



Brand Guidelines

April 2024

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Introduction

Welcome to the Commonwealth Heads of Government Meeting (CHOGM) Samoa 2024 Brand Guidelines.

The purpose of this document is to provide the organisers of CHOGM and their authorised partners with comprehensive guidance on how the CHOGM 2024 logo and wider identity should be used and applied.

We ask all stakeholders to refer to these guidelines as a design aid to ensure visual consistency across all outputs and in all communications.

For queries concerning the CHOGM 2024 brand and visual identity, please contact media@samoachogm2024.ws

1. Logos

1.1 Concept

The design centres around a unique Samoan flower shape, and in its use of line and pattern seeks to be distinctively Samoan while clearly illustrating universal themes of co-operation, growth and progress.

The dark blue circle positioned at the heart of the flower symbolises Samoa's affiliation with the Commonwealth and its hosting of this significant event, as well as the Commonwealth's central role in fostering co-operation and progress.

Each petal of the Samoan flower bears a distinct resemblance to a human figure, which represents the heads of government from every member country. These figures converge towards the centre, signifying their coming together from all corners of the Commonwealth to engage in dialogue and build a resilient future for their nations and the collective global community.

The wave-like patterns within the Samoan flower evoke the journey of progress and growth. They signify an upward trajectory, from humble beginnings to the achievement of high aspirations. This journey mirrors the path of the Commonwealth nations, striving together towards a better future, and underpins the theme 'One Resilient Common Future'.



1.2 Components

The logo consists of the brand mark (the flower shape) and the logotype (the words 'CHOGM SAMOA 2024' in this specific font and arrangement).

It is vital for the consistency and effectiveness of the logo that all elements are presented exactly as shown in these guidelines, using correct spacing and with no unauthorised amendments (see page page 8).



Horizontal (wide)



Stacked (tall)

1.3 Master logo

There are two iterations of the master logo, neither of which should be considered the preferred or 'primary' version.

The 'stacked' version (right), with brand mark above and logotype below, forms a solid rectangular shape. While it may be more graphically pleasing than the 'horizontal' version (left), it is likely to be impractical for use in conjunction with a row of partner logos, for example, or on certain formats and products.

1.3.1 Variants

Mono black and white

A white mono version of the logo is available for use on black/dark backgrounds, as well as a black mono version for use on white/light backgrounds in contexts in which colour cannot be used.



1.4 Forum logos

The Commonwealth Business, People's, Youth and Women's Forums offer a platform for debate within CHOGM on the key issues and challenges for key constituencies in the Commonwealth. The forums will discuss shared agendas and drive forward common interests.

Each forum has its own identity, making distinct use of the brand mark and logotype in one of four different colourways.

Where a secondary, contrasting colour is required in addition to each forum's signature colour, use blue ('1. Blue' in the guide on page 10, which is used in the centre of the CHOGM master logo).

These logos are used individually to signify the different forums but should always feature the master logo in their surrounding area or accompanying material.

For more guidance on colour usage see page 10.

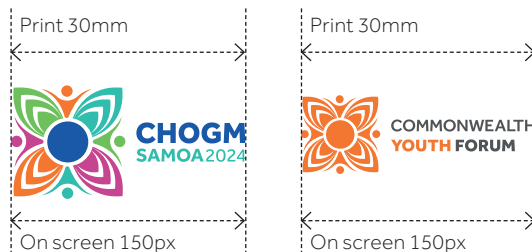


1.5 Spacing

A minimum area of clear, blank space should surround the logo on all sides, in all contexts; no text or graphic elements should encroach into this area.

This space standard applies equally to all variants of the logo, including the four forum variants.

Recommended minimum size



X = Half the width of the brandmark



1.6 Background contrast

Our logo should, wherever possible, appear in full colour on a white or very light background to enable all elements of the logo to be strongly visible and vibrant. Where this is not possible, the mono white version should be used on dark backgrounds, and the mono black on white/light backgrounds where only black-and-white/grayscale is possible.

Logos can, where necessary, be placed over imagery/photography, but only in contexts in which the logo is fully visible and legible, and there is sufficient contrast with all of its constituent colours (see examples, right). They should not be used against a solid colour background, or one that is 'busy', complex and/or high-contrast in the area in question (see the following section).



