

Secretariat of the Pacific Regional Environment Programme

Identity Guide



SPREP
Secretariat of the Pacific Regional
Environment Programme

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Our Identity

Communication is about more than just words and pictures – it's about identity.

The Secretariat of the Pacific Regional Environment Programme (SPREP) is the regional coordinating organisation for the protection and sustainable development of the Pacific island environment.

SPREP was established by its member governments in 1992 and the agreement establishing SPREP came into force in 1993, officially making us an autonomous body.

Our role in the Pacific is to promote cooperation in the Pacific region and provide assistance in order to protect and improve its environment and to ensure sustainable development for present and future generations.

We often give voice to the message that the Pacific environment has shaped, and continues to shape, our collective cultures and heritage. Importantly, it is also the foundation for livelihoods of many Pacific people.

The Pacific region has a vibrant, unique and colourful culture which reflects the natural environment that we are working to protect. The SPREP identity and brand is intended to echo this.

Everyone who works here has a stake in defending our image, safeguarding our legacy, and expressing our unique identity in the best way possible.



Our Communication Principles

Our Communication Principles reflect our Organisational Values and Code of Conduct.

We try not to hide behind hyperbole or confusing acronyms.

We choose words carefully, that enhance readability and comprehension.

We make sure that what we say is logical and complete, but we believe that less is more – if we can sum it up using fewer words, we do.

We communicate with energy, honesty and passion.

We strive to highlight to importance and uniqueness of the Pacific environment and the flora and fauna and diverse cultures that call it home.

We are respectful. Always. And we are careful to use language and imagery that are respectful and culturally sensitive.

We strive to produce all our communication materials in a sustainable, ethical manner.

We are responsive and strategic. We ensure that all our communications are in line with SPREP's overarching objectives.



Our Visual Identity

Our logo

Our logo is SPREP's most important visual asset – it is our 'signature' and acts as a guarantee of credibility and integrity. As such, we must be careful to ensure that it is applied in a consistent and professional manner whenever it is used.

Our logo is steeped in history and symbolism. Created in 1982 by artist Jipé Le-Bars, the logo itself consists of five different elements which symbolise the three different sub regions of the Pacific, life, guardianship, purpose and unity.



The waves symbolise the Pacific Ocean and the three distinct lines represent the sub-regions of Melanesia, Micronesia and Polynesia. The first wave is large because it represents the wide ocean that surrounds the atolls: the two other waves are smaller because they represent waterways on high islands.



There are two different perspectives of the island and the coconut tree. It can be viewed either as a germinating coconut or as a round island with a coconut tree on it. The islands symbolises life and land. The coconut tree represents growth, forests and the tree of life, nourishment.



The human figure symbolises the people of the Pacific islands region. The figure is positioned in the centre of the logo because people are at the heart of environmental protection. The figure stands tall and straight to represent guardianship.



The stars represent the Southern Cross and help situate the island in the Pacific. These stars were used by islanders and seafarers to navigate the seas, and therefore signify direction and purpose.

