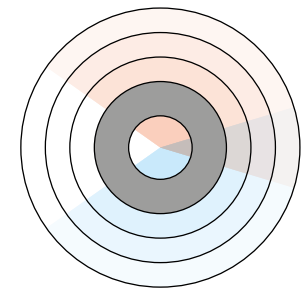
The mission of the agencies for sectoral development is to position and promote Luxembourg as a touristic, cultural and economic destination. Taking on this challenge creates immediate synergies with the objectives of promotion and communication for the country.

The X symbol is therefore used independently of Luxembourg's Signature and is accompanied by a word mark underlining the agencies' close affiliation and cooperation with the Inspiring Luxembourg Coordination Committee. A visual dependence on Luxembourg's Signature strengthens the partners and promotes a uniform and content-oriented presentation of the country abroad.

At the same time, it is important for the agencies to position, develop and consolidate their own identity and role.

Some initial examples are displayed here, in order to illustrate the approach.





BRAND ARCHITECTURE

INSTITUTIONAL PROMOTION BY SECTOR

Example of tourism

Visit Luxembourg

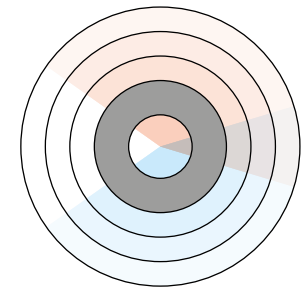
Visit Luxembourg is the corporate identity of Luxembourg as a tourist destination. It is coordinated by Luxembourg for Tourism, the national agency for development and promotion.

The bidirectional arrows making up the X symbol are used as design elements. The blue arrow is used for sectors with a more rational orientation and economic objectives, while the red arrow is employed in sectors with a stronger emotional side, such as tourism or culture.

As part of Luxembourg's Signature, the red arrow is an excellent element that visually reflects Visit Luxembourg's expertise and goals. Thereby, the red arrow places Visit Luxembourg firmly within Luxembourg's communication. It represents openness and exchange, two important characteristics of a product focusing on people's well-being.

**VISIT
LUXEMBOURG**





BRAND ARCHITECTURE

INSTITUTIONAL PROMOTION SECTORS

Example: the economy

Luxembourg Trade & Invest

Luxembourg Trade & Invest is a cross-institutional initiative for the economic development and promotion of Luxembourg. Under the leadership of the Ministry of the Economy, it is actively supported by different actors and institutions in its strategic planning and implementation.

Luxinnovation

Luxinnovation contributes significantly to the economic development of Luxembourg by promoting innovation, driving forward international growth and attracting foreign direct investment.

The bidirectional arrows making up the X symbol are used as design elements. The blue arrow is used for sectors with a more rational orientation and economic objectives, while the red arrow is employed for sectors with a stronger emotional side, such as tourism or culture.

As a visual element, the blue arrow has been developed further for all levels of communication: it serves as the basic shape for the symbols of Luxinnovation's clusters and as the visual representation of the Fit4 programmes.



**LUXEMBOURG
BIOHEALTH
CLUSTER**



**LUXEMBOURG
SPACE
CLUSTER**



**LUXEMBOURG
MANUFACTURING
CLUSTER**



**LUXEMBOURG
ICT
CLUSTER**



**LUXEMBOURG
ECOINNOVATION
CLUSTER**



**LUXEMBOURG
AUTOMOBILITY
CLUSTER**

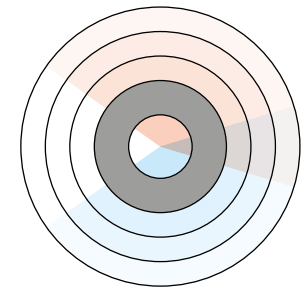


**LUXEMBOURG
WOOD
CLUSTER**



**LUXEMBOURG
CREATIVE INDUSTRIES
CLUSTER**





BRAND ARCHITECTURE

INSTITUTIONAL PROMOTION CROSS-SECTORAL

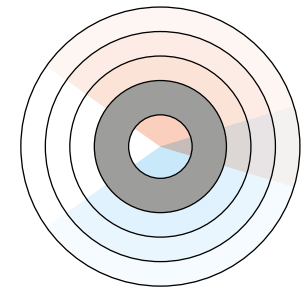


Luxembourg Expo2020 Dubai

The Emirate of Dubai will host the World Exposition 2020 from October 20, 2020 to April 10, 2021. The Ministry of the Economy and the Ministry of Sustainable Development and Infrastructures, as representatives of the Luxembourg Government, have set up an economic interest group along with three strategic partners – the Chamber of Commerce, POST Luxembourg and SES – thereby creating a structure to ensure the participation in Expo2020 Dubai is optimally organised.

