



GOVERNMENT OF NIUE

50TH NIUE CONSTITUTION ANNIVERSARY COMMEMORATION LOGO GENERAL INFORMATION AND USAGE GUIDELINES

Introduction

In 1974, Niue became a self-governing state in free association with New Zealand. As we approach 2024, Niue celebrates 50 years of that journey. To mark this significant occasion, a logo has been created to honour and celebrate Niue's 50 years, symbolizing our nation, cultural heritage, and vision for the future. This logo will serve as a key visual element in all official communications, events, and promotional materials related to the anniversary celebrations.

To maintain the logo's integrity and ensure it is used consistently and with respect, these guidelines have been established. They are designed to guide the correct application of the logo across various platforms and materials, ensuring it stands as a proud and unifying symbol for us all.

1. Design

On the 26th October 2023, the Tāoga Niue Department announced a competition inviting submissions for the 50th Anniversary logo design. A total of four entries were received, and the Director of Tāoga Niue and the Tāoga Niue Council carefully reviewed each submission. The winning design was submitted by Dawn Chapman, subject to modifications.

The Director of Tāoga Niue collaborated with NZ Mint, who provided valuable input to the initial design. The revised design was reviewed by the Tāoga Niue Council, Niue Language Commission, and the Minister for Social Services.



The final 50th Anniversary Logo was approved by the Cabinet on the 11th April 2024 and the Minister for the Ministry of Social Services launched the logo on the 25th April 2024 during the commemoration of ANZAC Day.

2. Explanation

NIUE'S 50th ANNIVERSARY LOGO

The hands that nurture and grow fifty years of Self Government, resolute in our sovereignty that we treasure, unyielding, from yesterday, today and into the future.

1. The Hands

The hand represents the peoples and descendants of Niue, Niue as a country and New Zealand who have nurtured and together to give meaning to Self-Government. Included in the representation also the assistance from other countries Niue is affiliated to but most importantly New Zealand who have supported Niue's journey for 50 years. The representation also highlighted the status of the tagata Niue who is also the guardian and protector of the decision made in 1974 and continues to be in gratitude, thankful for the steps taken as we journey to the future

2. The Number 50

Niue's journey of Self Government instilled firmly inside the palms of the hand who agreed to the 1974 aspiration and generations woven together to maintain and nurture the relationship, in spirituality, in gratification, sacrifice, forgiveness, respect and to heal from the challenges of the journey. The coconut, the tree of life flourished and grows well for our journey to the future.

3. Colour Code

1. **Hands raw amber** - Represents the land, the people, the symbolic relationship and continuing assistance from New Zealand and other countries Niue is affiliated to develop and sustain Niue.
2. **Number 50 dark green** - The island of Niue, the creation of the Almighty God that enjoyed the many benefits but also faced many tribulations in the 50 years journey and continue to develop politically, economically and socially.
3. **Letterings navy blue** - The island of Niue is surrounded by the ocean that endlessly provides for Niue and it is only appropriate that we strive to protect in sustaining and maintaining the abundance, security, peace and harmony of Niue and Self Government from generations to generations.

4. Fakamaamaaga ke he Fakatino Fakamailoga

FAKAMANATUAGA 50 TAU PULE FAKAMOTU HA NIUE 2024

Ko e Tau Lima ne feaki mo e fakatupu e limagofulu tau he Fakatufono Pule Fakamotu ke Tumau e Pule Tonuhia ineahomua, ainei mo anoiha. Fakamaamaaga ke he Fakatino:

1. Tau Lima

Ko e tau Ohi Niue oti, ko e motu ko Niue mo e ko e motu ko Niu Silani kua gahua fakalataha ke feaki mo e fakafaikakano e Fakatufono Pule Fakamotu. Putoia foki ke he tau lima nai e tau lagomatai kua moua mai he falu a motu he lalolagi mo e kua matutaki atu a Niue ki ai ka e mua atu ke he motu ko Niu Silani kua fakamatamua e fenoga ha Niue ke he 50 e tau tau ainei. Kua fakakite foki he tau lima nai e tūaga he tagata Niue ko ia ko e Toko mo e Leveki ke he tūaga kua talia ki ai a Niue he tau 1974 mo e ke tūmau e fakaaue mo e fakauhoaki e lakaaga nai ma e fenoga ki mua.

