

Pacific Community

Visual *Identity Manual*

- 1 Typography
- 2 Colour palette
- 3 Designs
- 4 Publications
- 5 Images
- 6 Various applications

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.

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 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.

This manual provides an option for the production of materials produced as part of a joint initiative.

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 Director of Strategic and Corporate Communication.

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.

Typography

Main typography

Calibri

Calibri Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ0123456789

Calibri Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ0123456789

Calibri Italique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ0123456789

Calibri Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ0123456789

Calibri Bold Italique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ0123456789

Typography

Alternative typography

Myriad Pro

Myriad Pro Light Condensed

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Myriad Pro Condensed

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Myriad Pro Condensed Italique

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Myriad Pro Regular

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Myriad Pro Bold Italique

abcdefghijklmnopqrstuvwxyz

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Typography

Alternative typography

Bauhaus

Bauhaus Medium

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ0123456789

Bauhaus Demi

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Bauhaus Light

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Bauhaus Bold

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Bauhaus Heavy

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yz
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Typography

Alternative typography

Garamond Premier Pro

Garamond Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Garamond Pro Italique

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Garamond Pro Semibold

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Garamond Pro Semibold Italique

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2

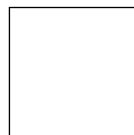
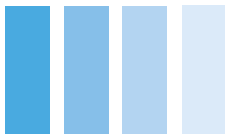
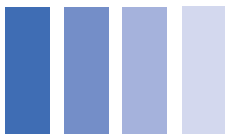
Colour palette

Colours

Colour palette for corporate communication

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.

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

	C M Y K 62 0 78 0 R G B 97 194 80 # 66cc66	80% 60% 40% 20% 		C M Y K 15 85 53 54 R G B 120 48 55 # 996666	80% 60% 40% 20% 	 Black
	C M Y K 89 0 20 0 R G B 0 176 202 # 0099CC			C M Y K 56 98 0 0 R G B 142 37 141 # cc003399		 White
	C M Y K 84 21 0 0 R G B 0 152 219 # 3399CC			C M Y K 0 100 75 0 R G B 198 12 48 # cc0033		
	C M Y K 100 68 0 2 R G B 0 70 173 # 336699			C M Y K 0 30 100 0 R G B 240 171 0 # ff9900		
	C M Y K 0 7 23 1 R G B 236 222 187 # ff2e5			C M Y K 0 7 68 0 R G B 242 214 83 # ffcc66		

3 Designs

Examples

Design N° 1



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.



Curve in the shape of a sail inspired by a traditional PNG sail.

Design N° 2



Motifs from the three regions are included in the curve.

These simplified forms show the movement of Pacific Islanders across the world.

A single curve can be applied as a footer.
(see example on page 33).

The designs below reflect the shape of the sails of traditional outriggers.



Design N° 3



The motifs depict the traditional designs from the three regions.

Design N° 4



The light blue shapes represent coconut trees.

4

Publications

Examples



Pacific
Community
Communauté
du Pacifique

*Sustainable Pacific development through science,
knowledge and innovation*

Pacific Community Strategic Plan

2016–2020

Pacific Community | spc@spc.int | www.spc.int
Headquarters: Noumea, New Caledonia



Pacific
Community
Communauté
du Pacifique

Pacific Community Annual Report 2014

*Sustainable Pacific development through science,
knowledge and innovation*



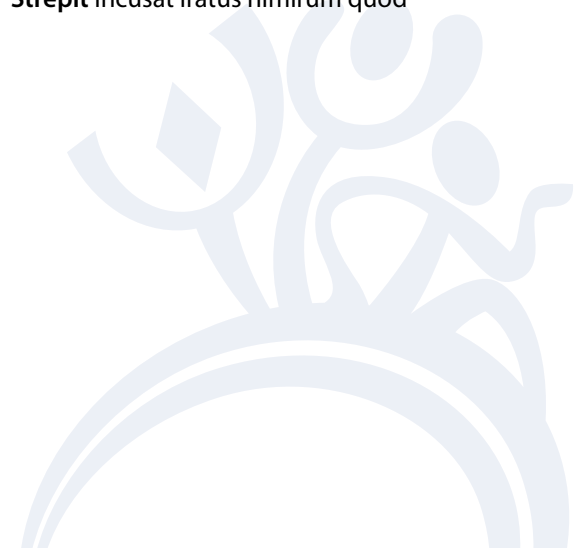
Pacific
Community
Communauté
du Pacifique

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2016

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Pacific
Community
Communauté
du Pacifique



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Pacific
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Communauté
du Pacifique



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Communauté
du Pacifique

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17





Empowered lives.
Resilient nations.



