



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

**ANNEX 2:
Decision Document on:
LOGO for CTI-CFF**

**7th CTI-CFF Senior Officials Meeting (SOM7)
25 – 27 October 2011
Jakarta, Indonesia**

Adopted 25 October 2011

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

Session #2.
Day 1, 25 October 2011

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 as the symbol or identity of the initiative and as a branding representative for its activities in the future. SOM5 had reviewed the designs and recommended further review. Furthermore, the Meeting tasked the Regional Secretariat to present revised designs in SOM6 for decision.

In the 6th Senior Officials Meeting in Manado, Indonesia , the Interim Regional Secretariat presented 16 designs in 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 refined the top most favored designs in the SOM6 and conducted informal consultative meetings with CT6 focal points at several CTI-CFF regional events such as the regional exchanges and CMWG meetings.

In the 7th Senior Officials Meeting in Jakarta, Indonesia on 25 October 2011, the Interim Regional Secretariat presented 1 design including its graphic standard manual (GSM) on the first day of the SOM in Session #1 (attachment 2-1). The session was chaired by the Philippines.

The decision:

1. The meeting ACCEPTED the design as the Logo for CTI-CFF
2. The meeting AGREED that the color for the Country Name in the logo for National use will depend on each country's preferences.