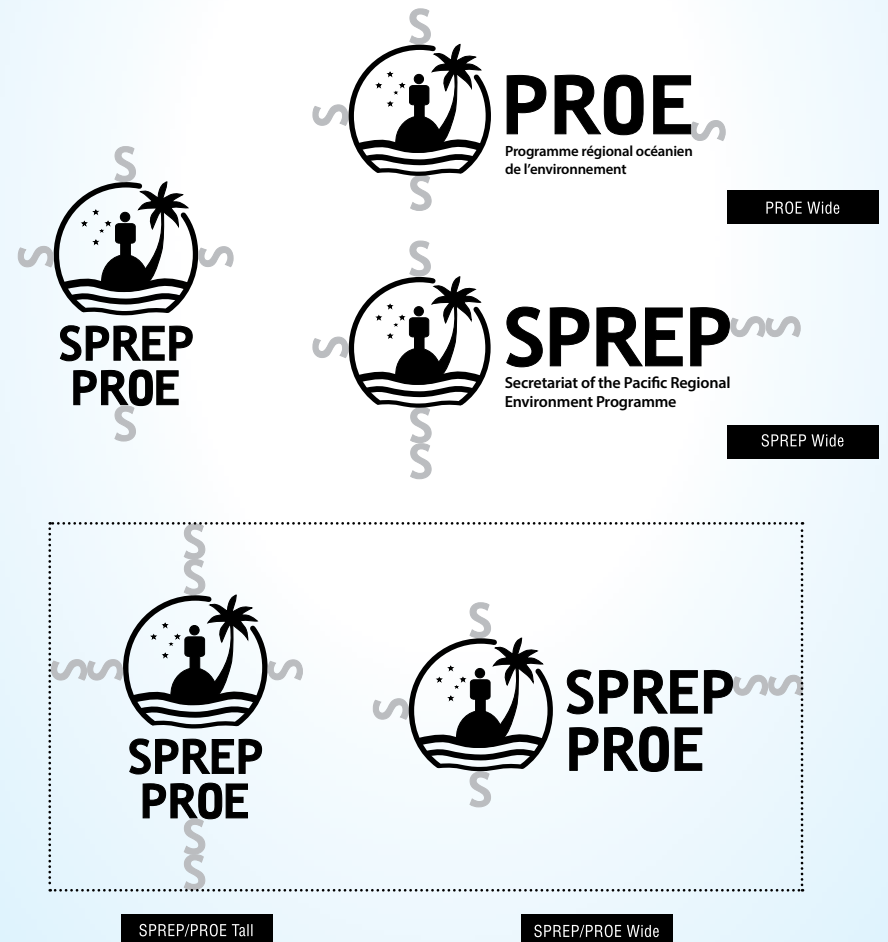


The circle around the logo signifies the unity of all Pacific peoples who share their environment. It is a protective circle to indicate safeguarding and stewardship of the environment.

Reproducing our logo

- We are careful to maintain the integrity of our logo – we never alter it in any way.
- We have four different versions of the logo to choose from, all of which are available in full colour, greyscale, black and white.
- All SPREP publications must have the SPREP Wide or PROE Wide logo placed prominently on the front cover. Where possible, the SPREP/PROE Tall logo must also be placed on the inside front and back cover pages.
- The minimum clear spacing required around the logo is illustrated to the right.
- If reduced in size, the full Secretariat title must still be clearly legible.
- The logo must be clearly visible and stand out correctly against the background on which it is being reproduced.
- The logo must contain both the image and text.
- The logo may be shared with donors and project partners for use in publications and on promotional material but it must be shared with a copy of these guidelines. In all instances, the final draft must be vetted by the Communications and Outreach team prior to publication/release.
- When negotiating the size and placement of our logo on partnership materials (where a range of logos are being used), these guidelines should be adhered to. The ordering of logos in partnership materials is project dependent and should be negotiated at the project development phase.
- Whenever you use the SPREP logo, you agree to these terms of use.

CLEAR SPACING – the absolute minimum clear space zone consists of a margin of space around all four sides of the SPREP 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.





