Pacific Community
Communauté du Pacifique

Pacific Community Visual *Identity* *Manual*

Logo *Use* *Guidelines*

March 2022

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Pacific Community
Communauté du Pacifique

Pacific Community Visual *Identity* *Manual*

March 2022

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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 (April 2019).

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.

Products and publications produced by SPC

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

Products or publications produced jointly with other organisations

It can also be used for products or publications produced jointly with other organisations. However, the visual elements for these products are often subject to agreement between all partners. In some circumstances the SPC visual identity may be combined with external visual elements – please consult the Publishing Team. (However, SPC's logo must always appear on the cover of any publication we have jointly produced with another organisation or other organisations.)

Products or publications which SPC produces on behalf of other organisations

The SPC visual identity should not be used for products or publications which SPC produces on behalf of other organisations or entities (and in which SPC has no copyright).

The design elements in this manual are not to be modified, except in consultation with the Publishing Team.

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/media.

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

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

Secondary options

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
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

Calibri Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

Calibri Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

Calibri Bold Italique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

Calibri Italique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

Typography

Alternative typography
Myriad Pro

Myriad Pro Light Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

Myriad Pro Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

Myriad Pro Condensed Italique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

Myriad Pro Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

Myriad Pro Bold Condensed Italique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

Myriad Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

Myriad Pro Italique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

Myriad Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

Myriad Pro Semibold Italique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

Myriad Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

Myriad Pro Bold Italique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789

2
Colour palette

Colours

Colour palette for corporate communications, including SPC publications

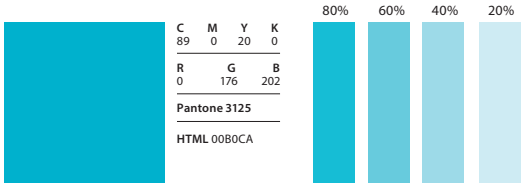
The Pacific Community uses the colours shown in the chart below. All body text of documents should be black. Headings, subheadings and sidebar text may be in colour. No other colours should be used for all SPC publications.

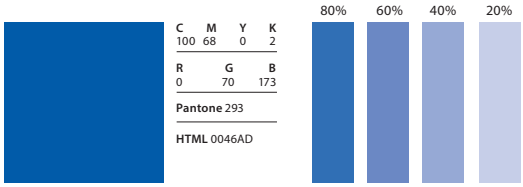
Colours shown here are Pantone solid uncoated CMYK. Black is also part of the palette.

The colour palette is divided between **core colours** and s**econdary colours**: c**ore 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.).

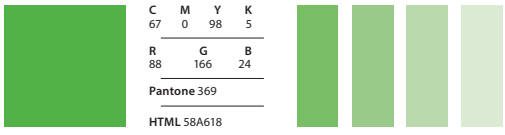
NB: If you are using secondary colours it must be justified: eg; Purple (no more than 20%) can be used for violence against women, Orange for resillience etc.

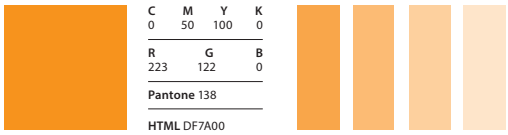
Core colours

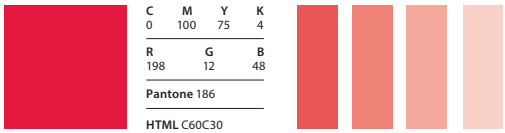


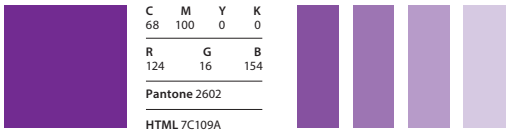


Secondary colours (1 Colour and less than 20%)









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



HRSD

Human Rights and Social Development Division



FAME

Fisheries, Aquaculture and Marine Ecosystems Division



SDD

Statistics for Development Division



GEM

Geoscience, Energy and Maritime Division



IP

Intergrated Programmes



LRD

Land Resources Division

4
Designs and banners

Designs and banners

The following design element has 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

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



Banner designs

SPC publications should use one banner style: **blue**. The banner incorporates a curve in the shape of a sail, inspired by a traditional Papua New Guinea sail.

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.

