

PACIFIC ISLANDS FORUM 40TH ANNIVERSARY LOGO

LOGO GUIDELINES



PACIFIC ISLANDS FORUM
40th Anniversary 1971-2011



PACIFIC ISLANDS FORUM 40TH ANNIVERSARY LOGO

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PACIFIC ISLANDS FORUM 40TH ANNIVERSARY LOGO

Background and Concept

The Pacific Islands Forum 40th Anniversary logo was designed to commemorate a milestone event reflecting on 40 years of endeavours to advance regional integration and cooperation in the Pacific.

The concept for this logo began with stylised sails to celebrate the spirit of the Pacific – the brave and skilled mariners who used the stars to guide them through the Pacific and to find what would become home to their people and future generations.

The logo represents a celebration of triumph, success through determination and understanding the history of where we have come from and the direction in which we are heading.

The stars in this logo also play a symbolic role. There are 16 stars each representing one of the countries in the Pacific Islands Forum. The stars are scattered across the logo and vary in size. This is typical of the geography of our region - some countries are smaller than others and each has its own unique qualities, but ALL must still be represented.

The PIF 40th Anniversary logo was launched on March 3rd 2011 by the Vanuatu Prime Minister and Pacific Islands Forum Chair, Hon Meltek Sato Kilman Livutuvanu, at the inaugural lecture of the "*PIF 40th Anniversary Leaders' Lecture Series, with a focus on the Pacific Plan*" held in Port Vila, Vanuatu.



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PACIFIC ISLANDS FORUM 40TH ANNIVERSARY LOGO

Logo Use

The PIF 40th Anniversary logo may only be reproduced upon written approval from the Pacific Islands Forum Secretariat. (*email: info@forumsec.org.fj*)

The PIF 40th Anniversary logo may not be stretched disproportionately, cropped or have any of its text or design elements altered in any way. The logo on the right shows the correct, full-colour version of the PIF 40th Anniversary logo (*available in RGB, CMYK; AI, EPS, TIFF; high and low resolution upon request*)



PACIFIC ISLANDS FORUM
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Use by Forum Members, CROP and Development Partners

The PIF 40th Anniversary logo may be used by Forum Members, CROP and Development Partners upon written approval from the Pacific Islands Forum Secretariat. Such usage may include joint logo placement on meeting banners and publications.

PACIFIC ISLANDS FORUM 40TH ANNIVERSARY LOGO

Logo Variants

Black and white version

The image on the right shows the correct, black and white version of the PIF 40th Anniversary logo.

Black and white - reversed version

The image on the right shows the correct, reversed black and white version of the PIF 40th Anniversary logo.

This version of the logo may be used as a template for embossing, foil blocking and other such effects.



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Logo Variants

Horizontal version

The horizontal version of the PIF 40th Anniversary logo may be used only when it is absolutely necessary, and upon written approval of final artwork from the Pacific Islands Forum Secretariat. Accepted use of this version of the logo includes reproduced on a pen or other such promotional merchandise. Wherever possible, the logo should be used in its original form, as featured on page 3.



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PACIFIC ISLANDS FORUM 40TH ANNIVERSARY LOGO

Use against coloured backgrounds

The PIF 40th Anniversary logo may be used against all coloured backgrounds except shades of blue that correspond with and/or do not allow ample contrast against logo sails.

When used against dark colours, logo text must be reversed to white (see dark blue and red examples on the right).



PACIFIC ISLANDS FORUM 40TH ANNIVERSARY LOGO

Use against patterned/textured backgrounds

The PIF 40th Anniversary logo may not be reproduced against patterned backgrounds in print and online publications.

The PIF 40th Anniversary logo may be embroidered against textured fabric, but not against bold prints.



PACIFIC ISLANDS FORUM 40TH ANNIVERSARY LOGO

Size specifications

For optimum legibility, the PIF 40th Anniversary logo should not be reproduced below 1.5 inches in width.

There is no maximum size for the logo. JPEG versions of the logo should not be used larger than their intended specification. This will result in unacceptable loss of quality. An EPS or high resolution version of the logo can be made available upon request.

MINIMUM 1.5 inches



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Use by the Pacific Islands Forum Secretariat

The Pacific Islands Forum Secretariat should use the PIF 40th Anniversary logo in conjunction with the Forum Secretariat logo throughout 2011, and in line with stationery and website rebranding.

The PIF 40th Anniversary logo should be used as a secondary logo in all Forum Secretariat external communication material, including letterheads, circulars, PowerPoint presentations, meeting banners and business cards.

As a secondary logo, the PIF 40th Anniversary logo should be featured *to the side* and/or *underneath* the main Forum Secretariat logo. As a secondary logo, for optimum legibility, the PIF 40th Anniversary logo does not necessarily need to be smaller than the Forum Secretariat logo.



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PACIFIC ISLANDS FORUM
 40th Anniversary 1971-2011



CIRCULAR
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Colour Palette



	C = 0 M = 0 Y = 100 K = 0
	C = 59 M = 0 Y = 0 K = 0
	C = 100 M = 30 Y = 0 K = 0
	C = 100 M = 100 Y = 22.73 K = 11.06
	C = 0 M = 0 Y = 0 K = 100