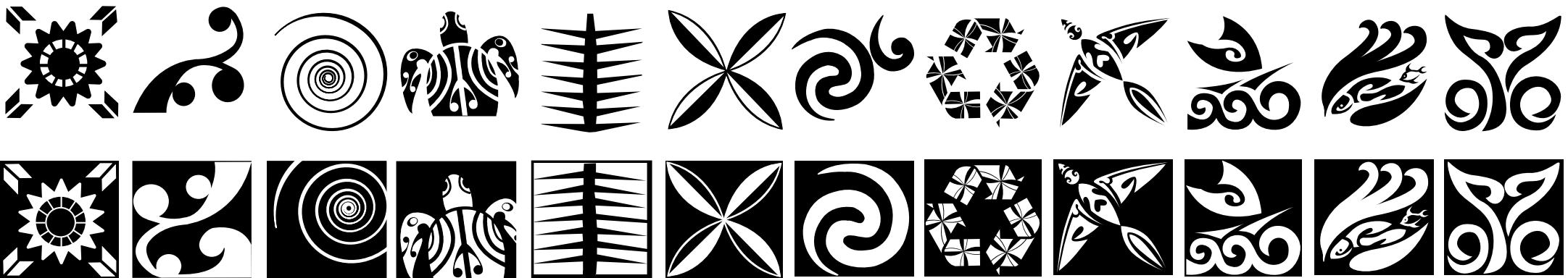


Our motifs

In addition to our logo, we have a range of motifs which are used to identify SPREP in our communication materials including letterhead, business cards and printed publications.

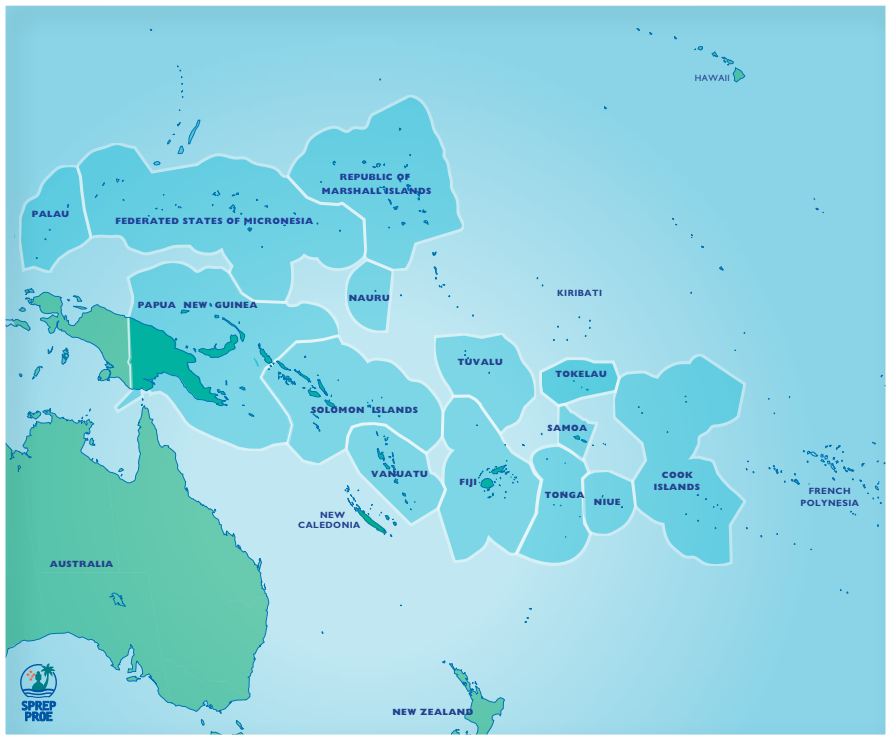
The majority of these motifs were designed in 2009 by Kenichi Kasho and additional ones have been created by Joanne Aitken and Duane Leewai. The motifs are designed to represent different elements of the Pacific environment and work well used in backgrounds with gradient effects to fill blank space in a publication or display.

Don't edit the core shapes, but feel free to use them creatively: for example at an angle and with transparency as a background fill; or apply a colour or colours from the SPREP palette, selecting the motifs that are most relevant or reflective of your publication's message and sprinkle them throughout your project at different sizes and in different locations.



Our maps




The use of maps helps to familiarise our audiences with the region. Maps are also a great way to convey the vast distances and ocean to land ratio in our region.










Our colours

The Pacific islands region is a colourful place and we use a palette designed to reflect the vibrancy and colour of our environment and cultures.