Banners



60% of C: 89 - M: 0 - Y: 20 – K: 0 – *for all corporate publications only*

Subsequent page 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

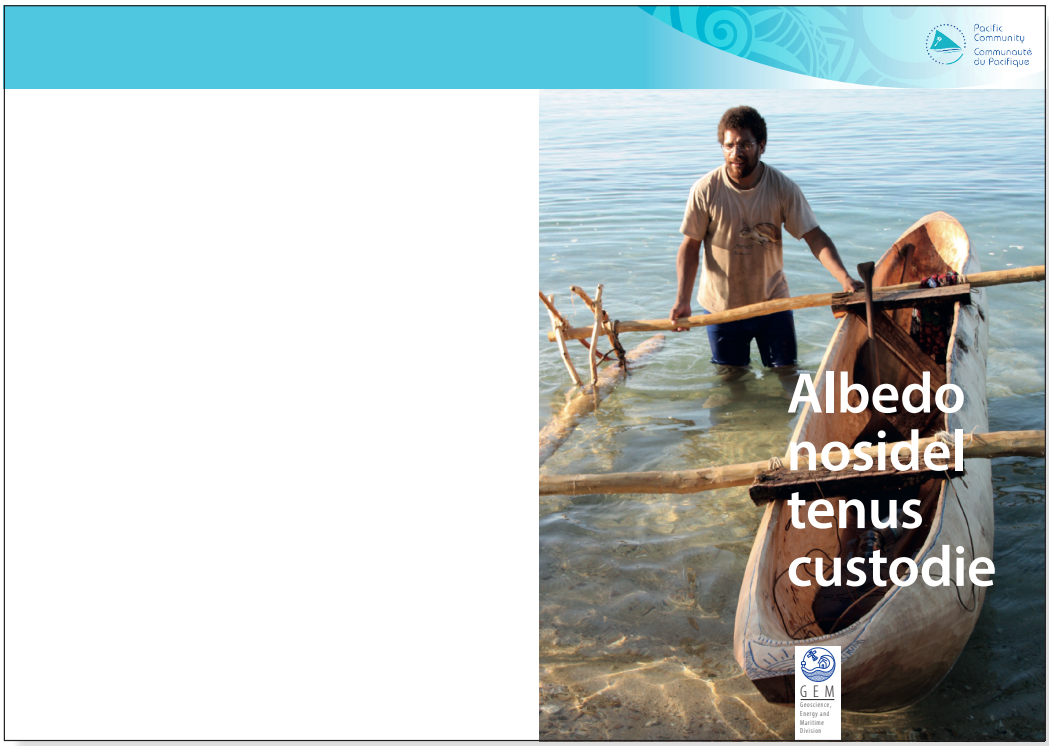


inside



Publications

A3, cover



inside



Publications

A3, cover



inside



Quamvelitpetulanter,etiamsisineullasuspicione,atnonsinemin 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 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 rettulimus, populari

Quod cum ita sit, paucae domus studiorum seriis cultibus antea celebratae nunc ludibriis ignaviae torpentis vsonu, resultantes. denique procanto

quondam turbela discerpti. 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 perpendiculum aemulas: Caesareaem, 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 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 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 "

equitum filius, apud Constantinopolim, ut supra rettulimus, populari quondam turbela discerpti. 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 perpendiculum aemulas: Caesareaem, quam ad honorem Octaviani principis exaedificavit Herodes, et Eleutheropolim et Neapolim itidemque Ascalonem Gazam aevo superiore exstructas.

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 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 dixisti.

"Exsistit autem hoc loco quaedam quaestio subdifficilis,

num quando amici novi, digni amicitia, veteribus sint

anteponendi, ut equis vetulis teneros anteponere solemus.

Indigna homine"

esse amicitiarum sicut aliarum rerum satietates; veterrima quaeque, ut ea vina, quae vetustatem ferunt, esse debet suavissima; verumque illud est, quod dicitur, multos modios 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

lud 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,

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 dixisti.

Exsistit autem hoc loco quaedam quaestio subdifficilis, num quando amici novi, digni amicitia, veteribus sint anteponendi, ut equis vetulis teneros anteponere solemus. Indigna homine dubitatio! Non enim debent esse amicitiarum sicut aliarum rerum satietates; veterrima quaeque, ut ea vina, quae vetustatem ferunt, esse debet suavissima; verumque illud est, quod dicitur, multos modios 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 pugilum vicissim se concidentium perfusorumque sanguine specie ut lucratus ingentia laetabatur.