2. Ko e Nūmela 50

Ko e fenoga he Pule Fakamotu ha Niue kua tō ki loto he tau aloalo lima ne fakamooli e manakoloto he tau 1974 kua lalaga fakalataha e tau atuhau ke feaki mau e tau ponatakiaga, agaaga fiafia, moui fakaagaaga, mahani fakalilifu, fakamanavalahi, fakamagalalo atu mo e fakamaulu e tau matolitolu oti ne paleko mai e fenoga. Ko e akau he moui ko e niu kua moui leleva mo e olaola ma e fenoga ki mua.

Fakamaamaaga ke he Tau Lanu

1. **Tau Lima lanu pakupaku** - ko e fonua, tau tagata, fakafetuiaga mo e tau lagomatai mau he motu ko Niu Silani fakalataha mo e falu a motu he lalolagi kua matutaki atu ki ai a Niue mo e kua atihake fakalataha ke tūmau a Niue
2. **Nūmela 50 lanu laukou** - ko e motu ko Niue, ko e tufugatia he Atua ko e motu kua fakaaue ke he tuaga Pule Fakamotu mo e feleveia foki mo e loga he tau kamamata he fenoga he limagofulu tau, kua tūmau ke atihake, moui faka-politika, moui uku monuina mo e leveki atu ke he tau tagata.
3. **Tau Matatohi lanu moana** - ko e motu ko Niue kua takatakai he moana puke lahi ne tuafu a Niue mai tīgahau ti kua tonu ke leveki atu ki ai ma e tūmau, muhu koloa mo e mafola ha ko e Fakatufono Pule Fakamotu ke he taha atuhau mo e taha atuhau.

3. Motto/Theme Explanation

Consulting with various officials and elders within the community, various mottos were proposed for Cabinet's consideration.

Approved Theme:

Niuean version: "Kia Tū Tokaga mo e Tokiofa a Niue"

English version: "Stand firm, Secure and Treasure Niue"

Explanation:

For all Niuean's to stand tall, at all levels in society, and to treasure Niue – thereby nurturing and protecting Niue for generations to come.

4. Authorized Usage

The logo may be used by government departments, agencies, community organizations, and partners involved in official activities related to the 50th Anniversary of Niue's Constitution.

The logo may be used for sports codes, educational, sporting bodies, and merchandise such as incorporating the logo into uniforms, promotional materials, and event signage to showcase during the anniversary celebrations. The logo must not be sold for profit.

Authorization to use the logo requires approval from the Office of the Minister for Social Services at Fale Fono II, Halamahaga, Alofi South.

4.1 Approved Formats

The logo should be used only in its official format provided by the Office of the Minister for Social Services. Alteration of the logo's design, colors, proportions, or elements is strictly prohibited.

Approved formats include:

- ✓ Full-color version
- ✓ A black-and-white version
- ✓ Transparent background version

4.2 Color Usage

The official colors of the logo are essential to its identity and should not be altered, except for when using the black and white version. The logo should be placed against a background that provides contrast to ensure visibility.

4.3 Prohibited Uses

Do not incorporate the logo in other logos or designs without prior approval and the logo must not be sold for profit.

4.4 Digital and Print Media

- For digital use, ensure the logo is displayed at a resolution that maintains its visibility.
- For print materials, use the high-resolution version of the logo to ensure quality.

4.5 Monitoring and Enforcement

- The Office of the Minister for Social Services reserves the right to monitor the use of the Niue Constitution 50th Anniversary Logo and to take action against unauthorized or inappropriate usage.
- **For permission to use high-resolution files, or any other inquiries regarding the use of the logo, please contact:**
- Office of the Minister for Social Services | Email: Ashleigh.Pihigia@gov.nu | Website: <https://www.gov.nu/>