A world exhibition is an excellent opportunity for a country to present itself. The pavilion's design and the overall planning are done in an open and cooperative way. Expo2020 Dubai is indeed a great opportunity to share Luxembourg's story with the world, to show where the country stands today, and to illustrate the scope of visions for future generations.

Since this is a case of institutional promotion, the X symbol is part of the logo for Luxembourg Expo2020 Dubai. The initiative's implementation differs from the promotion for tourism or business, since it works across all sectors.



BRAND ARCHITECTURE

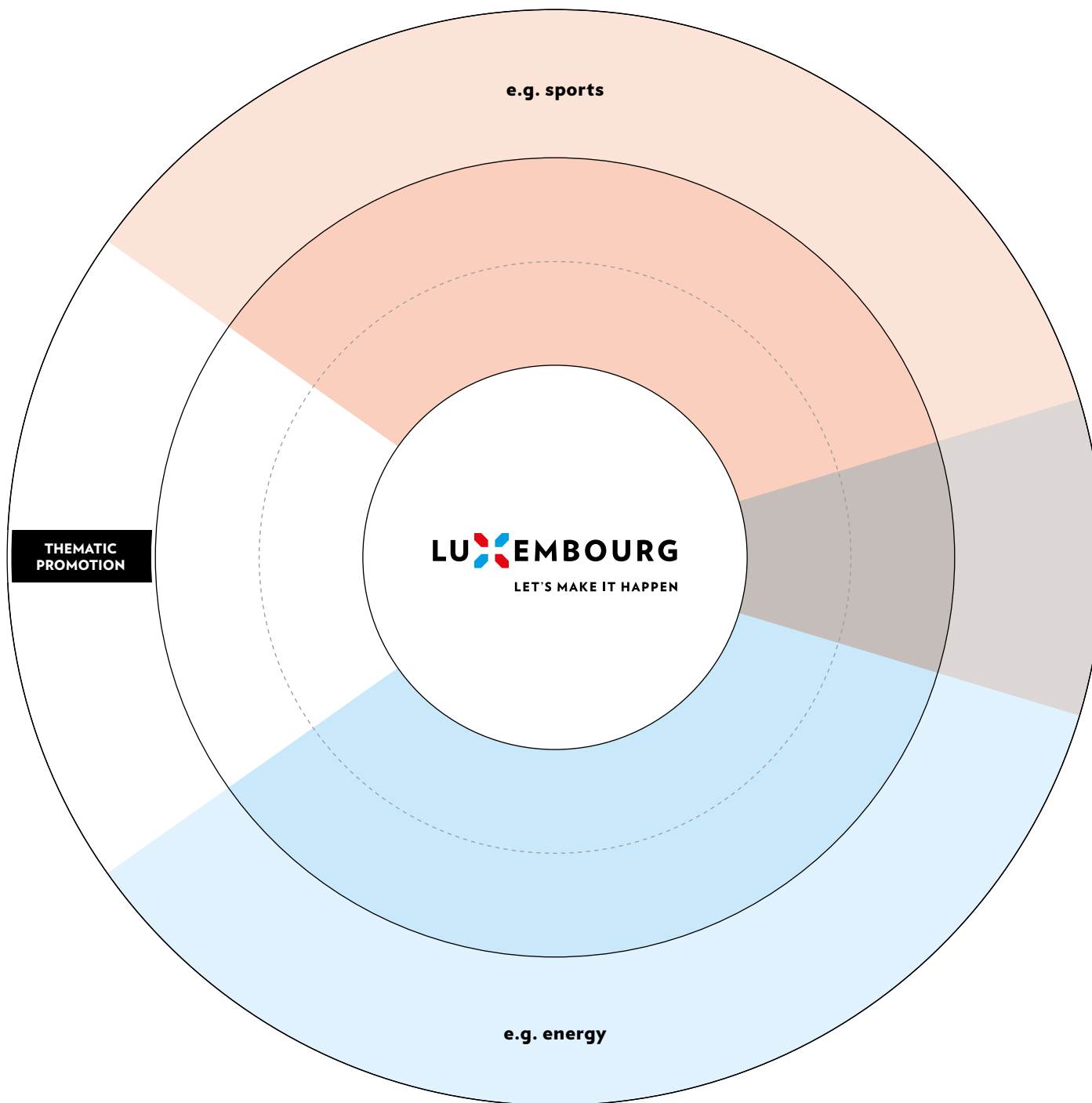
INSTITUTIONAL PROMOTION

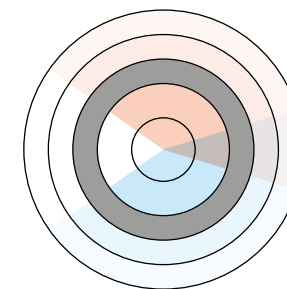


Single Window For Logistics programme

Single Window For Logistics is a programme initiated by the Luxembourg government with the objective to introduce a national information and transaction platform for the development and promotion of international trade.

As logistics is a key topic in the country's economic promotion, the logo adopts elements from Luxembourg's Signature. Since the above mentioned missions of Single Window For Logistics go beyond institutional promotion, the X symbol as such is not used.





BRAND ARCHITECTURE

THEMATIC PROMOTION

Moving forward together

Luxembourg boasts many fields in which competent parties are actively engaged. At this level, individual institutions as well as entire organisations, groups and alliances are given the opportunity to link their products and services to Luxembourg's communication and thereby support the latter. By doing so, the diversity and the occasionally still undiscovered strengths can be presented effectively, as an added value to all parties involved.

The topics shown below are to be seen as examples, meant to be developed continuously.

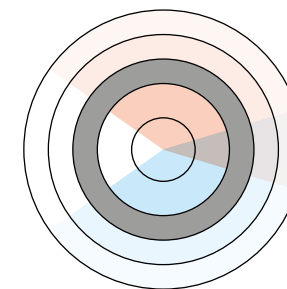


LOGO



LOGO





BRAND ARCHITECTURE

THEMATIC PROMOTION

National sports associations

Sport offers an ideal ground to bring people together and inspire emotions. It connects people at home and leaves marks across the globe.