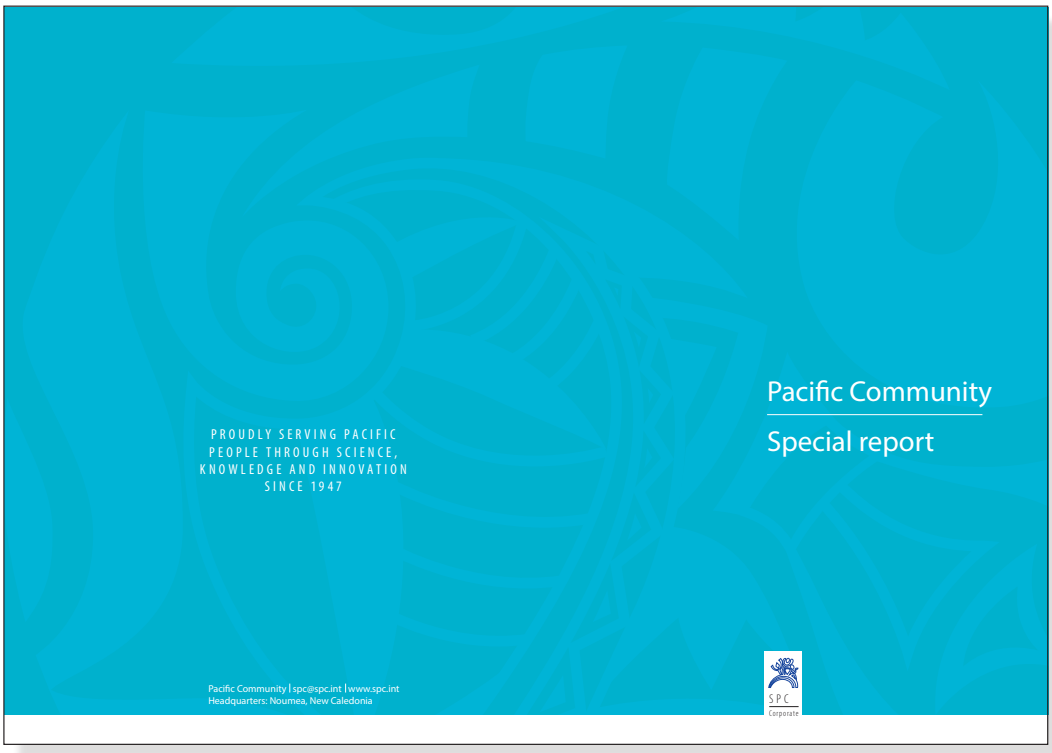
Has autem provincias, quas Orontes ambiens amnis imosque pedes Cassii montis illius celsi praetermeans funditur in Parthenium mare, Gnaeus Pompeius superato Tigrane regnis coniunxit.

Publications

A3, cover



A3, cover: Special report



Publications

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.

Publications

Barcode for new publications

All new publications that are produced through the Publishing Team are allocated a unique ISBN and a corresponding barcode.

The barcode is supplied by the Publishing Team after the publication is fully laid out and a CIP request has been made by the client area. The barcode image should be inserted in the final laid out document, on the back cover, alongside SPC's address (the graphic designer who laid out the publication should do this). See the following example.



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



Photo A



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.

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 or Communications Team on any issues concerning copyright for SPC publications and images.