1.7 Logo misuse: What not to do

The logos should look consistent, and be used in consistent ways, every time and in everywhere they are used.

The examples to the right illustrate some common mistakes concerning the usage of logos, and/or elements within them, that are likely to arise.



Don't change any colours



Don't angle or rotate the logo



Don't distort, skew or crop the logo



Don't place the logo in a holding shape



Don't place mono logos on similar toned backgrounds



Don't place full-colour logos on a solid colour background (use a white version)



Don't place the logo on busy imagery



Don't redraw or recreate the logo or elements of it



Don't add any special effects



Don't create unauthorised variants

1.8 Usage with other logos

The master logo can be used in isolation, but wherever possible – and particularly in official documents, webpages and other outputs – it should be used in conjunction with the Commonwealth logo. Lockups of the CHOGM 2024 and Commonwealth logos are shown on this page and included in the logo kit.

If it is used in conjunction with a logo or crest of the Government of Samoa or one of its departments or organs, or any other partner logos, the Commonwealth logo should always be used as well.

As mentioned above, designers can choose between the stacked or horizontal iterations of the master logo depending on what best fits the space and/or the partner logos it is being used in conjunction with.

When the CHOGM 2024 logo is displayed with one or more other logos, the relative size of the logos should be adjusted to create a visually balanced relationship. The precise ratios/proportions required will vary depending on the logos in question and their placement.

Forum artwork should include the master logo, as well as the relevant forum logo, wherever possible, to make clear that the forums are part of CHOGM and, in branding terms, sub-brands of it.



**Other Organisation
logo or crest**



2. Colour palette

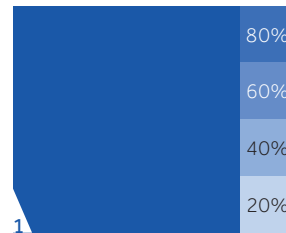
The core colours are constant throughout all CHOGM 2024 communications. They draw on the brighter and more vibrant colours included in the colour palette used by the Commonwealth Secretariat, though they are not identical.

2.1 Primary palette

1. CHOGM blue, the core colour of CHOGM 2024.

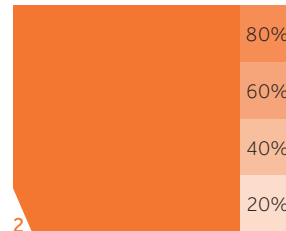
2.2 Secondary palette

- 2. Orange
- 3. Aqua
- 4. Green
- 5. Pink



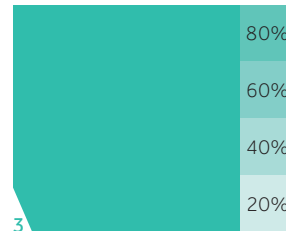
1. Blue

R 08 G 71 B 183
#0847b8
PANTONE 2728
C 94 M 73 Y 00 K 00



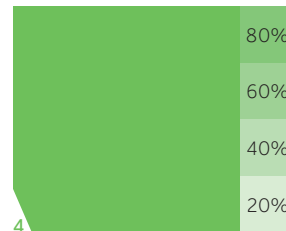
2. Orange

R 237 G 111 B 35
#ed7024
PANTONE 1585
C 00 M 67 Y 91 K 00



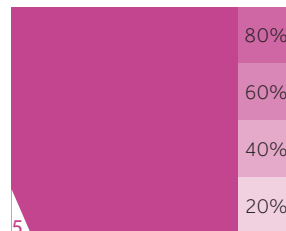
3. Aqua

R 68 G 184 B 172
#45b8ab
PANTONE 7465
C 68 M 00 Y 40 K 00



4. Green

R 115 G 191 B 75
#73bf4a
PANTONE 360
C 60 M 00 Y 85 K 00



5. Pink

R 200 G 60 B 135
#c73d87
PANTONE 240
C 20 M 87 Y 07 K 00

Colour reference note

The colour references originated from the RGB values. Due to the nature of calculated conversions from one colour space to another, both the CMYK and Pantone references will not be an exact match.

3. Typography

Our type family is Effra, created by Bruno Maag Studio in the UK. It is a clean, open and modern typeface that is easy to read and complements both the CHOGM 2024 and Commonwealth logos. Designers should use Effra for all professionally produced material.

