



Pacific Community
Visual
Identity
Manual

Logo
Use
Guidelines

October 2018





Visual identity manual



Logo use guidelines



Pacific
Community
Communauté
du Pacifique

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Visual
Identity
Manual

October 2018



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Introduction

This graphic charter presents the visual identity of the Pacific Community (SPC). It establishes the basic design principles to be applied to our organisation's range of corporate communication products, including publications.

The purpose of the charter is to give the Pacific Community a recognisable, unified image.

The visual identity is constructed around the shape of a double curve, which represents the shape of the main conference room at our headquarters in Noumea, and designs contributed by SPC's graphic designers.

This charter must be observed whenever SPC staff external partners or stakeholders communicate on behalf of the Pacific Community, or on any of its actions, activities or programmes. It should be used in conjunction with the Pacific Community Logo Use Guidelines (November 2015).

Applying the visual identity

The Pacific Community visual identity should be applied by trained SPC graphic designers to all corporate products and publications produced by the organisation.

It should also be applied to products and publications produced by SPC, with other organisations acknowledged as partners.

It should not be used for products or publications produced jointly with other organisations, or on behalf of other organisations. (However, SPC's logo must always appear on the cover of any publication we have jointly produced with another organisation or other organisations.)

The design elements in this manual are not to be modified.

No external organisation or individual may apply the Pacific Community visual identity or use its design elements without prior written consent from SPC's Communications or Publishing areas.

Where to find the electronic version of this manual

This manual is published electronically on the media section of SPC's website: www.spc.int.

Where to find the design elements in this manual

All of the design elements shown in this manual are available through SPC's Publishing Team: PublishingTeam@spc.int. Graphic designers can select from all of these elements, tools and templates to create their SPC publications and other products.

Contact and assistance

Please contact the Publishing Team for any queries about this manual or for advice regarding visual identity at SPC:

PublishingTeam@spc.int

1 Typography

Bauhaus is used for the SPC logo and can also be used by graphic designers for document headings and feature text.

Calibri is the main font used by SPC for all purposes.

Secondary options

Garamond may be used when a serif font is required.

Garamond includes a comprehensive range of fonts, though only six are presented in this manual.

Myriad Pro may be used for graphic design purposes, e.g. to provide contrast on banners, or when condensed text is required.

Alternative fonts may be used for SPC publications that are created with a heavily focused graphic design/artistic weighting (e.g. children's picture books, cook books, etc.).

Please consult the Publishing Team for advice.

Typography

Main typography

Calibri

Calibri Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ0123456789

Calibri Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ0123456789

Calibri Italique

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ0123456789*

Calibri Bold

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ0123456789**

Calibri Bold Italique

***abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ0123456789***

Myriad Pro Light Condensed
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQ
RSTUVWXYZ0123456789

Myriad Pro Condensed
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQ
RSTUVWXYZ0123456789

Myriad Pro Condensed Italique
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQ
RSTUVWXYZ0123456789

Myriad Pro Bold Condensed
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQ
RSTUVWXYZ0123456789

Myriad Pro Bold Condensed Italique
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQ
RSTUVWXYZ0123456789

Myriad Pro Regular
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQ
RSTUVWXYZ0123456789

Typography

Alternative typography

Myriad Pro

Myriad Pro Italique
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQ
RSTUVWXYZ0123456789

Myriad Pro Semibold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQ
RSTUVWXYZ0123456789

Myriad Pro Semibold Italique
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQ
RSTUVWXYZ0123456789

Myriad Pro Bold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQ
RSTUVWXYZ0123456789

Myriad Pro Bold Italique
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQ
RSTUVWXYZ0123456789

Typography

Alternative typography

Bauhaus

Bauhaus Medium

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNO P
RSTUVWXYZ0123456789

Bauhaus Demi

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNO P
RSTUVWXYZ0123456789

Bauhaus Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNO P
RSTUVWXYZ0123456789

Bauhaus Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNO P
RSTUVWXYZ0123456789

Bauhaus Heavy

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNO P
RSTUVWXYZ0123456789

Typography

Alternative typography

Garamond Premier Pro

Garamond Pro Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ0123456789

Garamond Pro Italique

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ0123456789*

Garamond Pro Semibold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ0123456789

Garamond Pro Semibold Italique

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ0123456789*

Garamond Pro Bold

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ0123456789**

Garamond Pro Bold Italique

***abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ0123456789***

2

Colour palette

Colours

Colour palette for corporate communications, including SPC publications

The Pacific Community uses the colours shown in the chart below. All body text of documents should be black. Headings, subheadings and sidebar text may be in colour. No other colours should be used for all SPC publications.

Colours shown here are Pantone solid uncoated CMYK. Black is also part of the palette.

The colour palette is divided between **core colours** and **secondary colours**: **core colours** should be used as the base of product design (banners and central style elements); **secondary colours** should be used for other subsidiary design elements (illustrations, infographics, other designs within the page, etc.).

Core colours

 <table border="0"> <tr><td>C</td><td>M</td><td>Y</td><td>K</td></tr> <tr><td>89</td><td>0</td><td>20</td><td>0</td></tr> <tr><td>R</td><td>G</td><td>B</td><td></td></tr> <tr><td>0</td><td>176</td><td>202</td><td></td></tr> <tr><td colspan="4">Pantone 3125</td></tr> <tr><td colspan="4">HTML 00B0CA</td></tr> </table>	C	M	Y	K	89	0	20	0	R	G	B		0	176	202		Pantone 3125				HTML 00B0CA				<p>80% 60% 40% 20%</p> 	 <table border="0"> <tr><td>C</td><td>M</td><td>Y</td><td>K</td></tr> <tr><td>100</td><td>68</td><td>0</td><td>2</td></tr> <tr><td>R</td><td>G</td><td>B</td><td></td></tr> <tr><td>0</td><td>70</td><td>173</td><td></td></tr> <tr><td colspan="4">Pantone 293</td></tr> <tr><td colspan="4">HTML 0046AD</td></tr> </table>	C	M	Y	K	100	68	0	2	R	G	B		0	70	173		Pantone 293				HTML 0046AD				<p>80% 60% 40% 20%</p> 
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Secondary colours

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R	G	B																																																	
30	30	30																																																	
Pantone Pro Black																																																			
HTML 1E1E1E																																																			

3

Divisional/ Programme icons

Icons for divisions/programmes

Each division and programme at SPC has a distinct icon associated with it. A small icon image must be placed on the cover of every publication produced within each division/programme – see examples in this section.