Pacific
Community
Communauté
du Pacifique

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Pacific
Community
Communauté
du Pacifique

SPC Report

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Sustainable Pacific
development through
science, knowledge
and innovation

Pacific Community

Special Report

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Sporit belangue
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2016



SPC Fisheries Address Book

Répertoire des pêches de la CPS



Pacific
Community
Communauté
du Pacifique

BP D5 • 98848 NOUMEA CEDEX
NEW CALEDONIA

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NOUVELLE-CALÉDONIE

Téléphone : +687 26 20 00
Télécopieur : +687 26 38 18
Courriel : cfpinfo@spc.int

2016

<http://www.spc.int/fame>

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Poruit belinum atu opidum
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2016

ECONOMIC BRIEF

4 | 2016



Adapting agriculture to climate change in Solomon Islands

Analysing the costs and benefits of options

Introduction

This brief sets out the findings from a cost benefit analysis (CBA) of the options that were considered under a programme to help farmers in Choiseul Province of the Solomon Islands to adapt to climate change by adopting new farming techniques. Climate change is a threat to food security in Choiseul. The Choiseul Integrated Climate Change Programme (CICCP) was implemented by the Pacific Community (SPC) in partnership with the United States Agency for International Development (USAID), and the Solomon Islands Government. The CBA was conducted in 2014 by AECOM Australia for the Pacific-Australia Climate Change Science and Adaptation Planning Program (PACCSAP).

Key Messages

- Even without the threat of extreme weather events or climate change impacts, communities in the Solomon Islands' western Choiseul Province are experiencing a food security deficit.
- The adaptation measures implemented under the CICCP are expected to deliver net benefits in improving food security in Choiseul.
- With a benefit cost ratio (BCR) of 5.5, the adoption of contour farming is expected to yield a payoff of SB\$5.5 for every dollar invested.
- Conservation agriculture is expected to yield a BCR of 3.7, or a return of SB\$3.7 for every dollar invested.

Food security in Choiseul Province

Food security is made up of five pillars: adequacy, availability/access, stability, utilisation, and safety and nutrition (SPC, 2011). Food security is affected by meteorological and climatic and non-climatic risks. The villages in Choiseul Province assisted by the CICCP are relatively food insecure, with inhabitants experiencing a food security deficit estimated to range from 108 to 544 Kcal per person per day on average. To put this into perspective, the WHO-FAO recommended nutritional requirement for the Solomon Islands is 2100 Kcal per person per day. Population growth and changes in weather and climatic risks will exacerbate the food security deficit in Choiseul.

Methodology

Scenarios

- 4 adaptation scenarios, each representing a different method of adapting food production systems to climate change, were considered against a baseline "without adaptation" scenario.
- The baseline scenario assumed that households will:
 - Continue with the same livelihood system; and
 - Continue to be exposed to non-climatic and climatic risks, without any adaptation initiatives.

Baseline

- Costs considered under the "without adaptation" scenario include the impacts of climatic and non-climatic risks on food security in Choiseul. Quantified costs include the annual loss in crop output and food security due to:
 - Climatic risks;
 - Population-growth induced crop decline; and
 - Combined climatic and non-climatic risks.

SPC/USAID project: 'Vegetation and land-cover mapping and improving food security for building resilience to a changing climate in Pacific Island communities'



Multiple cropping in Sepa, Choiseul Province, Solomon Islands.

Costs and benefits of the adaptation scenarios

- Benefits quantified include the expected output of traditional crops, and food security, with the adoption of contour-based agroforestry farming system under assumed climate change projections. This is calculated on the assumption that output will double on average in a mixed agroforestry cropping based 50m x 50m farm.
- Costs quantified include:
 - the cost of local labour, design input from contour design specialists, and the SPC-USAID project team required to implement the contour farming measures;
 - the cost of land-clearing, contour marking, obtaining and transporting vetiver grass from the government nursery, and vetiver grass planting;
 - annual maintenance cost for contour hedges; and
 - labour cost of gardening.
- Economic benefits are based on the value of energy content of only key traditional crops regularly cultivated and consumed in Sepa and Loimuni villages in Choiseul, calculated in terms of the energy content of rice.
- Family labour cost is assumed to be equivalent to 50 per cent of the normal wage rate in Choiseul Province.