Our primary colours are those which are used in the SPREP templates. These are:

	PANTONE REFLEX BLUE C C=100 M=73 Y=0 K=2 R=0 G=84 B=164
	PANTONE 322 C C=100 M=0 Y=33 K=35 R=0 G=128 B=129
	PANTONE WARM RED C C=0 M=75 Y=90 K=0 R=226 G=92 B=72
	GRADIENT C=85 M=72 Y=0 K=0 → C=71 M=10 Y=37 K=0 R=53 G=87 B=187 → R=60 G=173 B=171

Our secondary colour palette consists of bold, vibrant colours to offset the blues and greens that dominate our landscape. These bright colours are inspired by the colourful sea creatures in our oceans and lagoons, the bright corals in our reefs, the beautiful plumage of our endemic bird species and by the colourful leaves and petals of the flora in the Pacific region.

	C=3 M=5 Y=78 K=0 R=253 G=230 B=88		C=85 M=80 Y=0 K=2 R=49 G=13 B=235
	C=5 M=30 Y=85 K=0 R=241 G=182 B=67		C=55 M=0 Y=0 K=0 R=69 G=214 B=255
	C=8 M=100 Y=100 K=2 R=215 G=5 B=0		C=64 M=0 Y=46 K=0 R=69 G=202 B=167
	C=25 M=98 Y=27 K=1 R=189 G=39 B=114		C=76 M=7 Y=0 K=100 R=62 G=169 B=73
	C=59 M=77 Y=0 K=0 R=158 G=53 B=255		C=56 M=0 Y=100 K=0 R=119 G=208 B=22

Our images

Images have the power to convey complex issues clearly and quickly, so it's important that we don't address them as an afterthought.

If we have a strong image, we try to show it off and use it big.

For feature images, photo credits are formatted as: 'Photo | [Name]'. For pages with multiple small images, photos can be credited in fine print at the bottom of the page or the acknowledgement section.

When a staff photographer does not want credit, or if the name of the staff photographer is unknown, we say 'Photo | SPREP' or 'Photo | SPREP archive'.

Using any images (from the web or otherwise) without explicit permission can constitute a breach of copyright, so we always ensure that we have 'usage rights' from the photographer. If unsure, we find another image.

We avoid using pictures of dead animals, as many people find them distasteful and distressing. When we do use dead animal images it is to illustrate a specific point.

Photographing others

Staff should be respectful and use good judgement when taking photographs of people.

Written consent is absolutely required when taking images of children, as per the SPREP Child Protection Policy. While written consent of adult photos is not required, we do ask that you seek verbal or implied permission when you are photographing an individual or small groups of people. This might involve asking the question directly or it may be as simple as using universal gestures (such as 'thumbs up') to establish whether it is acceptable to take the photograph.

When taking photographs at events, such as community meetings, you may wish to have the facilitator announce your presence and ask that if anyone is uncomfortable with this they should contact you to opt out.

If someone states, or otherwise indicates, that they do not wish to have their photo taken we ensure that this is respected.





Our typeface

Using a consistent font across all our communication material gives us credibility and strengthens our visual identity.

The official SPREP typeface is Arial. This widely available sans serif font should be used as body text for all communications. For professionally designed materials, Helvetica can be substituted for Arial at the discretion of the designer.

A different font can be used for headings, provided it is consistently applied throughout the document.

When it comes to our SPREP visibility on our SPREP banners and so forth we use the Gadget font for our Vision.



Our Production Principles

We believe in leading by example when it comes to sustainable printing and production. With our strong commitment to nature conservation, our members and partners expect us to be vigilant when it comes to paper selection and usage.

