



**FIJI50 LOGO AND BRANDING
GUIDELINE**

FIJI50 LOGO



BRAND NARRATIVE

FIJI50 celebrates more than a half-century of Fijian independence — it is a celebration of pride in our people, our country, and our future. On the heels of a streak of economic prosperity, political stability, and social progress, it is clear that Fiji's best days are yet to come. The logo, an un- broken circle of striking Fiji blue, represents a young, modern, and forward-facing vision of Fiji's potential as we embrace the next 50 years and beyond. It is a future filled with hope, innovation and growth. It is a future that sends the world a clear message, 'This is who we are; we are Fiji'.

LOGO COLORS



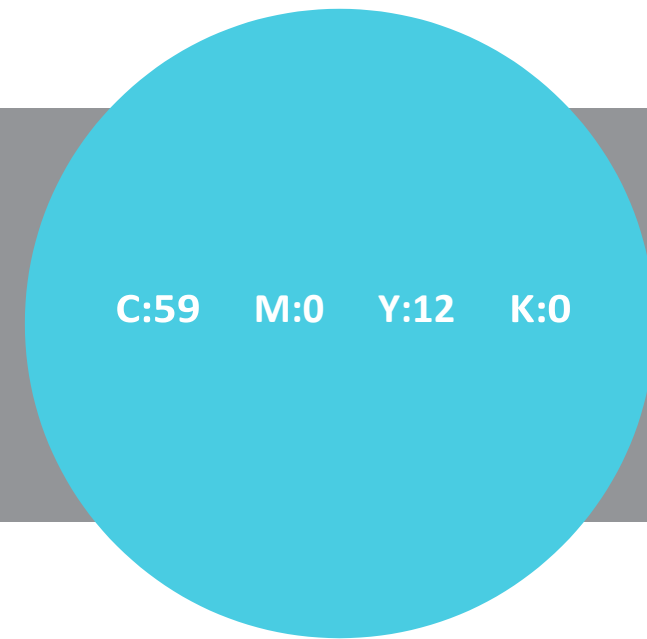
LOMALAGI

“Lomalagi”
(Sky)

NUKU

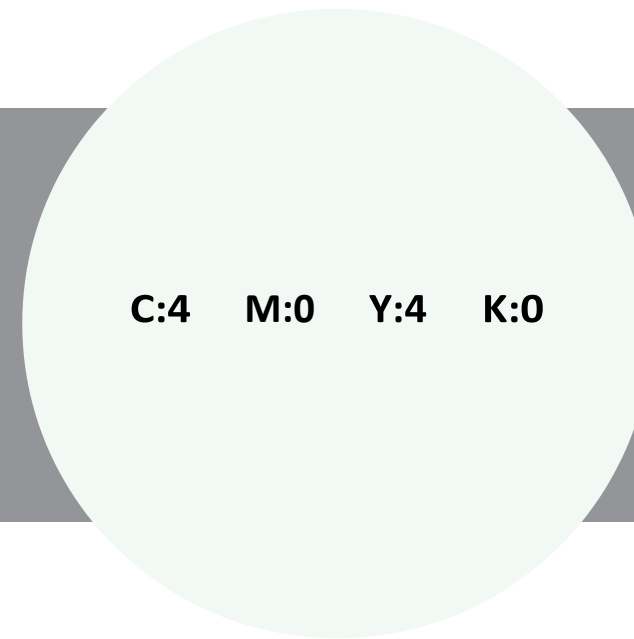
“Nuku”
(Sand)

LOGO COLOR GUIDELINE



C:59 M:0 Y:12 K:0

“Lomalagi”
(Sky)



C:4 M:0 Y:4 K:0

“Nuku”
(Sand)

LOGO PROTOCOL

- Do not alter the shape of the logo. The elements in the inner layer must not change.
- Do not replace the logotype with a different typeface.
- You can use the logo as an element in e-mail signature (standard 3cm x 3cm).
- Do not set type near to the logo that could be construed as a corporate motto.
- Do not use the logo in any orientation other than the standard format provided.
- Do not use or register the logo (or any part of it) as part of another logo or name. This includes but is not limited to a company name, trade name, product name, service name, technology name, social media name or handle.
- Do not use the logo in any manner that expresses or implies that Ministry of Civil Service or the Fijian Government has any affiliation, sponsorship, endorsement, certification, or approval of your product, service or company.
- Do not use the logo to make fun of or portray the Ministry of Civil Service or the Fijian Government in a negative way.

The Ministry of Civil Service and the Fijian Government reserves the sole right to alter or refuse any permission to any third party to use the FIJ150 logo if such use does not comply with these guidelines.

LOGO USAGE



MERCHANDISE MOCKS

Exhibit -1



Exhibit - 2