Assumptions and uncertainties

The values of key parameters used for the study are set out in the table below. Given the uncertainty over the rate of change in climatic and non-climatic risk factors, such as the rate of population growth, sensitivity analysis was also conducted based on plausible alternative values of these parameters.

What does the CICCP do for food security in Solomon Islands?

Increasing the resilience of food production systems to climate change is the CICCP's objective. The programme is designed to achieve this by supporting local communities in implementing specific climate change adaptation initiatives that directly target crop production systems. Risks to food security identified in Choiseul Province include:

- Climatic risks such as erratic weather patterns, increasing temperatures, altered rainfall patterns, sea level rise, and extreme tides; and
- Non-climatic risks including increasing population, pests and diseases, poor farm management practices, logging, coastal pollution, and overharvesting marine resources.

The four climate change adaptation measures for food production systems in Choiseul considered under the CICCP fall under two broad categories: contour farming, and conservation agriculture.

Contour farming involves planting across a slope along its contour lines, protected by barriers along the contour boundaries to protect against soil erosion. The barriers could either be based on an engineering solution such as stone walls, or could be a live system formed by hedges of soil retaining plants, such as vetiver grass.

Conservation agriculture is based on the maintenance of a permanent or semi-permanent soil cover, such as a live crop or dead mulch, which protects the soil from sun, rain and wind, and feed soil biota. The resulting increased microbial activity and protection of the soil surface helps to promote soil stabilisation and guard against soil erosion.

Results

- Contour farming is expected to yield a benefit cost ratio (BCR) of 5.5, a payoff of SB\$5.5 for every dollar invested.
- Conservation agriculture is expected to yield a BCR of 3.7.
- Based on this, contour farming is preferred over conservation agriculture where both options are viable.
- Sensitivity analysis results indicate that the BCR ranges between 2.1 and 6.5, indicating that we can have a high level of confidence that these adaptation measures will yield positive net benefits.

For more information, contact:

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Email: matthewh@spc.int Website: www.spc.int/pafpnnet



5

Images

Images

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

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
- Respect Pacific cultures



Malo Hosken, Pacific Community



Pacific Community

Use of images

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

A band of colour from the colour palette may be used at the side of the photo
(as shown right, photos A, B, D, E).

Photo credit: Pacific Community
Sam Smith, Pacific Community
FAO

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.



Simon Armitade Akisinasa, SPC

Photo A: *Post haec Gallus Hierapolim profecturus ut specie tenus adesset, Antiochensi plebi suppliciter obsecranti ut inediae dispelleret metum, quae per multas difficilisque causas adfore.*



Malo Hosken, Pacific Community

Photo B: *Post haec Gallus Hierapolim profecturus ut specie tenus adesset, Antiochensi plebi suppliciter obsecranti ut inediae dispelleret metum, quae per multas difficilisque causas adfore.*



Pacific Community

Photo C: *Post haec Gallus Hierapolim profecturus ut expeditioni 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.*



FAO

Photo D:



Pacific Community

Photo E:

6

Various applications



Power Point with design N° 2 and N° 4. Fonts Bauhaus and Calibri italic:



Power Point with design N° 2 and N° 4. Fonts Myriad pro and Calibri italic:

COMMENCEMENT ANNOUNCEMENT

Pacific Community
Communauté du Pacifique

**Director, Statistics for Development Division
Dr 'Ofa Ketu'u**

I am pleased to announce the appointment of Dr 'Ofa Ketu'u as the Director, Statistics for Development Division, at the Pacific Community (SPC). Her appointment will take effect on 1 July 2016.

Dr Ketu'u brings significant technical expertise in economic and social statistics, and more than 20 years of experience in leadership positions within the Pacific region. She joins SPC from Statistics New Zealand where, for example, she twice led the development and implementation of the New Zealand Census Pacific People Strategy. She also guided teams through structural and system changes at Statistics New Zealand.