Note the use of three specific weights: Effra Light, Regular and Medium. Other than sparing use of the italic iterations of these weights, no other weights/iterations of Effra should be used. (The exception to this are the logos, which use Regular, Bold and Heavy.)

For lengthy passages of body text, Effra Light is recommended, with Regular used for bold/emphasis. Medium should be reserved for use in impact text and/or in more highly designed material.

3.1 'Fallback' typeface: Trebuchet

If Effra is unavailable, the fallback typeface is Trebuchet (which tends to be more widely available than Effra).

Effra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$€%^&*()?

Effra Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$€%^&*()?

Effra Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$€%^&*()?

Other weights

Other weights of Effra are available, however light to medium weights are preferred.

Trebuchet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$€%^&*()?

4. Imagery

People / Progress / Purpose

Photography should be positive and inspirational. It should show real people in real situations, and capture a moment in time.

Images that capture a sense of movement and progress can bring a piece of communication to life and should be included when appropriate.

These images are for the purpose of demonstration only, and should not be used or reproduced



Capture a moment



Real people



Candid situations



Avoid manipulated images

These images are for the purpose of demonstration only, and should not be used or reproduced



Avoid obviously staged images



Capture a moment



Working together



Tension in the crop will imply movement

5. Graphic elements

For official artwork for promotional merchandise, uniforms, banners, boards, hoarding and so on, the CHOGM 2024 brandmark lends itself to reuse as a graphic element and as a repeat pattern, as shown in the examples on this and subsequent pages.

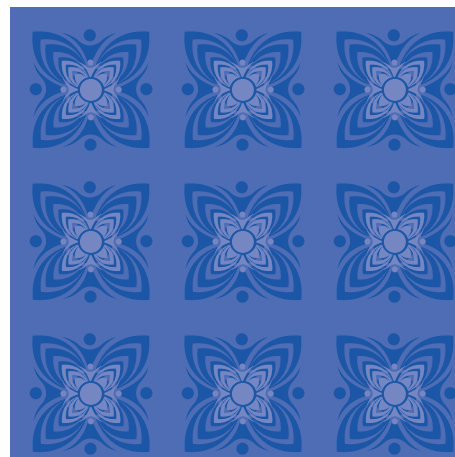
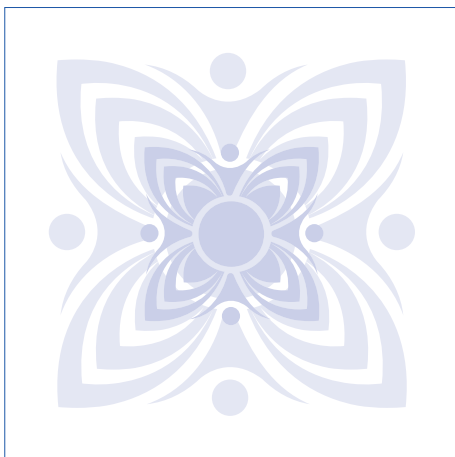
Because the design of the logo and these adaptations of it extent draw from distinctively Samoan design – particularly but not only textile design – it should be adapted and reused in visually and culturally sympathetic ways. While the following page (section 5.1) includes a selection of visual references used in the development of the example applications shown on this and subsequent pages, it is beyond the scope of this guide to define what culturally appropriate usage entails.

Note that third parties – that is, bodies other than the Government of Samoa and the Commonwealth Secretariat – must not use the brandmark in this way. Permission to use the CHOGM logo does not entail permission to use the logo, brandmark or elements of it as illustrations (see section 1.7).

Options are shown of how to use the brandmark as a block in a repeat pattern.

Two-tone colour usage is generally favoured. Given the complexity of the logo, particularly when repeated, strong contrast (e.g. blue against white) is best avoided, whereas the use of tints and transparencies of the same or similar colour works well.

Most examples here make use of the CHOGM blue, but other colours specific to each forum (see section 2.2) can also be used.



