

## SPREP's Pacific Year of the Coral Reef (18-19) Logo Guidelines

The PYOCR logo is an important image that is used for the biennial thematic campaign for the conservation of the Pacific reefs. These logo guidelines are simple and strict but ensure that the PYOCR logo is to be applied in a consistent and professional manner in all instances of its use. When you use the PYOCR logo, you agree to these terms of use. All elements of the logo must be used together and may not be separated or altered. The PYOCR logo is available in full colour, blue scale and black & white.

### Usage Guidelines for PYOCR logo

The logo should not be stretched, distorted or altered in any way.



1. Please refer to colour palette for colour usage and do not alter colours in any way.

#### FULL COLOUR VERSION

Text colour:

RGB|WEB

PANTONE|CMYK|PRINT



 R=0 G=167 B=208  
 C=99 M=4 Y=15 K=0



#### BLUE SCALE VERSION

RGB|WEB

PANTONE|CMYK|PRINT

 R=0 G=174 B=239  
 C=100 M=0 Y=0 K=0



2. The logo may not be used on commercial products to promote the use or sale of a service or product without the prior written consent of SPREP. (Email [sprep@sprep.org](mailto:sprep@sprep.org))
3. The logo may not be used on business cards other than those for professional and support staff of SPREP.
4. Do not alter the logo in any way.
5. Do not place the logo in a box, or any other shape.
6. Clear spacing – the absolute minimum clear space zone consists of a margin of space around all four sides of the PYOCR logos. It is established using the capital S of SPREP. If the logo is close to the edge of the page, you should leave two 'Ss' as shown in the diagram.



7. The background for the PYOCR logo must ensure that the logo is clearly visible and stands out correctly against the background.
8. When using different language versions of PYOCR logos keep them the same size and colour.

### PYOCR logo used in partnership

This signifies a relationship—care should be taken when negotiating the placement of the PYOCR logo. At all times these usage guidelines should be adhered to.

1. If it is a SPREP publication, the PYOCR logo will appear at the top right hand corner of the cover with the SPREP logo to the left hand corner.
2. Partner logos can be positioned horizontally or vertically, depending on the publication design.

3. The PYOCR logo must be the same size as the partner logos.
4. There must be equal space between the PYOCR logo and all other partner logos, please follow the space rule regarding the absolute minimum clear margin of space.
5. Ensure there is consistency amongst partner logos – ie if the colour logos are used, SPREP and the partner logos must be in colour.

For SPREP Publications please follow our “Style Guidelines” which ensure all SPREP publications have a mainstreamed image.

The SPREP logo must remain the prominent logo when used in partnership with other SPREP endorsed logos such as those designed by SPREP for regional communications campaigns.

## Symbolism of the PYOCR logo



**Creator:** Joanne Aitken, graphic artist, Wellington, New Zealand  
**Creation Year:** 2018  
**Background:** The original PYOCR logo was designed by Joanne Aitken of The Little Design Company, based in Wellington, New Zealand, at the request of Akiko Hamada-Ano who was coordinator of the Pacific Year of the Coral Reefs biennium 2018-2019, at the time.

### The island and the coconut tree

- Thematic to SPREP’s logo.
- The coconut tree represents growth, life and nourishment as a germinating coconut tree.
- The islands symbolizes low lying atolls.
- The combination of the palm tree and the island represents humanity.

### The high mountains

- The mountains in the background symbolizes high mountainous islands and lands.

### The waves

- Pay homage to the previous SPREP thematic Year of the Whale.
- The three dimensional waves represent the three sub-regions: Melanesia, Micronesia and Polynesia.

### The coral reefs

- With the different colours and types of corals, the reef symbolises the richness of this ecosystem.
- The reefs are in the forefront to symbolise its importance and its connection to life above and below.

### The circular logo

- The circular logo signifies the unity of all Pacific Islanders who share their environment.
- The circle is to mean protection and safeguard of the environment.

### The marine fauna

- Represents the diversity of coral reef ecosystem and how many species are dependent and interconnected to healthy reefs.
- The turtles, rays, and shark represents migratory species that symbolises the connection of all Pacific islands and land masses – a connected Pacific is a collective Pacific.