The icons must not be changed in any way, but may be reproduced in any of the approved colours of the SPC colour palette (See Colours in this section).

The icons are produced in two alternative orientations, horizontal and vertical. See placement examples in section 5. Publications.



CCES

Climate Change and Environmental Sustainability Programme



PHD

Public Health Division



EQAP

Educational Quality and Assessment Programme



RRRT

Regional Rights Resource Team



FAME

Fisheries, Aquaculture and Marine Ecosystems Division



SDD

Statistics for Development Division



GEM

Geoscience, Energy and Maritime Division



SDP

Social Development Programme



LRD

Land Resources Division



SP

Special Projects



SPC

Corporate

Divisional/ Programme icons

Icons for divisions/programmes



CCES

Climate
Change and
Environmental
Sustainability
Programme



EQAP

Educational
Quality and
Assessment
Programme



FAME

Fisheries,
Aquaculture
and Marine
Ecosystems
Division



GEM

Geoscience,
Energy and
Maritime
Division



LRD

Land
Resources
Division



PHD

Public
Health
Division



RRRT

Regional
Rights
Resource
Team



SDD

Statistics for
Development
Division



SDP

Social
Development
Programme



SP

Special
Projects



CORPORATE

4

Designs and banners

Designs and banners

The following design elements (N° 1 and N° 2) have been created by SPC's designers to portray SPC's role and inclusive representation of members across the Pacific region.

They have been incorporated in the various style elements in this manual.

The designs can also be used as watermark effects on covers and inside pages of publications and other products. See examples throughout this manual.

Please consult the Publishing Team on any proposed use of these designs.

Design N° 1



The motifs depict the traditional designs from the three regions, Melanesia, Polynesia and Micronesia.

Design N° 2



The three human figures are based on traditional depictions of the human form in Melanesia, Micronesia and Polynesia.

The double curved line symbolises both the land and the ocean and the shape of the conference building at SPC headquarters.

Banner designs

SPC publications should use one of only three banner styles: **blue**, **green** and **purple**. The banner incorporates a curve in the shape of a sail, inspired by a traditional Papua New Guinea sail.

The **blue** banner should be use for all corporate publications only.

The **green** and **purple** banners are available for use for divisional and programme publications.

The subsequent pages must include a thin colour bar, in the same colour as the cover banner.

These rules do not apply to SPC publications that are created with a heavily focused graphic design/artistic weighting (e.g. children's picture books, cook books, etc.). Please consult the Publishing Team for advice.

Examples of banners and colour bars



5 Publications

Examples

Publications

Cover background

The following examples illustrate cover background options, which can be chosen freely for all SPC publications.

A3, cover



inside



A3, cover



Pacific Community
Communauté du Pacifique

Albedo nosidel tenus custodie



inside

Quod cum ita sit, paucae domus studiorum seriais

Quod cum ita sit, paucae domus studiorum seriais cultibus antea celebratae nunc ludibris ignaviae torpentis exundant, vocali sonu, perflabili tinnitu fidium resultantes, denique pro philosopho cantor et in locum oratoris doctor artium ludicrarum accitur et bybliothecis sepulcrorum ritu in perpetuum clausis organa fabricantur hydraulica, et lyrae ad speciem carpentorum ingentes tibiaeque et histrionici gestus instrumenta non levia.

Dumque ibi diu moratur commeatus opperiens, quorum translationem ex Aquitania verni imbres solito crebriores prohibebant auctique torrentes, Herculanus advenit protector domesticus, Hermogenis ex magistro equitum filius, apud Constantinopolim, ut supra retulimus, populari quondam turbela discreti, quo verissime referente quae Gallus egerat, damnis super praeteritis maerens et futurorum timore suspensus angorem animi quam diu potuit emendabat.

Ultima Syriarum est Palaestina per intervalla magna protenta, cultis abundans terris et nitidis et civitates habens quasdam egregias, nullam nulli cedentem sed sibi vicissim velut ad perpendicularum aemulas: Caesaream, quam ad honorem Octaviani principis exaedificavit Herodes, et Eleutheropolim et Neapolim itidemque Ascalonem Gazam aevo superiore exstructas.

Accenderat super his incitatum propositum ad nocendum aliqua mulier vilis, quae ad palatum ut poposcerat intrmissa insidias ei latenter obtendi prodiderat a militibus obscurissimis. quam Constantina exultans ut in tuto iam locata mariti salute muneratam vehiculoque inpositam tito nostro frequenter audivi, cum miraretur ille quidem

Quod cum ita sit, paucae domus studiorum seriais cultibus antea celebratae nunc ludibris ignaviae torpentis exundant, vocali sonu, perflabili tinnitu fidium resultantes, denique pro philosopho cantor et in locum oratoris doctor artium ludicrarum accitur et bybliothecis sepulcrorum ritu in perpetuum clausis organa fabricantur hydraulica, et lyrae ad speciem carpentorum ingentes tibiaeque et histrionici gestus instrumenta non levia.

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Illud tamen te esse admonitum volo, primum ut qualis es talem te esse omnes existiment ut, quantum a rerum turpitudine abes, tantum te a verborum libertate seiungas; deinde ut ea in alterum ne dicas, quae cum tibi falso responsa sint, erubescas. Quis est enim, cui via ista non pateat, qui isti aetati atque etiam isti dignitati non possit quam velit petulanter, etiamsi sine ulla suspitione, at non sine argumento male dicere? Sed istarum partium culpa est eorum, qui te agere voluerunt; laus pudoris tui, quod ea te invitum dicere videbamus, ingenii, quod ornate politeque distis.

