



**Coral Triangle Initiative
on Coral Reefs, Fisheries and Food Security
(CTI-CFF)**

**Attachment 2-1
CTI-CFF Logo Presentation**

**7th CTI-CFF SENIOR OFFICIALS
MEETING (SOM7)**

**JAKARTA, INDONESIA
Adopted 25 October 2011**

**By the Government of Indonesia, Malaysia, Papua New Guinea, the
Philippines, Solomon Islands, and Timor-Leste**

**Session #2.
Logo for CTI-CFF**

Background

In the 5th Senior Officials Meeting in Honiara, Solomon Islands on November 2009, the Interim Regional Secretariat presented some designs of logos for the Coral triangle Initiative on Coral Reefs, Fisheries and Food Security (CTI-CFF). The logo will be needed to In the process of preparing the workshop; SOM5 had reviewed the designs and recommended further review. Further, the Meeting tasked Regional Secretariat to present revised designs in SOM6 for decision.

In the 6th Senior Officials Meeting in Manado, Indonesia on November 2010, the Interim Regional Secretariat has presented 16 designs on Session #8, 1st Sub Session on Thursday, 11 November 2010, and received comments, inputs and suggestions from delegates. The meeting AGREED to task the Regional Secretariat to continue improving the designs for further presentation and decision in the next SOM

The interim Regional Secretariat has revised and improved the design based on consultative meetings during several CTI-CFF regional events such as regional exchanges and CMWG meeting

In the 7th Senior Officials Meeting in Jakarta, Indonesia on 25 October 2011, the Interim Regional Secretariat has presented 1 design including its graphic standard manual (GSM) on Session #1.



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The following are the main elements of the logo. CTI logo consists of two elements, namely, logogram and logotype.

logogram is a form taken from a stingray and form a triangle. Stingray is one of the fish that live in coral reefs, as well as illustrate that the wings of the stingray are the wings that appealed to the six countries to cooperate in protecting the Coral Triangle.

- Blue calls to mind feelings of calmness or serenity. It is often described as peaceful, tranquil, secure, and orderly. That's why blue is the color that is suitable for describing CTI, blue is the color of the sea which explains that the main concern of this organization is the marine ecosystem.
- Green is a cool color that symbolizes nature and the natural world, apart for this reason, using the color green, could also explain the focus of the intended by this organization, namely to protect coral reefs.

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Session #1

Decision:

- Accept the logo
- The colour for the Country Name in the logo will depend on countries preference

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