



**BOSNIA AND
HERZEGOVINA**
EXPO 2020
DUBAI

**Logo and slogan for the promotion of
Bosnia and Herzegovina at EXPO 2020 Dubai**

Logo and slogan

A slogan and logo have been developed to build a unique and recognizable image of Bosnia and Herzegovina at EXPO. The official slogan of BiH is “Heart-Shaped Opportunity,” reflecting two key communication messages about numerous investment opportunities the country has to offer while building an emotional connection with the people who put their heart into everything they do.



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**HEART-SHAPED
OPPORTUNITY**

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