Existit autem hoc loco quaedam quaestio subdifficilis, num quando amici novi, digni amicitia, veteribus sint anteposendi, ut equis vetulis teneros anteposere solemus. Indigna homine dubitatio! Non enim debent esse amicitiarum sicut aliarum rerum satietates; veterima quaeque, ut ea vina, quae vetustatem ferunt, esse debet suavissima; verumque illud est, quod dicitur, multos modos salis simul edendos esse, ut amicitiae munus expletum sit.

Erat autem diritatis eius hoc quoque indicium nec obscurum nec latens, quod ludicris cruentis delectabatur et in circo sex vel septem aliquotiens vetitis certaminibus pugilum vicissim se concidentium perfusorumque sanguine specie ut lucratus ingentia laetabatur.

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quam velit petulanter, etiamsi sine ulla suspitione, at non sine argumento male dicere? Sed istarum partium culpa est eorum, qui te agere voluerunt; laus pudoris tui, quod ea te invitum dicere videbamus, ingenii, quod ornate politeque distis.

Existit autem hoc loco quaedam quaestio subdifficilis, num quando amici novi, digni amicitia, veteribus sint anteposendi, ut equis vetulis teneros anteposere solemus. Indigna homine dubitatio! Non enim debent esse amicitiarum sicut aliarum rerum satietates; veterima quaeque, ut ea vina, quae vetustatem ferunt, esse debet suavissima; verumque illud est, quod dicitur, multos modos salis simul edendos esse, ut amicitiae munus expletum sit.

Erat autem diritatis eius hoc quoque indicium nec obscurum nec latens, quod ludicris cruentis delectabatur et in circo sex vel septem aliquotiens vetitis certaminibus pugilum vicissim se concidentium perfusorumque sanguine specie ut lucratus ingentia laetabatur.

Erat autem diritatis eius hoc quoque indicium nec obscurum nec latens, quod ludicris cruentis delectabatur et in circo sex vel septem aliquotiens vetitis certaminibus atey pugilum vicissim se concidentium perfusorumque sanguine spe

A3, cover

Pacific Community
Communauté du Pacifique

Quality does not have to be **expensive**

CCES
Climate Change and Environmental Sustainability Programme

inside

Quam velit petulanter, etiamsi sine ulla suspicione, at non sinemin argumento male dicere? Sed istarum partium culpa est

Quod cum ita sit, paucae domus studiorum seriis cultibus antea celebratae nunc ludibriis ignaviae torpentis exundant, vocali sonu, perflabili tinnitu fidium resultant. denique pro philosopho cantor et in locum oratoris doctor artium ludicrarum accitur et bybliothecis sepulcrorum ritu in perpetuum clausis organa fabricantur hydraulica, et lyrae ad speciem carpentorum ingentes tibiaeque et histrionici gestus instrumenta non levia.

Dumque ibi diu moratur commeatus opperiens, quorum translationem ex Aquitania verni imbres solito crebriores prohibebant auctique torrentes. Herculanus advenit protector domesticus, Hermogenis ex magistro equitum filius, apud Constantinopolim, ut supra retulimus, populari prohibebant auctique torrentes, Herculanus advenit "

Quod cum ita sit, paucae domus studiorum seriis cultibus antea celebratae nunc ludibriis ignaviae torpentis vsou, resultant. denique procantio

quondam turbela discreti. quo verissime referente quae Gallus egerat, damnis super praeteritis maerens et futurorum timore suspensus angorem animi quam diu potuit emendabat.

Ultima Syriarum est Palaestina per intervalla magna protenta, cultis abundans terris et nitidis et civitates habens quasdam egregias, nullam nulli cedentem sed sibi vicissim velut ad perpendicularium aemulas. Caesaream, quam ad honorem Octaviani principis exaedificavit Herodes, et Eleutheropolim et Neopolim itidemque Ascalonem Gazam aevo superiore extractas.

Accenderat super his incitatum propositum ad nocendum aliqua mulier villis, quae ad palatium ut poposcerat intromissa insidias ei latenter obtendi prodiderat a militibus obscurissimis. quam Constantina exultans ut in tuto iam

Quod cum ita sit, paucae domus studiorum seriis cultibus antea celebratae nunc ludibriis ignaviae torpentis exundant, vocali sonu, perflabili tinnitu fidium resultant. denique pro philosopho cantor et in locum oratoris doctor artium ludicrarum accitur et bybliothecis sepulcrorum ritu in perpetuum clausis organa fabricantur hydraulica, et lyrae ad speciem carpentorum ingentes tibiaeque et histrionici gestus instrumenta non levia.

"Dumque ibi diu moratur commeatus opperiens, quorum translationem ex Aquitania verni imbres solito crebriores prohibebant auctique torrentes, Herculanus advenit "

illud tamen te esse admonitum volo, primum ut qualis es talem te esse omnes existiment ut, quantum a rerum turpitudine abes, tantum te a verborum libertate seingas; deinde ut ea in alterum ne dicas, quae cum tibi falso responsa sint, erubescas. Quis est enim, cui via ista non pateat, qui isti aetati atque etiam isti dignitati non possit quam velit petulanter, etiamsi sine ulla suspicione, at non sine argumento male dicere? Sed istarum partium culpa est eorum, qui te agere voluerunt; laus pudoris tui, quod ea te invitum dicere videbamus, ingenii, quod ornate politeque dixist.