Dr Ketu'u, of Tonga, has a PhD in Development Studies from Auckland University and a Master of Science in Economics from the London School of Economics. Her prior experience includes roles at the United Nations' Food and Agriculture Organisation, the Government of Tonga and the World Bank.

SPC provides a range of technical support to Pacific Island countries and territories for the sound collection and analysis of statistical data to inform evidence-based policy-making as a prerequisite for social and economic development. Dr Ketu'u's high-level skills in the production, dissemination and use of statistics data will stand her in good stead as she assumes the leadership of this important thematic area, including SPC's contribution to Phase 2 of the Ten Year Pacific Statistics Strategy 2011-2020.

Dr Ketu'u will be based at SPC headquarters in Noumea, New Caledonia. I hope you will join me in extending a warm welcome to the SPC family.

Colin Tukuitonga
Director-General

Announcement with design N° 2:

Fact sheet

Pacific Community
Communauté du Pacifique

Gender mainstreaming and the Public Service



Development outcomes cannot be sustained without inclusiveness, equity and equality

Promoting gender equality is everybody's concern: women and men of all ages in all their diversity. Yet overall women and girls are disadvantaged economically, politically, socially, by a range of interconnected historical, cultural and religious reasons. Gender equality is central to the realisation of human rights enshrined in state party commitments to treaties such as the Universal Declaration of Human Rights, Convention on the Rights of the Child, Convention on the Rights of Persons with Disabilities and the Convention on the Elimination of All Forms of Discrimination against Women.

Almost all Pacific Island Countries and Territories (PICTs) are implementing a national policy for gender equality which have prioritised outcomes including gender mainstreaming and institutional strengthening; eliminating violence against women; shared decision-making; economic empowerment and some include issues such as climate change, peace-building, education and training, family issues or health.

At the regional level, in 1994 when PICTs adopted the first regional instrument to promote gender equality, the Pacific Platform for Action on the Advancement of Women and Gender Equality (PPA), the first commitment was made to gender mainstreaming through the critical area of concern relating to 'mechanisms to promote the advancement of women.

In this context, Pacific island countries are strengthening their capacity to mainstream gender across government legislation, policies, programmes and services.

At the 2012 Pacific Island Forum, Leaders adopted the Pacific Leaders' Gender Equality Declaration (PLGED), reaffirming Leaders' commitment to gender responsive policies and programs in six key areas including embracing women's participation in all levels of decision-making; and promoting gender responsive legislation, policies and programs. Leaders noted that the fulfilment of the PLGED required investment in capacity strengthening and the development and resourcing of policies, programs, implementation and accountability mechanisms critical to galvanise real progress towards gender equality.'

Fact sheet with design N° 2:

Sequence for Putting On Personal Protective Equipment (PPE) Using Coverall

Remove all personal items (jewelry, watches, cell phones, pens, etc.).

1. HCW should have on surgical scrub suit (scrubs) with boots on or closed shoes with shoe cover on.

2. Gather all PPE supplies, check correct size for fit. a. Supervision/buddy must be available.

3. Perform hand hygiene.

4. Put on gloves (nitrile, examination).

5. Put on coverall.

6. Put on face mask a. if using N95 Mask;

- Place mask over nose and mouth
- Pull elastic bands over head—upper band above ear line, lower band below ear line
- Fit check by moulding nose strip over bridge of nose to get a snug fit

7. Put on face shield OR goggles.

8. Put on Head and Neck covering (surgical bonnet);

- Note: some coveralls have an attached hood,
- The neck and sides of the face should be covered (preferable with face shield).

9. Put on Disposable Waterproof Apron,

- If not available use heavy duty, reusable water proof apron.

10. Put on 2nd pair of gloves over the cuff of sleeves

- Preferably longer cuff gloves over the sleeves.

