

Logo Use Guidelines



Sustainable Pacific development through science, knowledge and innovation

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01



Logo Use Guidelines

About the Pacific Community

The Pacific Community (SPC) is the principal scientific and technical organisation in the Pacific region, proudly supporting development since 1947. It is an international development organisation owned and governed by its 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.



Pacific
Community
Communauté
du Pacifique

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.

02



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.

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 the secretariat:

helpdeskpublications@spc.int

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 if you should be using the Pacific Community logo on your activity, please contact the secretariat:
helpdeskpublications@spc.int.



03



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



Pacific
Community
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du Pacifique



Pantone : 293 C
for the darker blue



Pantone : 3125 C
for the turquoise



Cyan : 100 % Magenta : 80 %
Yellow : 0 Black : 0



Cyan : 85 % Magenta : 0
Yellow : 25 % Black : 0



R : 0 - G : 91 - B : 168



R : 0 - G : 169 - B : 193

04



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.

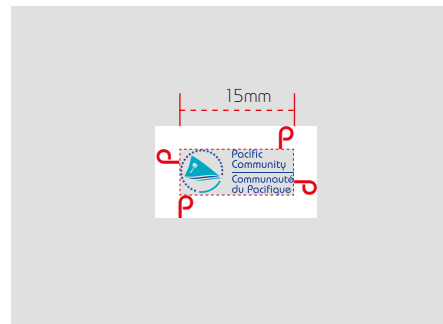


05



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.



06



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 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.



Pacific Community / Communauté du Pacifique



SPC/CPS



Pacific Community / Communauté du Pacifique



Pacific Community / Communauté du Pacifique



Pacific Community / Communauté du Pacifique

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.

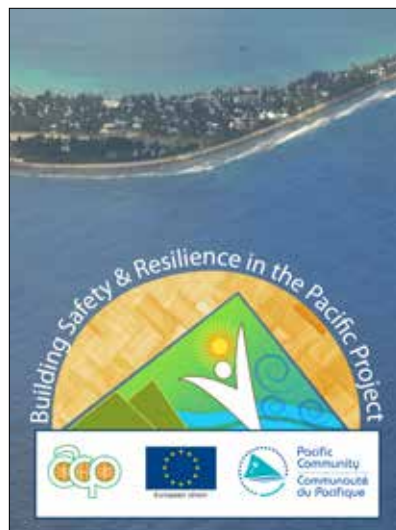
07 Co-branding

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).

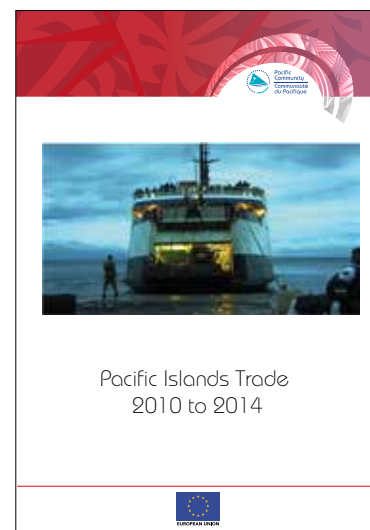
When a document, presentation, etc. is produced with partners, the logo may appear at the top or bottom of the page on the same line as the partner's logo(s). For co-published documents the question of logo placement should be decided early in the production process.



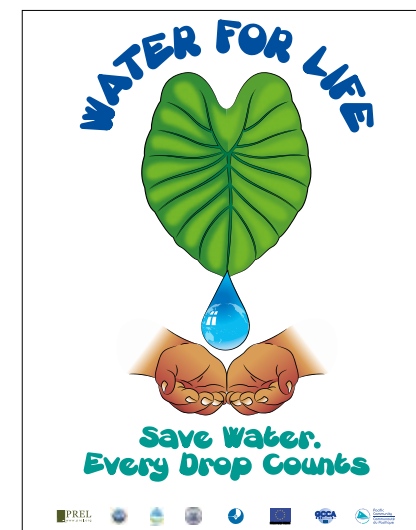
Infographic



Brochure



Report cover



Poster

www.spc.int