Exsistit autem hoc loco quaedam quaestio subdifficilis, num quando amici novi, digni amicitia, veteribus sint antepoenendi, ut equis vetulis teneros antepoenere solemus. Indigna homine"

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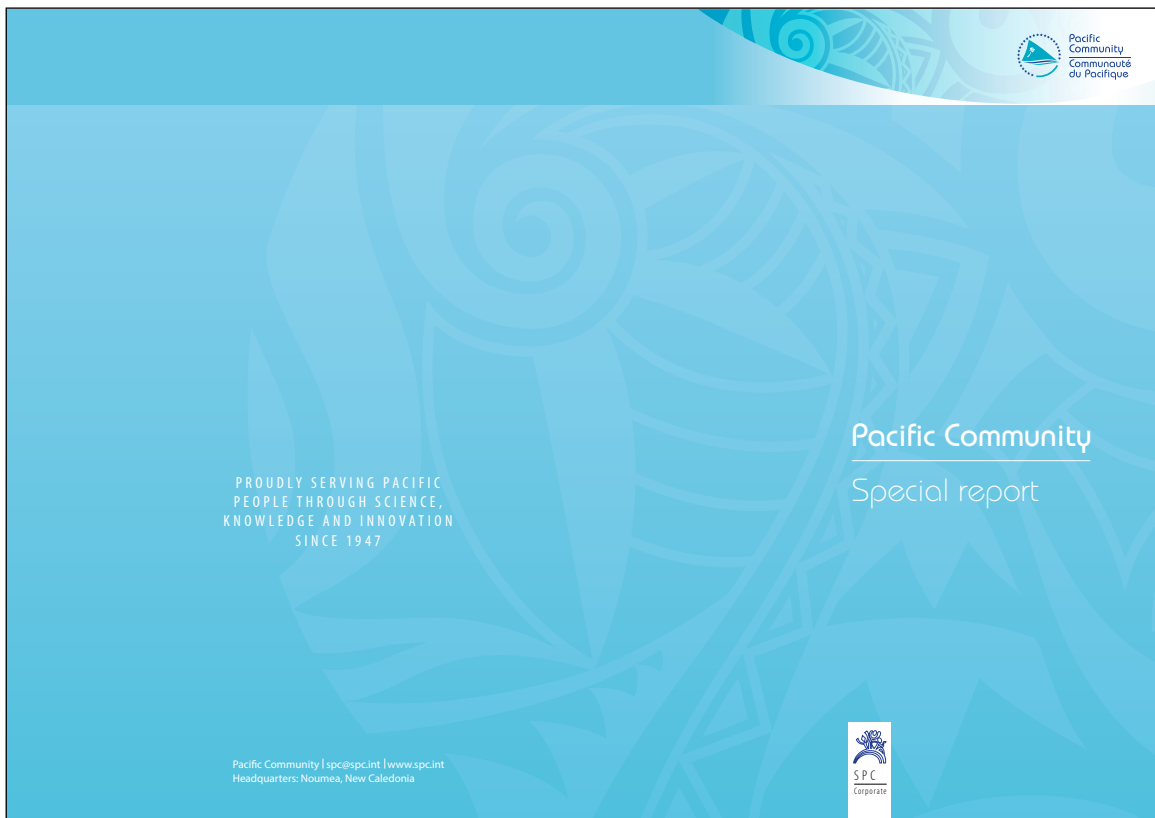
Erat autem diritatis eius hoc quoque indicium nec obscurum nec latens, quod ludicris cruentis delectabatur et in circo sex vel septem aliquotiens vetitis certaminibus pugilum vicissim se concidentium perfusorumque sanguine specie ut lucratus ingentia laetabatur.

Has autem provincias, quas Orontes ambiens amnis imosque pedes Cassi montis illius celsi praetermeans funditur in Parthenium mare, Gnaeus Pompeius superato Tigrae regnis coniunxit.