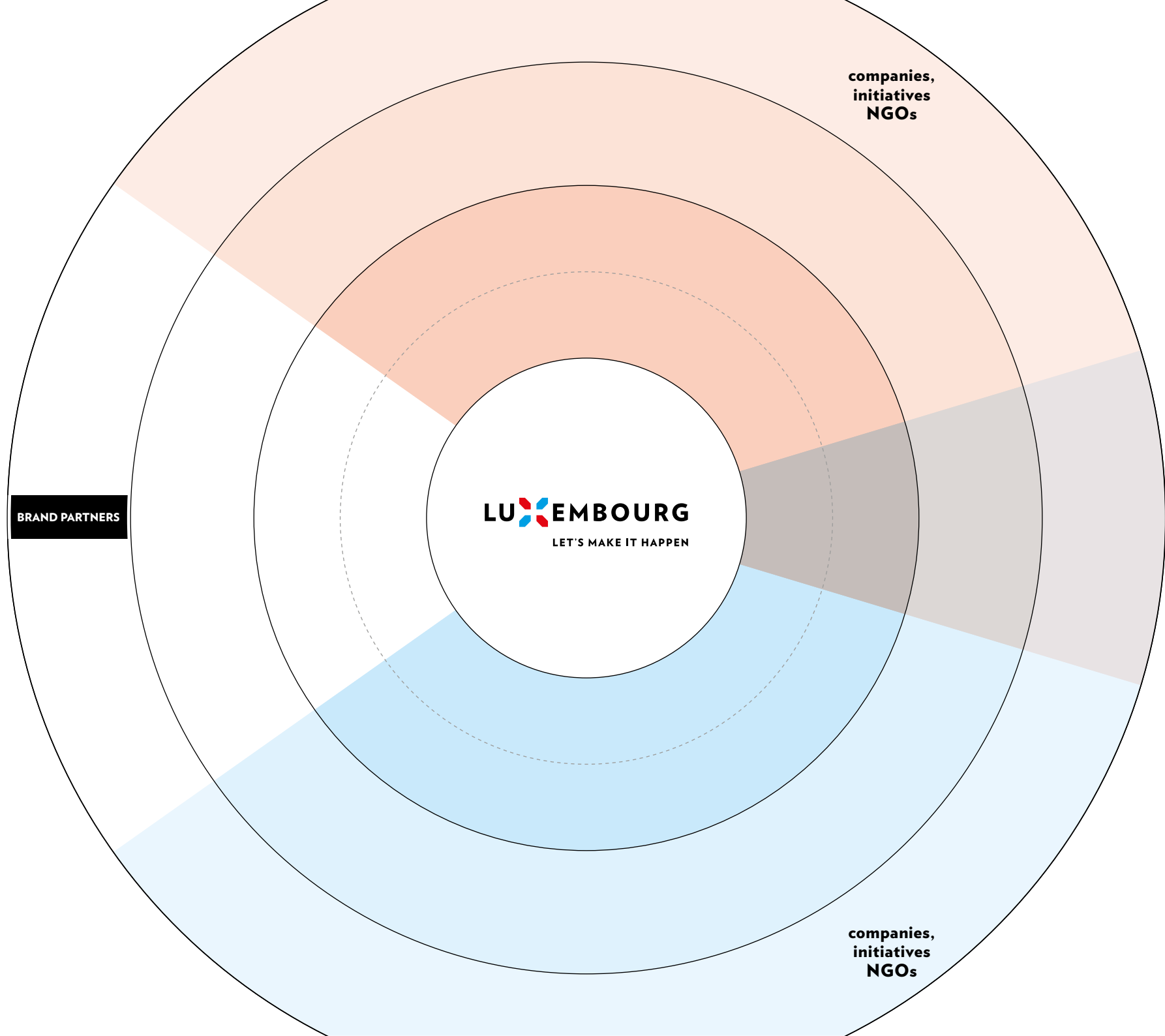
In order to meet the rules of the global sports associations, Luxembourg's Signature may be used on official jerseys and accessories without the "Let's make it happen" invitation. The complete Signature is used on informal elements.

LU^XEMBOURG

LU^XEMBOURG

LET'S MAKE IT HAPPEN



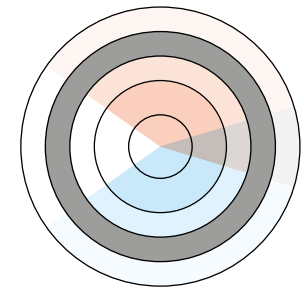


**companies,
initiatives
NGOs**

BRAND PARTNERS

LUXEMBOURG
LET'S MAKE IT HAPPEN

**companies,
initiatives
NGOs**



BRAND ARCHITECTURE

BRAND PARTNERS

Companies, initiatives, NGOs

The three basic values of openness, dynamism and reliability are Luxembourg's strengths. To those who share these values, the country has always offered excellent opportunities to find reliable connections and to pursue new ideas.

If Luxembourg's Signature is used by strong partners from a variety of sectors, then the core messages are effectively multiplied and communicated in a credible and authentic manner. In return, each partner is strengthened by the interplay of all measures.

LUXEMBOURG
LET'S MAKE IT HAPPEN



SPORT

Partner vum Sport
zu Lëtzebuerg

Als gréissten Air-Cargo Airline an Europa ass d'Cargolux e wichtege Piller vun der Lëtzeburger Economy. Dag fir Dag stiele mir op der ganzer Welt d'Openheit, Dynamik an Zuverlässigkeit vun eisem Land a vun eisder Firma ëmmer beweise. Mat Begeschterung ënnerstëtze mir d'ä Spërter, déi di selwecht Wäerter hëlch halen.

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LUXEMBOURG
LET'S MAKE IT HAPPEN

cargolux
you name it, we fly it!

ALLEN & OVERY

San Francisco is not the only major city
to have a red bridge

Allen & Overy, a truly international Tier 1 business law firm, has 44 offices in 31 countries and a worldwide reputation that runs alongside local expertise.

This international vision and global network gives Allen & Overy in Luxembourg an incomparable advantage for offering sound, comprehensive, clear-cut advice in Corporate and M&A, Banking & Finance, Tax, Capital Markets, Investment Management, Employment, IP/IT, Insurance and Real Estate.

