

# Case Study

## Reports and logo design for Pacific Islands Forum



The Pacific Islands Forum required our services to professionally layout their series of Pacific E-commerce Initiative reports.

We started with designing a logo for the Pacific E-commerce Initiative. Taking inspiration from a cultural craft found throughout the Pacific, weaving, it also recalls the connectivity to global markets and the shared prosperity that electronic commerce can bring about. The colors used are a variety of shades of blue - reflective of the diverse people of Melanesia, Micronesia and Polynesia, who are bound together by shared stewardship of the blue pacific ocean.

Phase two was to design and systematically layout 5 reports of varying sizes. Overall, we laid out 345 pages, which included the re-design of data graphs and tables. We completed this intensive task within the deadline and within the promised budget constraints.