A3, cover

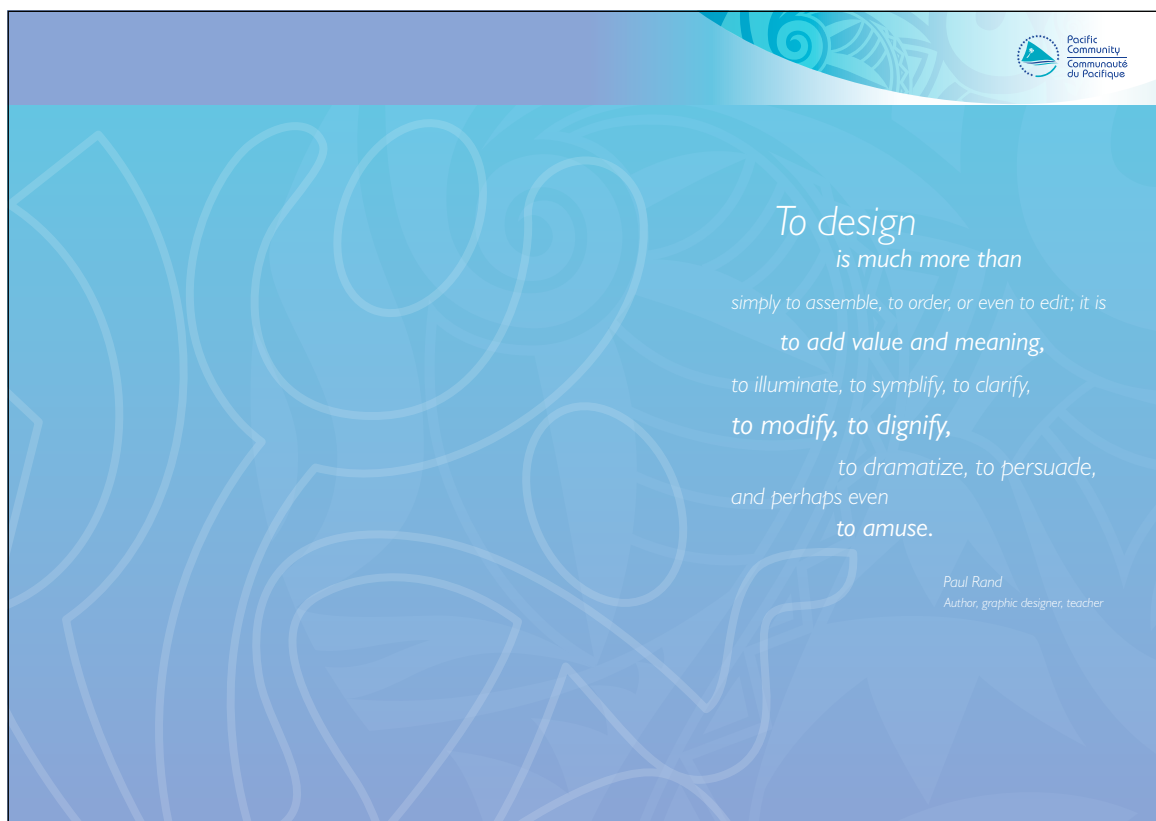


A3, cover: Special report



Publications

A3, cover



A3, cover



Publications

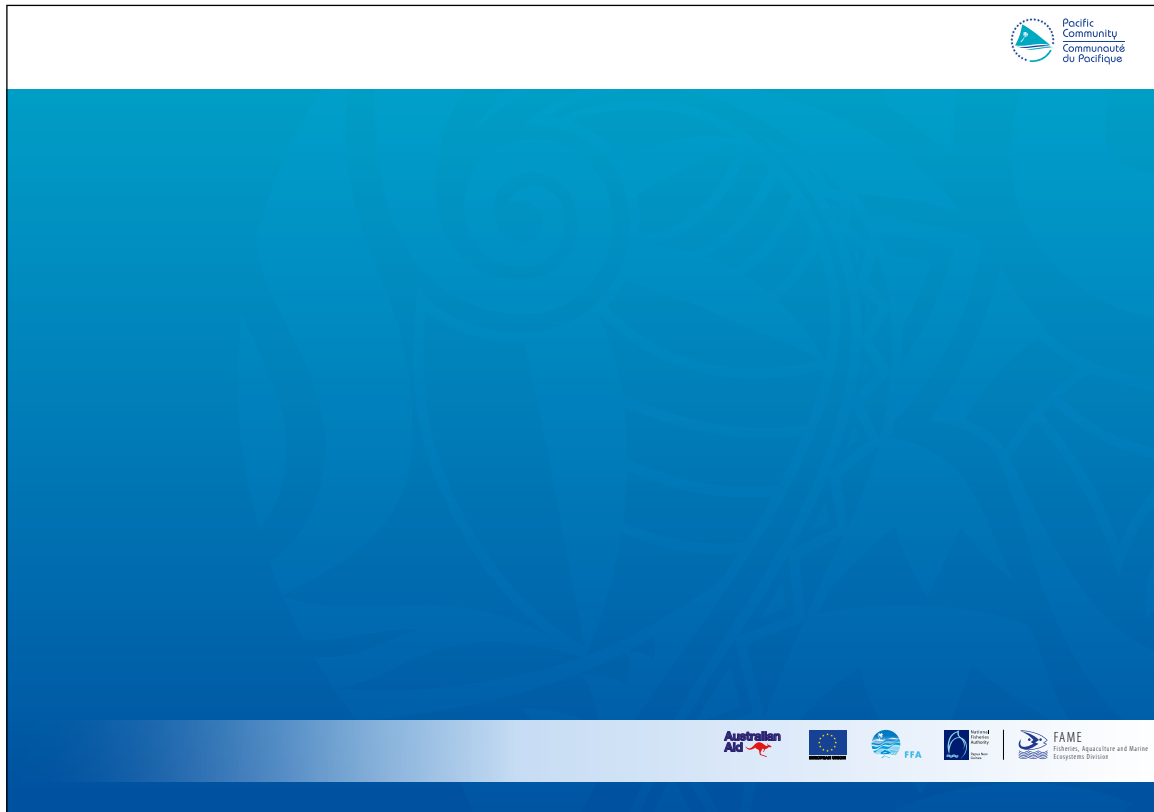
Logo placement for partnered publications

The following examples illustrate required logo placement for publications produced by SPC with other organisations as partners.

For jointly produced publications, the visual identity, style and logo placement is a matter to be negotiated between all partners. SPC's logo must appear on the cover.

Please consult the Publishing Team about copyright issues for jointly produced publications.

A3, cover: Publications produced by SPC with other organisations acknowledged as partners



A3, cover: publication




The Pacific Community

Pacific people, our organisation works across more than 20 sectors.

The Pacific Community (SPC) is the principal scientific and technical intergovernmental organisation in the Pacific region, supporting development since 1947. We are an international development organisation owned and governed by our 26 country and territory members. In pursuit of sustainable development to benefit





**The Pacific Community
Micronesia Regional Office**

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PWGB contact:
Herolyn Mowick, Business Counsellor
Social Development Programme

Pacific Women Growing Businesses (PWGB)



Background

The Pacific Women Growing Businesses project (PWGB) is the outcome of the first **Pacific Women** country plan for the Federated States of Micronesia (FSM), and is also in line with economic growth being FSM's key priority in its Development Plan (2004–2023).

Why invest in women's economic empowerment?

Supporting women to achieve their economic potential improves the wellbeing of the whole family, as women are more likely than men to invest additional income in education and health care, especially for children. Investing



6 Images

Images

Images play a critical role in audience interest and reactions to all forms of SPC communication

Kristen Cullen, 'Layout Workbook - A real-world guide to building pages in graphic design' (2005)

Use a single, strong photo, or on covers use two photos that combine to illustrate the subject area.

Images should be

- High quality, high resolution (300 dpi/ppi for a 4"x6" image)
- Full colour
- Real photographs, not stock images
- Closely related to the subject area (or specific country)

Images must

- Help tell the story
- Focus on results rather than training and workshops
- Show people in a positive way, and avoid reproducing stereotypes or clichés
- Respect Pacific cultures
- Follow the requirements of the *Pacific Community Child Protection Policy* (parental consent is required in taking and using photographs of children)

Please consult the Publishing Team on the use of images and consents.



© Pacific Community

Placing images



© FAO

Photo A

The following elements should be observed for placing images in SPC publications.

A band of colour from the colour palette may be used at the side of the photo (as shown left, photo A).

Photo credit: Pacific Community
Sam Smith, Pacific Community
Insert appropriate name and/or organisation.

SPC may be used instead of Pacific Community when there are space constraints.

Copyright: Check that images belong to SPC, or that SPC has permission to use them.



