POSITIONING STATMENT
For morally conscious and religious people
Who value and care about world peace and security,
The World Interfaith Harmony Week is a UN Initiative
That seeks to spread the message of harmony and tolerance among the followers of all the world's religions, faiths and beliefs.
Unlike traditional interfaith initiatives,
This UN Initiative recognizes the first week of February as the World Interfaith Harmony Week. Its message invites everyone, excludes no one, and is purely voluntary.

BACKGROUND

The *World Interfaith Harmony Week (WIHW)* seeks to spread the message of harmony and tolerance among the followers of all the world's religions, faiths and beliefs. It seeks to do this by promoting their common basis of "Love of God and Love of the Neighbor, or Love of the Good and Love of the Neighbor". Its message invites everyone, excludes no one, and is purely voluntary.

HM King Abdullah II of the Hashemite Kingdom of Jordan proposed the *World Interfaith Harmony Week* Initiative during the 65 United Nations General Assembly in 2010. The proposition was unanimously adopted by the UN, and has since been observed by countries worldwide through a variety of organized events during the first week of February.

MESSAGING

Love of God and Love of the Neighbour
Love of the Good and Love of the Neighbour
End Hate & Tolerate
Tolerate Don't Violate
Organize to Harmonize

BRAND ATTRIBUTES

Harmony, Tolerance, Peace, Love, Common Ground, Humanity.

INSPIRATION

Heforshe.org: Simplicity with clear meaning in the visual identity.

DELIVERABLES

Logo (include HEX, RGB, CMYK and Pantone color codes for print)
Facebook profile image and Cover
Twitter profile image and Cover
Flyer (Organize to Harmonize)
Landing page background image

DELIVERY DATE

2 logo concepts by Friday Dec. 5th

Final deliverables by Dec. 8th

PREFERENCES of HRH Prince Ghazi
Please avoid flowery, hippy, cheezy logos. We need to incorporate the UN blue (the background color of this page). Also, blue is the color of harmony and peace.