

# UNWTO's

TOURISM OPENS  
MINDS INITIATIVE



# The Symbol



# TOURISM OPENS MINDS SYMBOL

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Inspired by flags from every country around the world

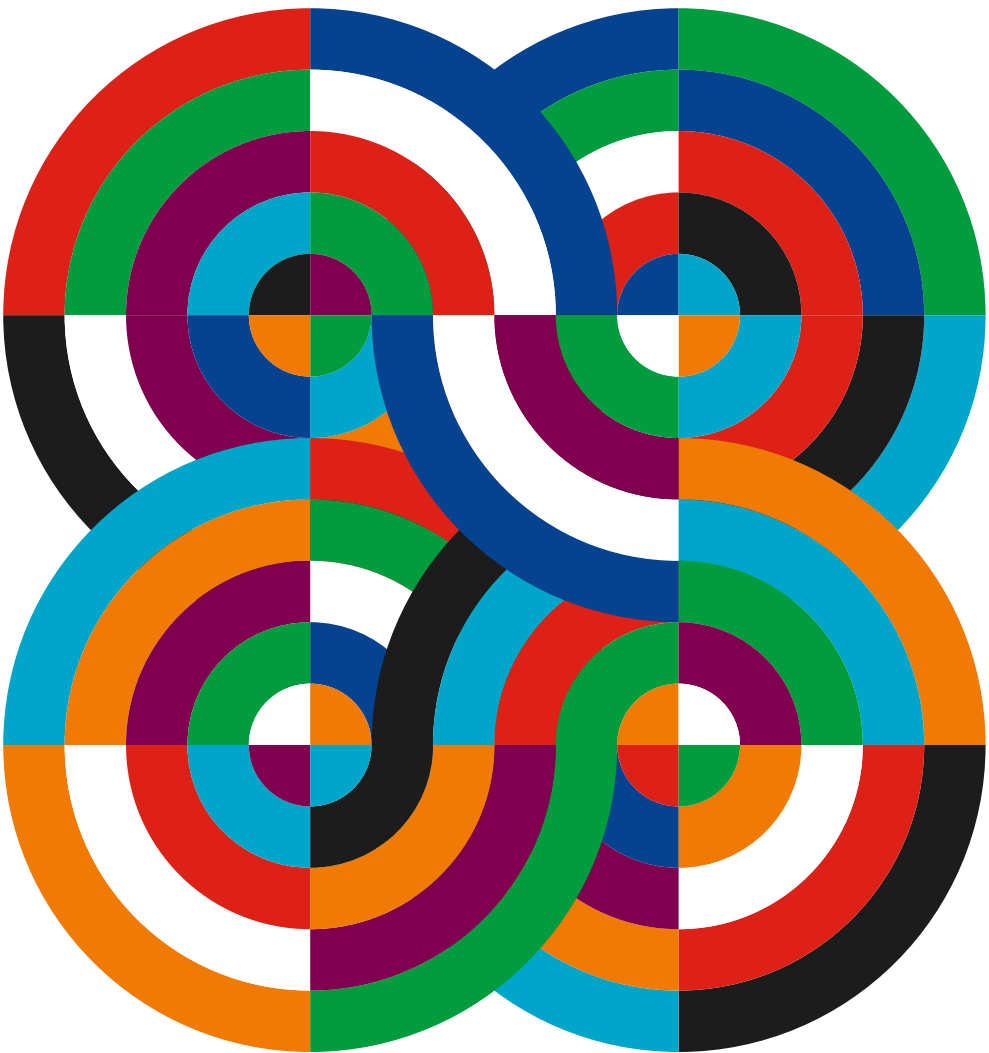
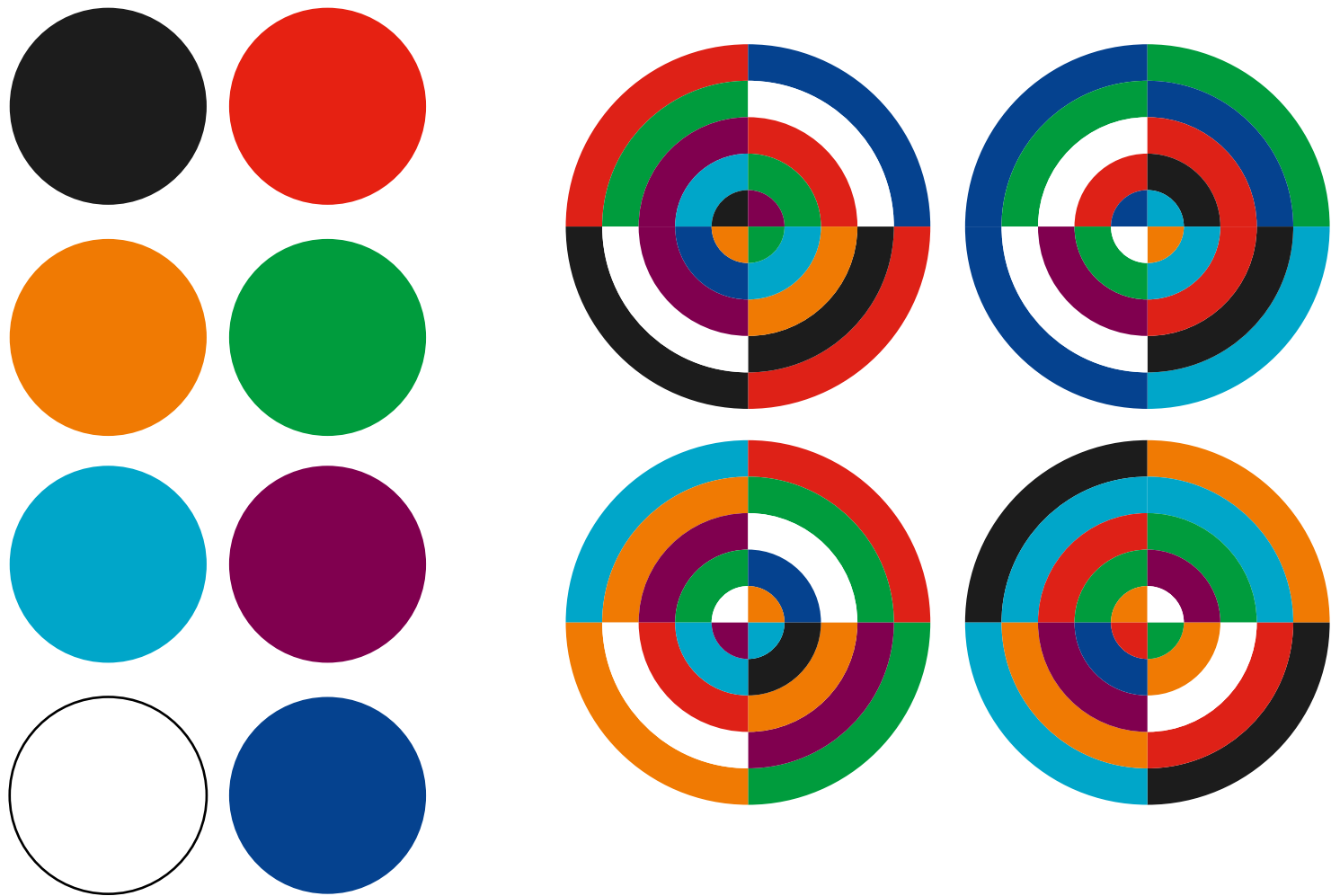