© Pacific Community

Photos B and C: Post haec Gallus Hierapolim profecturus ut expeditio specie tenus adesset, Antiochensi plebi suppliciter obsecranti ut inediae dispelleret metum, quae per multas difficilisque causas adfore iam sperabatur, non ut mos est principibus, quorum diffusa potestas localibus subinde medetur aerumnis.

Copyright questions

Please consult the Publishing Team on any issues concerning copyright for SPC publications and images.

7

Posters

design templates

Posters – design templates

Posters with backgrounds

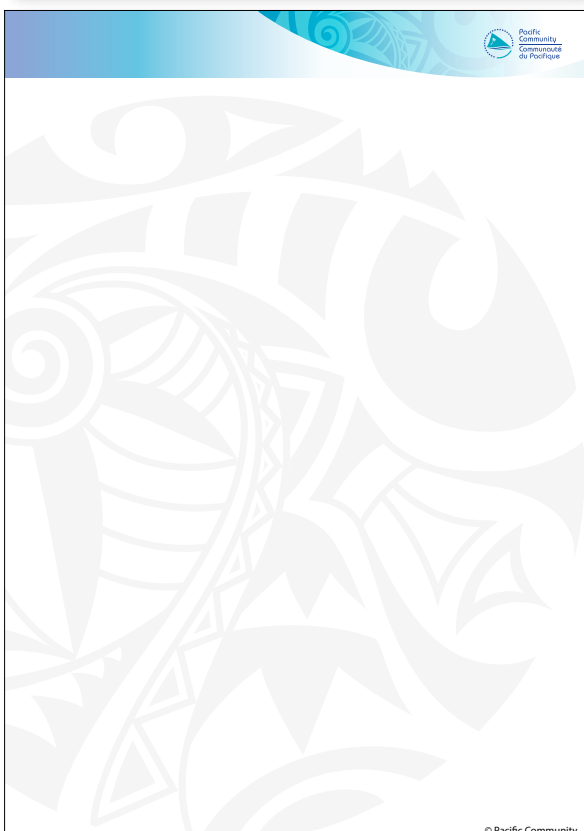
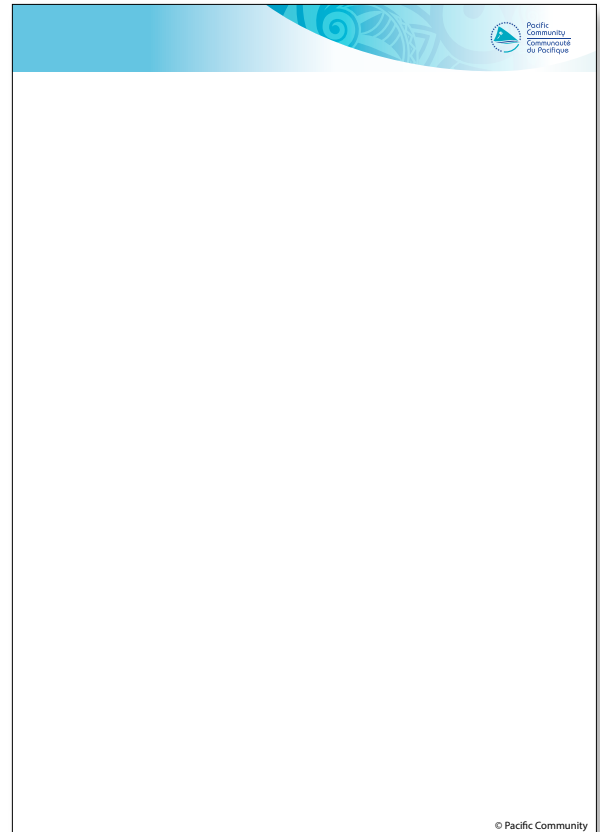
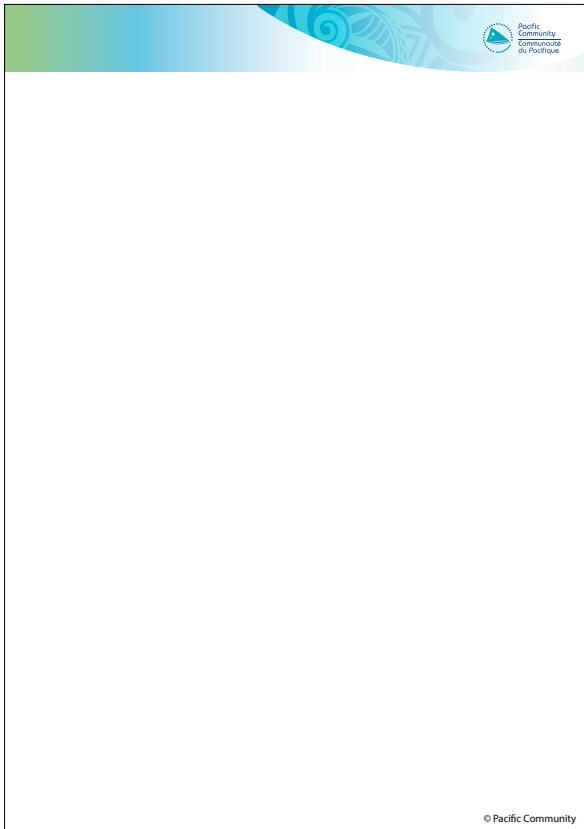
The following examples illustrate poster design template options. Because posters are artistic creations and rely heavily on visual communication, alternative designs are permissible.

The SPC logo and a copyright statement must always appear on an SPC poster.