11. Buddy to write name and role on the Apron

A3 poster using the curve in the shape of sail

PROJECT BRIEF

Institutional strengthening in Pacific Island countries to adapt to climate change (ISACC)

Gender and Climate Change Regional Training, Nadi, Fiji

KEY INFORMATION

Key implementing agencies: Pacific Community (SPC) in partnership with the Secretariat of the Pacific Regional Environment Programme (SPREP) and the Pacific Islands Forum Secretariat (PIFS)

Participating countries: Federated States of Micronesia, Fiji, Kiribati, Palau, Samoa, Solomon Islands, Tuvalu and Vanuatu

Budget: US \$5 million

Project period: September 2015 – September 2020

Key focus areas: Climate change adaptation, climate finance, policy development, capacity building/training, and project development

Project brief with design N° 2

Coastal protection groyne, Nuku'alofa, Tonga

Background

Climate change threatens the livelihoods, security and well-being of Pacific Island countries and territories (PICTs) and presents challenges to the ability of governments to adapt and respond effectively. It creates pressure on natural environments and people's living conditions, which in turn affects key sectors that national economies and livelihoods depend on, such as agriculture, fisheries, water, health and tourism.

Regionally, there is a call for urgent action to combat the interrelated impacts of climate change and disasters to ensure the viability of Pacific Island communities, and in some cases their survival, particularly on low-lying atolls. Recognising the overlap between the effects of climate change and disasters, and the limited resources available to support countries to adapt and respond, the region is developing a joint regional framework on climate change and disaster risks. The goal of the framework is to strengthen the resilience of Pacific Island communities to the impacts of both slow and sudden onset of natural hazards by developing more effective and integrated ways to address climate and disaster risks, within the context of sustainable development. At the national level, some countries have made progress through the development of joint National Action Plans (JNAPs) on climate change and disaster risk management, and have merged institutional arrangements for their management. As a result, pilot programmes, such as whole-of-island approaches in Kiribati and Solomon Islands, have established national coordination mechanisms to manage, implement, monitor and evaluate multi-sector interventions. These responses support national action on climate change.

Project approach

The actions being taken by countries to respond to the impacts of climate change are placing additional pressures on the effectiveness of their existing governance structures and plans for reform. New international climate change finance is being made available to developing countries and it is expected that the requirements for accessing this funding support will result in increased complexity for Pacific Island governments.

Project goal

The goal of the regional project is to strengthen the national institutional capacity of countries to effectively plan for, coordinate and respond to the adverse impacts of climate change. The project will build on multi-sector, whole-of-island approaches that have been implemented successfully by regional climate change projects and that continue to be sustained by a range of partners through pooling of resources and expertise.

Key result areas

- Integrated institutional frameworks and national capacity strengthened to support multi-sectoral approaches to climate change and disaster risks.
- Access to new climate change finance enhanced through improved capacity, systems and tools.
- Regional cooperation and coordination strengthened through augmented national capacity, delivered through shared learning, to support national responses to climate and disaster risks.

Adaptation planning with communities, Choiseul Province, Solomon Islands

For further information

Project Manager: Yu.K@spc.int
 Science Division | Pacific Community
 Private Mail Bag, Suva | Level 1, Lotus Building,
 Nukunono | Suva, Fiji Islands |
 Tel: (+78) 3379 350 | Email: Yu.K@spc.int
 Websites: spc.int or www.spc.int

Band of colour use at the side of the photo, and a single curve use as a footer



Banners with design N° 2



Signage with designs N° 1 and N° 2



DVD Cover with design N° 2



DVD with design N° 2



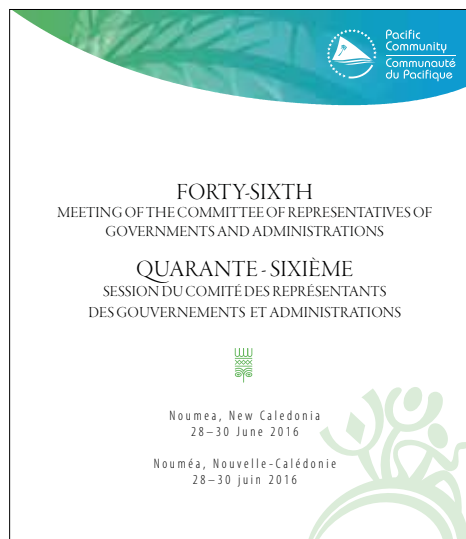
Lectern with designs N° 1 and N° 2



Kakemono with design N° 2



Twitter banner with designs N° 1 and N° 2



Folder with design N° 1 and N° 2



Certificate with design N° 2

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