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International Congress Awards University of Holguin

The University of Holguin was granted an award for the best design of its stand during the activities of the "Universidad 2018" Congress underway in Havana

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HOLGUIN, Cuba, Feb (ACN) The University of Holguin was granted an award for the best design of its stand during the activities of the "Universidad 2018" Congress underway in Havana.

Specialist of the Institutional Communication Directive, Luis Ernesto Ruiz told ACN that the very popular design was carried out starting from the concept of the new visual identity of the educational center, which was launched during the event.

He pointed out that the new identity was the result of a difficult research project that involved a group of specialists from the Higher Institute of Industrial Design and the Institutional Communication Directive.

The results of the study, he said, demonstrated the need of modifying the visual identity taking into account the integration process of higher education implemented in Holguin in September of 2015.

The communications expert indicated that the investigation puts humans in the center of the substantive processes of the University while the symbol + represents the inclusion of the strength of youth.

A space to grow, open and dynamic that works to resolve social problems nationally and abroad was the premise that we defend with the project which was happily awarded, said Ruiz.

He added that the adjustment of the exhibited products around the university and the Agenda 2030 for sustainable development in addition to the coherence of traditional design elements with the use of new information and communication technologies were also recognized.

The 9th Universidad 2018 Congress, main event that gathers higher education professionals every two years inside and outside Cuba dedicated this occasion on sustainable development, intercultural dialog and the construction of peace in culture.

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