5.1 Pattern references



Block Printing Cloth

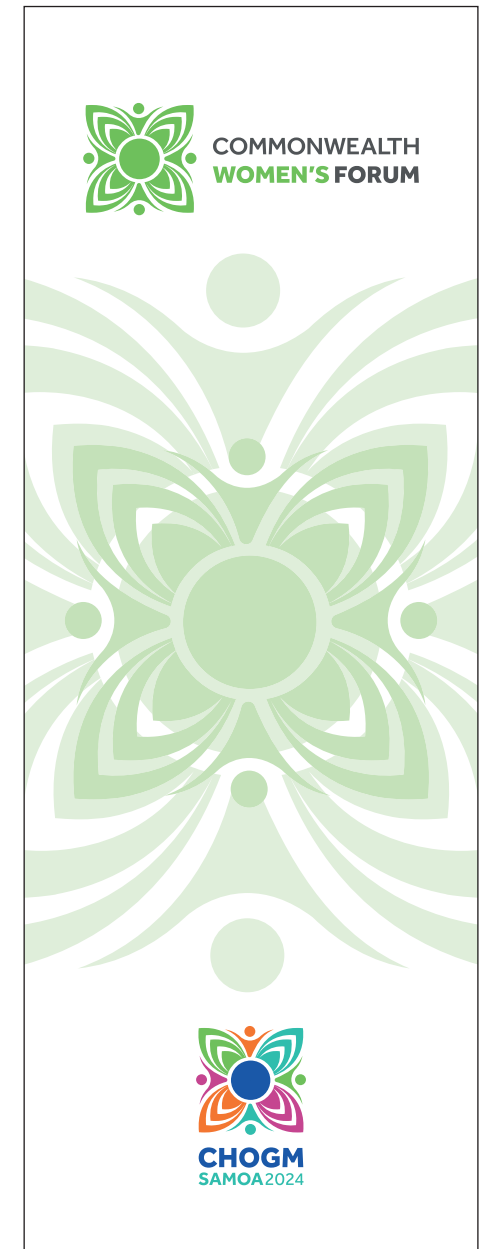
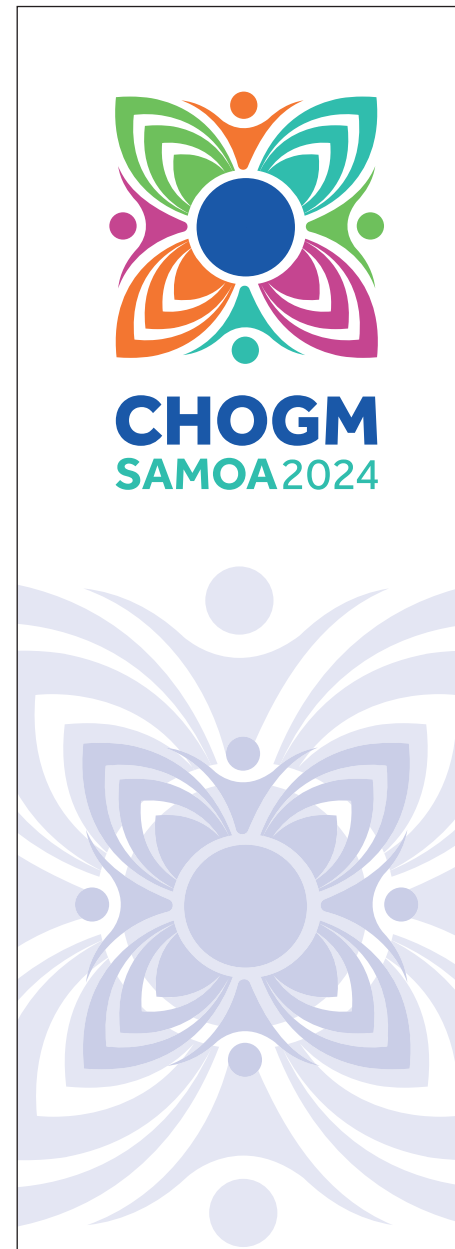


6. Applications

This and the following pages feature a selection of applications of the logo, brand and graphic elements. They are intended to be indicative, rather than exhaustive or prescriptive.

For example, the email footer images on page 18 are intended for use by the Commonwealth Secretariat, but it is expected that other stakeholders will choose to use a different combination and/or arrangement of logos (while adhering to the general guidance given above).

Banners



Backdrops



Email footers