Posters – design templates

Posters without backgrounds



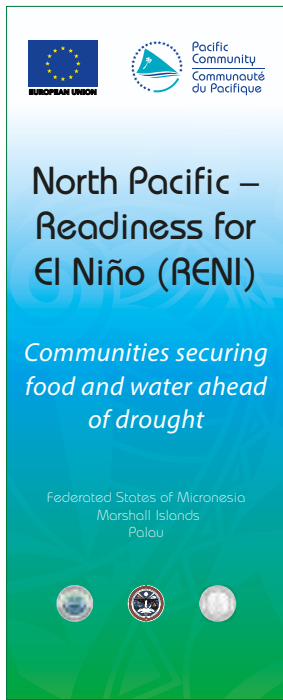
8

Other products

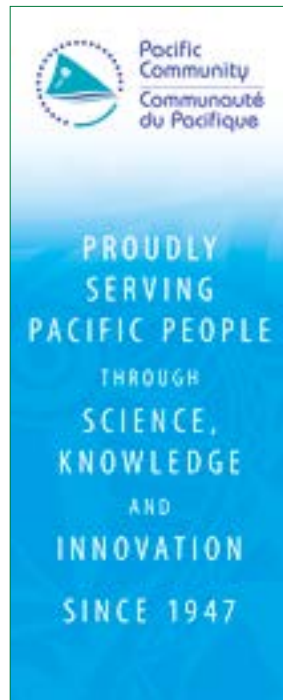
design templates

Other products – design templates

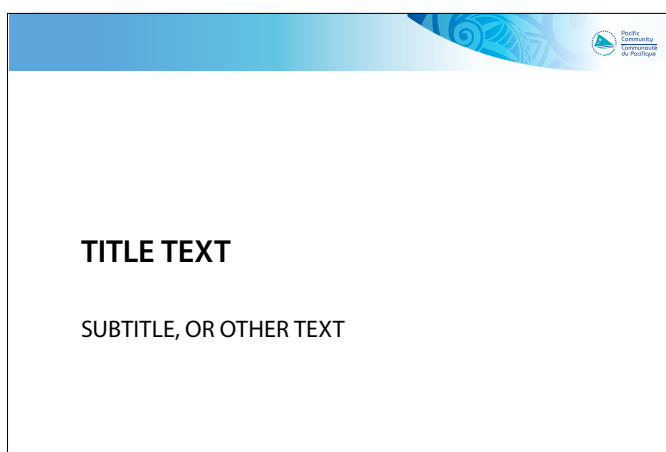
Please consult the Publishing Team for advice before designing and producing other SPC products. And contact us for a range of templates for various design products.



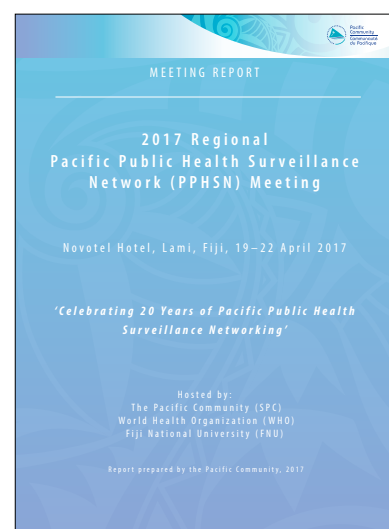
Banners



Sign board



PowerPoint presentation



Cover meeting report

Other products – design templates

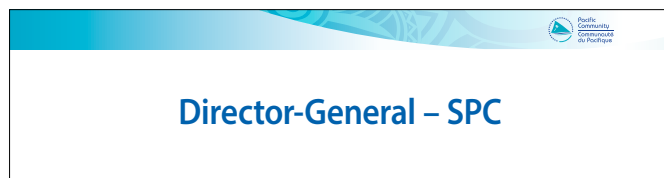


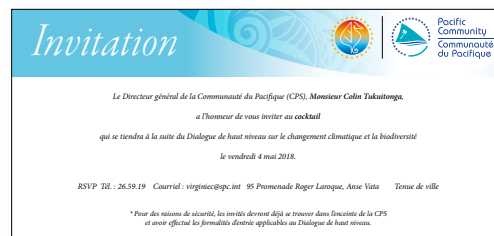
Table name



Certificate



Blade Flag



Invitation card with a partner (including a partner logo)

For assistance with design for these and other products (e.g. name tags, usb keys, lanyards, pens, folders) please consult the Publishing Team

Produced by the Publishing and Communication Teams, SPC

Pacific Community (SPC)
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Pacific Community

Logo

Use

Guidelines

October 2018



Contents

Logo use guidelines	3
Who may use the logo	4
Logo formats	5
Minimum size	6
Logo exclusion zone	7
Placement of the logo	8
Co-branding	9

1 Logo use guidelines

About the Pacific Community

The Pacific Community (SPC) is the principal scientific and technical intergovernmental organisation in the Pacific region, supporting development since 1947. We are an international development organisation owned and governed by our 26 country and territory members:

American Samoa, Australia, Cook Islands, Federated States of Micronesia, Fiji, France, French Polynesia, Guam, Kiribati, Marshall Islands, Nauru, New Caledonia, New Zealand, Niue, Northern Mariana Islands, Palau, Papua New Guinea, Pitcairn Islands, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, United States of America, Vanuatu, and Wallis and Futuna.



About the logo

- The stars represent the members of the Pacific Community.
- The curved bar rounding out the circle of stars symbolises the secretariat, which serves to link all members.
- The sail and the two 'waves' representing the Pacific Ocean are symbols of connection, unity and interchange. These three elements create an image of a racing canoe.
- The coconut palm – the 'tree of life' – represents the Pacific region as dynamic and mobile.
- The organisation's name and abbreviation in English and French have been determined by the Pacific Community members.

Colours

- The dark blue symbolises the ocean.
- The turquoise brings the promise of youth.

2 Who may use the logo

The logo of the Pacific Community is designed to prompt instant recognition of our organisation. The logo must be used consistently, as outlined in these guidelines.

In addition to our staff, Pacific Community member countries and territories and other formal partners of our organisation are encouraged to use the logo to highlight their direct association with SPC. Formal partners are our donors, organisations with which SPC has a Memorandum of Understanding, and other implementing partners.

Requests for use of the logo

Use of the logo implies that the Pacific Community endorses or approves the material and its technical content. The logo should therefore only appear on documents, websites, leaflets, etc. that our organisation is responsible for, or has actively contributed to.