To print, or not to print

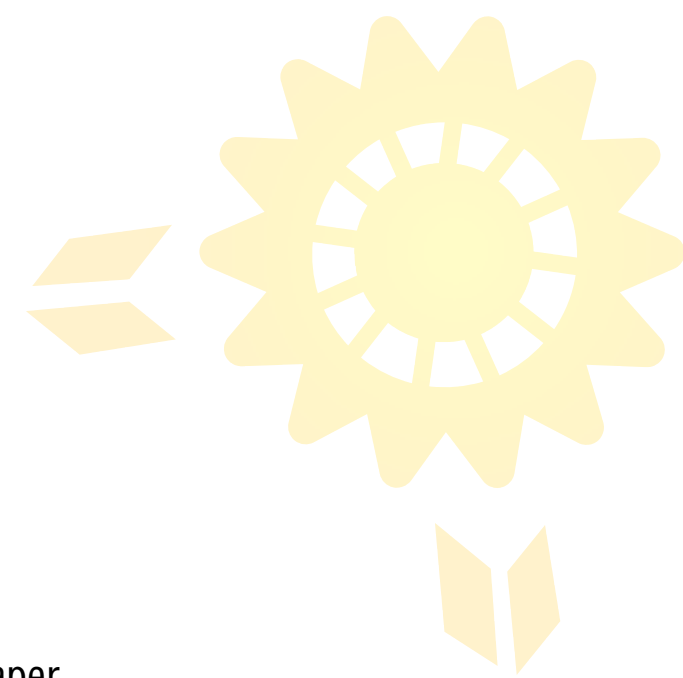
We urge staff to consider alternatives to printing wherever possible. Reusable banners, for example are preferable to printing flyers which just get thrown away. Consider saving publications to specially branded USB sticks rather than getting them printed. When working on large technical report, consider publishing the full report online only, and only printing a synthesis version.

Choosing the right paper

Environmental leadership is one of our key organisational values. We have an Ethical Paper Policy that demands that when we do print, that we endeavour to print materials on paper made from 100% recycled post-consumer waste. For professional printing, available stocks that meet this criteria include ReArt, Cyclus, Impact, Ecostar and Envirocare.

Textiles

When producing t-shirts, hats and other textile products we avoid PVC and try to source local materials from socially responsible suppliers.



Demonstrating that we walk the talk

For environmental organisations like SPREP, the additional expense of using ethical paper is offset by the boost to our reputation in environmental leadership. As such, it is important that our key stakeholders know about our commitment to the use of ethical paper.

All materials that have been printed using first choice ethical paper should be marked with the recycled symbol and one of the following statements:

'As part of SPREP's commitment to the environment, this item is printed on 100% recycled post-consumer waste.'

'As part of SPREP's commitment to the environment, this item is printed on recycled paper.'



Photo | Stuart Chape

Our Written Identity

Following are some key elements that help to define our written identity. For more detailed information, please refer to the SPREP Style Guide.

Our spelling

Many words in English take different forms that can be characterised as either American or British English. Generally, SPREP uses British spelling. This means that we use -ise and -our word endings, not -ize or -or. For example, we say organise (not organize) and honour (not honor).

We include the letter 'e' in words ending with -ment. For example, we say judgement (not judgment) and acknowledgement (not acknowledgment).

We also use the British form of words with the letters 'ae' or 'oe'. For example, we say aetiology (not etiology) and foetus (not fetus).

We always write 'programme' except where the official name uses Program.

*A resilient Pacific environment
sustaining our livelihoods and natural heritage
in harmony with our cultures.*

Talking about ourselves

We are the Secretariat of the Pacific Regional Environment Programme (SPREP). It's quite a mouthful so it is perfectly acceptable to use the acronym, provided you have written it out in full in the first instance.

SPREP is the regional coordinating organisation for the protection and sustainable development of the Pacific island environment.

Our vision is: **A resilient Pacific environment sustaining our livelihoods and natural heritage in harmony with our cultures.**

On all SPREP produced materials we include the SPREP logo, our address and contact details (including the web address) and our vision.

To ensure that we are efficient and can address queries regarding resources at all time we have one generic email contact address – sprep@sprep.org. This is the email address that is included on all SPREP printed materials.



Talking about others

When we refer to SPREP Members we use an uppercase 'M'. SPREP has 26 Member countries and territories. Some of these are referred to as our Pacific island Members, and others are referred to as our metropolitan Members.

When we talk about our Pacific island Members we are careful to refer to them as countries and territories. We do not capitalise 'island' 'countries' or 'territories', and we strongly discourage the use of the acronym PICTs.

When we are listing more than two countries or territories they should appear in alphabetical order.

Example:

Representatives from Fiji, Nauru, New Zealand and Vanuatu attended the workshop.