Uniting all the world's flags under one flag



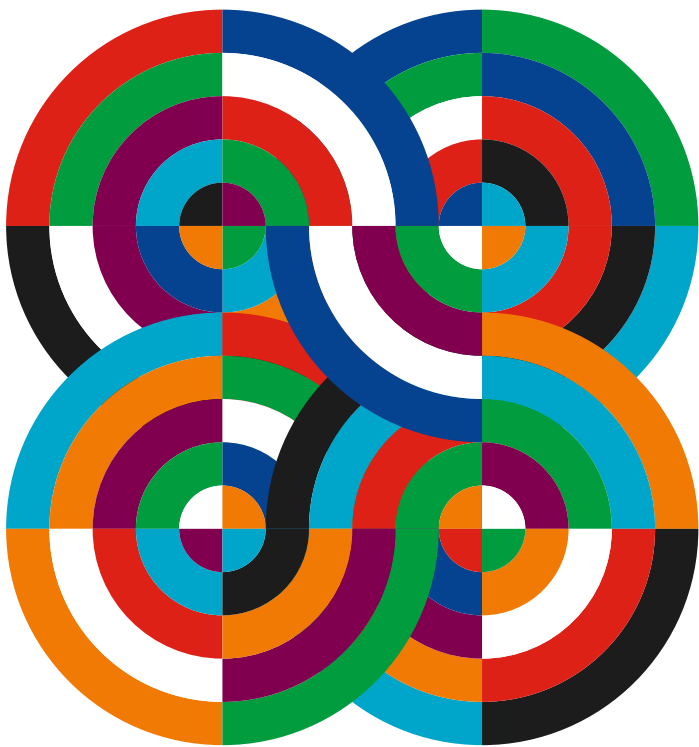
# TOURISM OPENS MINDS SYMBOL

Principal Concept



# TOURISM OPENS MINDS SYMBOL

Logo + Initiative



**TOURISM  
OPENS MINDS**



**TOURISM  
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# TOURISM OPENS MINDS SYMBOL

Colored Backgrounds



**TOURISM  
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# Thank You!