Organisations and individuals who are not formal Pacific Community partners may only use the logo with the prior consent of the Pacific Community. In most cases where our information has been adapted, or limited advice has been provided by SPC, a specific acknowledgement of SPC's contribution should be made instead of using the logo: e.g. Diagram courtesy of the Pacific Community.

If you are unsure whether you should be using the Pacific Community logo on your activity, please contact SPC's Publishing Team:

PublishingTeam@spc.int

How to obtain the Pacific Community logo

Our logo must only be used in the format supplied by the Pacific Community. Please do not attempt to reproduce the logo from any other source.

To obtain the logo files and consent to use it, please email SPC's Publishing Team:

PublishingTeam@spc.int

3

Logo formats

The logo is available in one style, with text in English and French, which are the working languages of the Pacific Community.

The logo is available for print, video and online use in various file formats.

Wherever possible, the logo should be used in colour against a white background.

The black and white logo should be used only when colour production is not possible.

Logo colours



C	M	Y	K
100	68	0	2

R	G	B
0	70	173

Pantone 293

HTML 0046AD



C	M	Y	K
89	0	20	0

R	G	B
0	176	202

Pantone 3125

HTML 00B0CA

4

Minimum size

The minimum size at which the Pacific Community logo should be used is 15 mm wide. This is to ensure that all parts of the logo are legible regardless of the surface on which it will be placed.



5 Logo exclusion zone

A minimum area of clear space – the exclusion zone – should always be kept around the logo to ensure that it stands out clearly. The exclusion zone applies to all reproduction sizes of the logo.



6 Placement of the logo

The placement of the logo depends on the design of the document, banner, brochure, sign, etc. To ensure the logo stands out it should always be placed on a plain background. For SPC products, our logo should preferably be placed at the top right hand corner of documents, or centred on a cover. Please see overleaf for variations in the general requirements in situations of co-branding.

Use on coloured backgrounds



White logo on dark background

White logo on photo

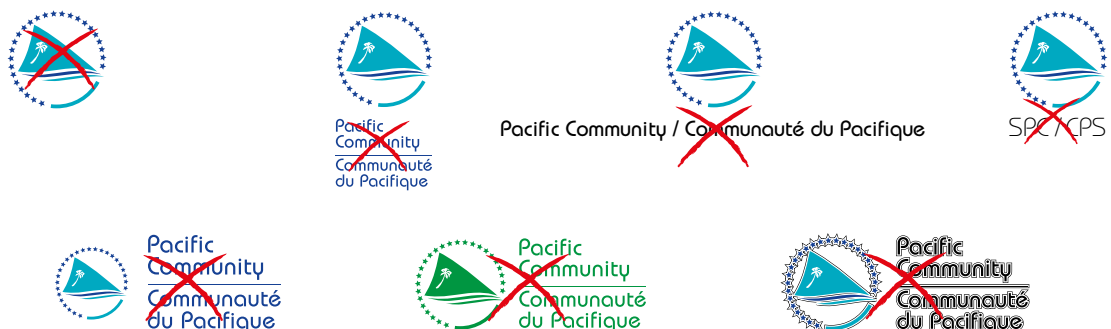
Colour logo on pale background

If your product has a plain, dark background, you may reverse the logo out in white. When placing the Pacific Community logo on a multi-coloured image it should be positioned on a plain background so that it is clearly visible.

The logo: what not to do

Please do not alter any aspect of the logo.

The circular element of the logo should not be separated and featured in isolation. The main exception is the treatment of this element as the emblem on our flag. Other rare exceptions include its use as an avatar for SPC's social media sites.



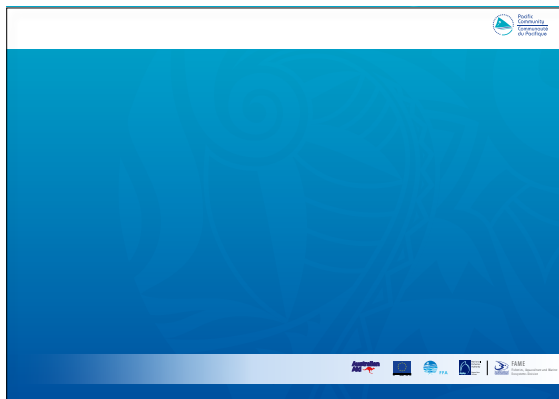
7 Co-branding

If SPC's logo is being featured alongside a number of other logos, the SPC logo should be of equal prominence and be at least the minimum size (i.e. 15 mm wide).

When a document, presentation, etc. is produced with partners, the logo may appear at the top or bottom of the page on the same line as the partners' logo(s). For co-published documents the question of logo placement should be decided early in the production process.



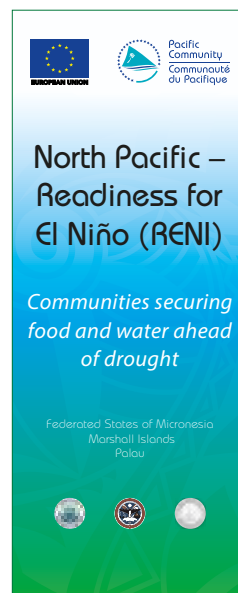
Infographic



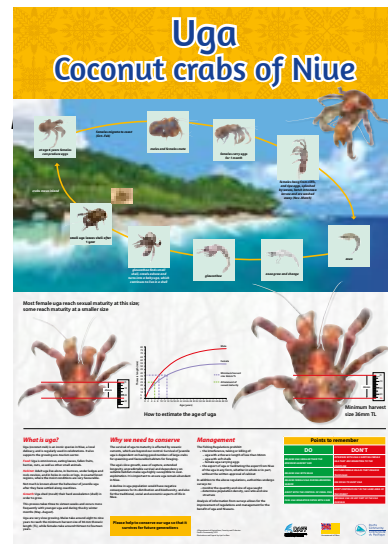
Brochure (with partners)



Report cover (with donor logo)



Pull-up banner



Poster (co-branded product)

Produced by the Pacific Community (SPC)
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