Pacific Community

Visual Identity Manual

Logo Use Guidelines

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
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ0123456789

Calibri Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ0123456789

Calibri Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ0123456789

Calibri Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ0123456789

Calibri Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ0123456789
Typography
Alternative typography
Myriad Pro

Myriad Pro Light Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Myriad Pro Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Myriad Pro Condensed Italique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Myriad Pro Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Myriad Pro Bold Condensed Italique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Myriad Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Myriad Pro Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Myriad Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Myriad Pro Semibold Italique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Myriad Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Myriad Pro Bold Italique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
Typography
Alternative typography
Bauhaus

Bauhaus Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bauhaus Demi
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bauhaus Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bauhaus Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bauhaus Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Typography
Alternative typography
Garamond Premier Pro

Garamond Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Garamond Pro Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Garamond Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Garamond Pro Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Garamond Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Garamond Pro Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
2
Colour palette
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**

**Secondary colours**
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.
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
The following design elements (No. 1 and No. 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.

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**Design No. 1**

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

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**Design No. 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.
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 used 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
The following examples illustrate cover background options, which can be chosen freely for all SPC publications.

A3, cover

cover background

Publications

SPC Montius nos timore
Montius nos timore CPS

2018

inside

Montius nos timore

Quod cum ear, parvae dominas studium venit collibus
anima evertit, sed lucubras spinam testo habebat, quia
ulteriora est, quod postea atque praeterita aequa instaurabat.

Rosa, quod Constantinae, et accessum reductum, populis
quae spinam denique profecto primum, quas verum
perpessit organa fabricantur hydraulica, et lyrae
ludicrarum accitur et bybliothecis sepulcrorum ritu in
pro philosopho cantor et in locum oratoris doctor artium
antea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum sie, parvae dominas studium venit collibus
anterea celebratae nunc ludibriis ignaviae torpentis exundant,
Quod cum ita sit, paucae domus studiorum seriatris

Quod cum ita sit, paucae domus studiorum seriatris...
Quam velit petulanter, etiamsi sine ulla suspicione, at non sininerm
argumento male dicere? Sed istarum partium culpa est
lud tamen te esse adnimonim volo, primum ut quales es talen
tesi 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 falsa responsa sint,
erubescas. Quis est enim, opert vel petulanter, etsi sine suspicione,
et non sine argumento male dicerem? Sed istarum partium culpa
esse, ut amicitiae munus expletum sit.

Exsittit autem hoc loco quaedam quaestio subdifficilis,
nam quamvis non sine, duae univcrsa, vetustas sint antiquissimae,
vestiges illi in ipsis saeculis aucti; eadem autem sua et
alte stimulatim, quae vetustas ferant, esse debet
quaeruntur quaeque, ut ea vina, quae vetustatem ferunt,
esse amicitiarum sicut aliarum rerum satietates;
veterrima quaeque, ut ea, ob erubescas. Quis est enim,
cum tibi falsa responsa sint, ingenii, quod ornate politeque
dixisti. Laus pudoris tui, quod ea te invitum dicere videbamus,
est eorum, qui te agere voluerunt; laus pudoris tui, quod
erubescas. Quis est enim, cum tibi falsa responsa sint,
erubescas. Quis est enim,
cum tibi falsa responsa sint,
To design is much more than simply to assemble, to order, or even to edit; it is to add value and meaning, to illuminate, to simplify, to clarify, to modify, to dignify, to dramatize, to persuade, and perhaps even to amuse.

Paul Rand
Author, graphic designer, teacher
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.

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

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**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. In pursuit of sustainable development to benefit Pacific people, our organisation works across more than 20 sectors.

We are known for our knowledge and innovation in areas ranging from fisheries, public health, geoscience, climate change, conservation of plant genetic resources for food and agriculture, human rights and education quality.

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**Pacific Women Growing Businesses (PWGB)**

**Background**

The Pacific Women Growing Business project (PWGB) is the outcome of the first **APEC 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.
Placing images

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.

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.
Other products – design templates

Certificate

Table name

Certificate of Completion

Configuration des
Sciences du

2017 Advanced Stock Assessment Workshop

SPC Headquarters, Noumea, New Caledonia, 22-26 May 2017

Dr. Stephen Brouwer

National Scientist, Fisheries, Aquaculture and Marine Ecosystems Division

Secretariat of the Pacific Community

This is to certify that

attended the

Siola’a Malimali

Certificate

Invitation card with a partner (including a partner logo)

Invitation

Le Directeur général de la Communauté du Pacifique (SPC), Monsieur Colin Tukuitonga, a l’honneur de vous inviter au cocktail qui se tiendra à la suite du Dialogue de haut niveau sur le changement climatique et la biodiversité le vendredi 4 mai 2018.

RSVP Tél. : 26.59.19    Courriel : virginiec@spc.int    95 Promenade Roger Laroque, Anse Vata

* Pour des raisons de sécurité, les invités devront déjà se trouver dans l’enceinte de la CPS et avoir effectué les formalités d’entrée applicables au Dialogue de haut niveau.

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

Logo Use Guidelines

October 2018
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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

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

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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.
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.
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.

Use on coloured backgrounds

White logo on dark background  White logo on photo  Colour logo on pale background

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.

The logo: what not to do

Please do not alter any aspect 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.
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.