

NEW VISUAL IDENTITY FOR THE CENTRAL COMMISSION FOR THE NAVIGATION OF THE RHINE (CCNR) ON THE OCCASION OF ITS BICENTENARY

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On the occasion of the celebrations to mark its bicentenary, the Central Commission for the Navigation of the Rhine (CCNR) is proud to present its new visual identity.

This is the result of joint consideration of the matter by the Heads of the Delegations of the CCNR's five Member States (Belgium, France, Germany, the Netherlands and Switzerland) under the leadership of its Secretariat. Its new visual identity reflects the tasks of this unique and discreet organisation which holds the record as the world's oldest international organisation still in existence.

The new visual identity reflects the current dynamic of the organisation. Its central pictogram, an anchor, is a reference to its prime task of ensuring "the freedom of navigation on the Rhine" which its five Member States, symbolised by the stars following the shape of the anchor, undertook to uphold by signing the final Act of the Congress of Vienna in 1815.

In keeping with its previous visual identity, and taking past experience into account, this new identity presents a serious, sober image, yet is totally up-to-date. The new lean, efficient logo reflects commitment and effectiveness, two of the CCNR's fundamental characteristics. This new visual identity is already in use on all the organisation's communication tools; it is the work of the Strasbourg communication agency **Press Agrum**.

The celebrations of the institution's bicentenary continue with an international historical colloquy to be held in Strasbourg on 18 and 19 June 2015, and the publication, in its four official languages, of a book written by a number of well-known historians from its five Member States. For more information, visit:

www.200years-ccnr.org

ABOUT THE CCNR

The Central Commission for the Navigation of the Rhine (CCNR) is an international organisation that exercises an essential regulatory role in the navigation of the Rhine. It is active in the technical, legal, economic and environmental fields. In all its areas of action, its work is guided by the efficiency of transport on the Rhine, safety, social considerations, and respect for the environment. Many of the Central Commission's activities now reach beyond the Rhine and are directly concerned with European navigable waterways more generally. The Central Commission works closely with the European Commission as well as with the other river commissions and international organisations.

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*The new logotype of the CCNR,
adapted to the 4 languages*



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