Wherever possible, we write out member country and territory names in full. We try to write Federated States of Micronesia, not FSM. We try to write Republic of the Marshall Islands, not RMI.

If a country name must be acronymised, we spell it out in the first instance and introduce the acronym in parentheses, immediately afterwards.

Talking about plants and animals

When we are using the common names of plants and animals we use lower case, except when an element of the name is a proper noun.

Examples:

The number of great white sharks is believed to be in sharp decline.

The Polynesian megapode is a shy, ground-dwelling bird.

We try to avoid the repeated use of scientific names when addressing a general audience, but we do encourage you to introduce readers to the scientific name (in parentheses and italics) towards the start of an article.

Example:

*The coconut rhinoceros beetle (*Orcytes rhinoceros*) is the largest beetle found in the Pacific islands region.*

When using scientific names, we follow the accepted rules of binomial nomenclature, namely that the first element, the genus name, is capitalised; the second element, the species name, is not – even if it derives from a place name.

When talking about threatened animals and plants, we use 'threatened' as a generic term. The terms 'endangered', 'rare' and 'vulnerable' have specific meanings and are only used in their correct context.

Talking about places

We capitalise the names of official places when they are used in the proper context.

We use lower case for points of the compass, unless they are part of an official place name. We hyphenate split direction.

Example:

The situation is worse in south-west Apia.

Because we value conservation we always use capital letters when we are referring to places that are protected such as 'World Heritage Area' 'Shark Sanctuary' 'Marine Protected Area'.

When referring to the planet Earth we use a capital letter, but we use lower case when talking about the globe, planet or world.

Talking about oceans, islands and atolls

When we talk generally about our oceans we use lower case. When we talk about specific oceans, such as the Pacific Ocean or the Atlantic Ocean, we use upper case.

The same rules apply for writing about islands, atolls and island groups.

We capitalise the proper name, such as Majuro Atoll, Phoenix Islands, Bismark Archipelago, but we use lower case when we're talking generally about islands, atolls and archipelagos of the Pacific. Note that the 'Pacific islands' is not an official name, therefore we do not capitalise the word islands.

Talking about weather

The names of winds are not capitalised (trade winds, monsoon winds) but weather and climatic systems are, for example El Nino, La Nina, Intertropical Convergence Zone.

When we talk about tropical cyclones in general we use lower case. When we talk about specific ones, like Cyclone Evan, we use upper case.

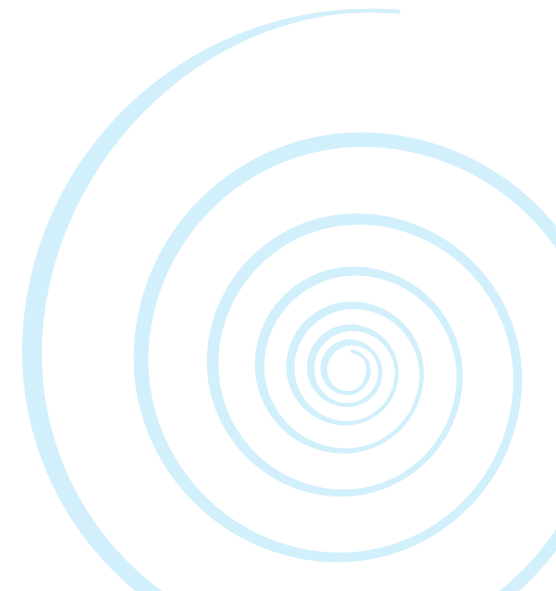




Identity Crisis?

If you have any questions or queries, please ask a member of our Communications and Outreach team or refer to the following supporting documents:

- SPREP Ethical Paper Policy
- SPREP Publication Guidelines
- SPREP Style Guide
- SPREP Organisational Values and Code of Conduct





SPREP

Secretariat of the Pacific Regional
Environment Programme

A resilient Pacific environment sustaining our livelihoods and natural heritage in harmony with our cultures.

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Photo | Stuart Chape