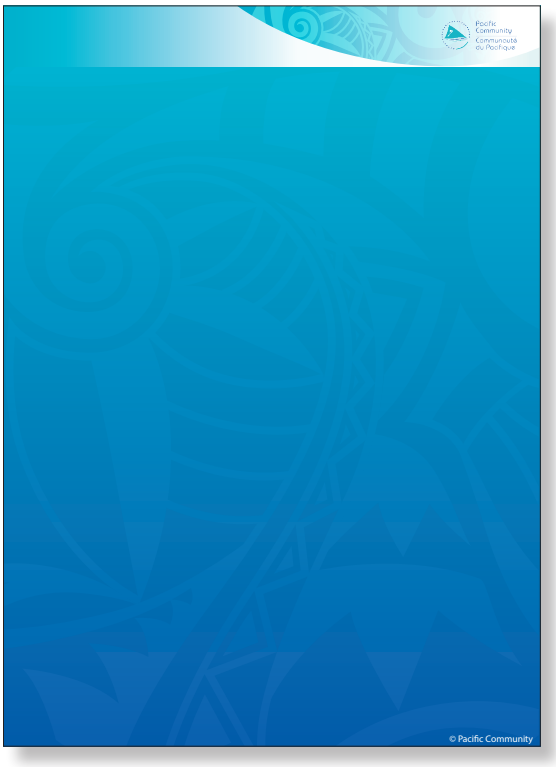
7
Posters
design templates

Posters – design templates

Posters with backgrounds

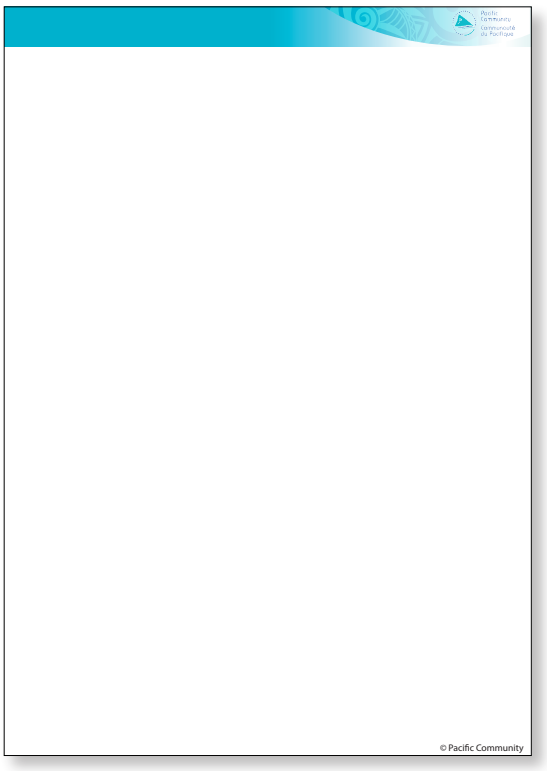
The following examples illustrate poster design template options. Because posters are artistic creations and rely heavily on visual communication, alternative designs are permissible.