The law firm with global reach and local depth

LUXEMBOURG
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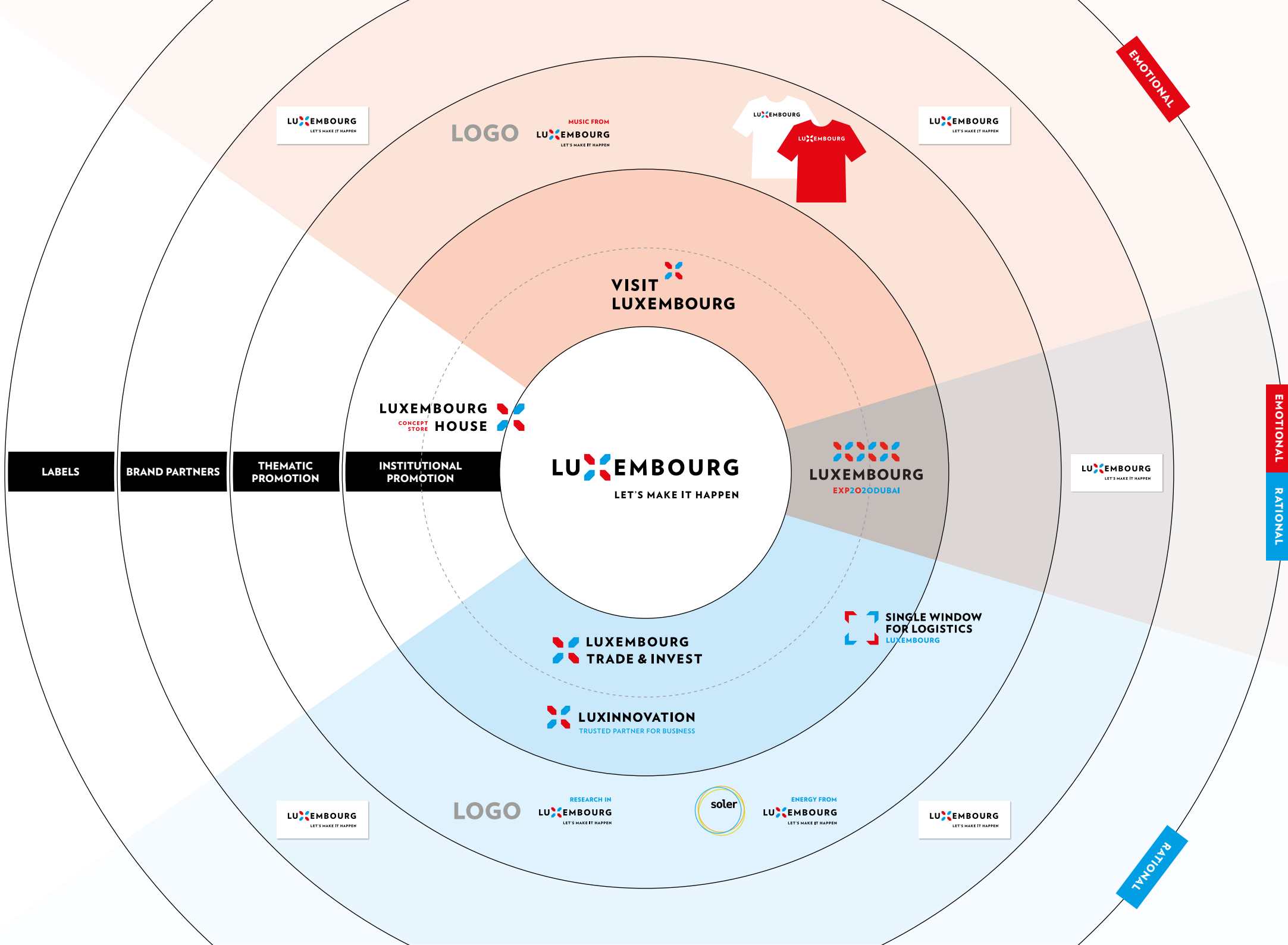
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BRAND ARCHITECTURE

A STRONG OVERALL PICTURE

The preceding explanations and their implementation result in a visually coherent, yet varied image. The X symbol and its elements, the arrows, have a high recognition value.

The illustrations shown are examples and can gradually be supplemented according to individual requirements.





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