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



Posters – design templates

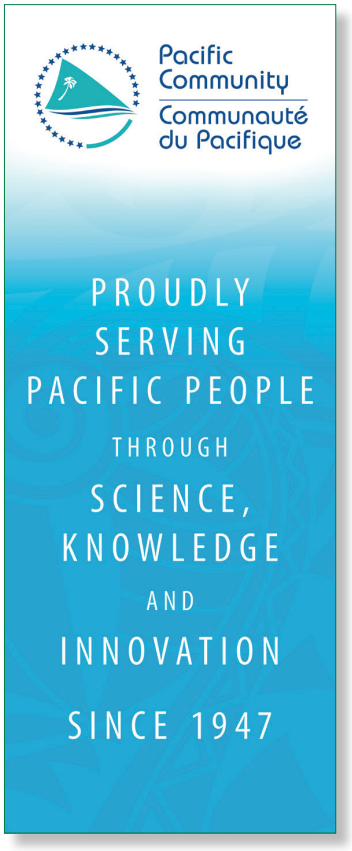
Posters without backgrounds



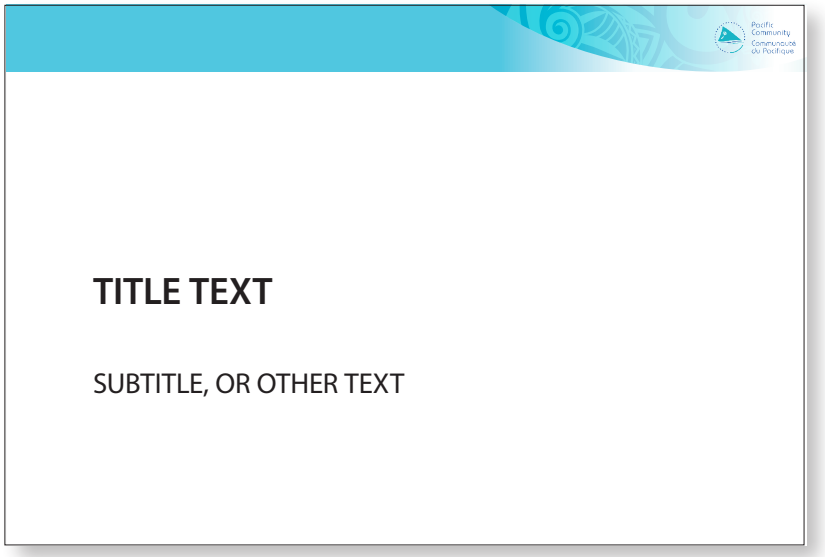
8
Other products
design templates

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



PowerPoint presentation

Other products – design templates

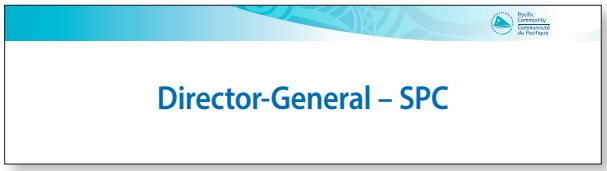
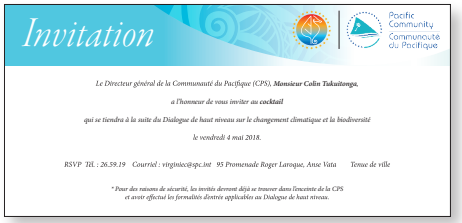


Table name



Certificate



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

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Pacific Community
Communauté du Pacifique

Pacific Community

Logo *Use*

Guidelines

March 2022

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Logo exclusion zone	42
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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.

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.

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 Communtiy 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

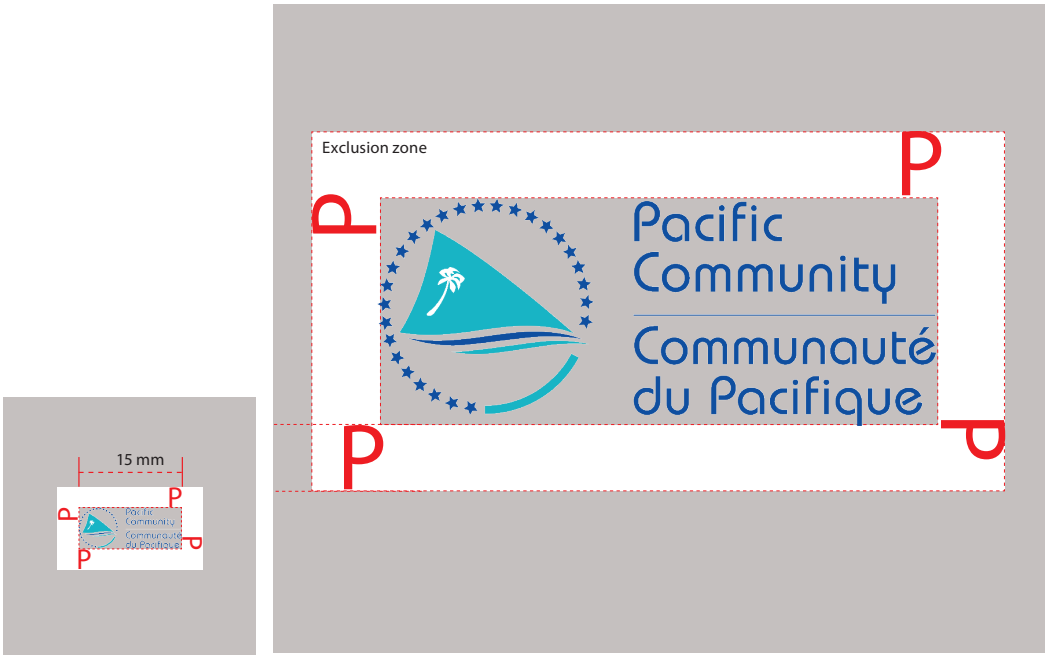
4
Minimum size

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.











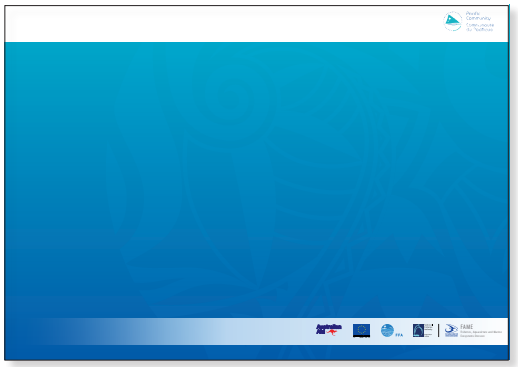




7
Co-branding

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.



Brochure (with partners)



Report cover (with donor logo)

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