



**FAKATUFONO NIUE**



## **DEPARTMENT OF NIUE CULTURAL HERITAGE**

**P O Box 73, Fugamouga, Alofi. Ph 4138/ 4656.**

*“Tumau e tūaga pule tonuhia, malolō ke fakaoohoho ke he atihakeaga tūhokohoko ha Niue  
Secured sovereignty, thrive in development and sustainability of Niue”*

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### **LOGO DESIGN COMPETITION FOR THE 50<sup>th</sup> ANNIVERSARY OF SELF GOVERNMENT**

#### **Background**

In 1974, Niue became a self-governing state in free association with New Zealand. In 2024, Niue will celebrate 50 years of that journey. This is a milestone in terms of Niue’s development and the determination to make Niue a living community for the people including those who have adopted Niue as their home. Niue values the immense contribution of those before us in paving the way forward to where are today as we embrace and acknowledge all current efforts and the many challenges for a sustainable Niue.

The Government of Niue requires a Logo to highlight and celebrate Niue’s 50 years journey of self-government and to launch in April 2024. The design should reflect the meaning of self-government to the people of Niue and their vision for the future.

#### **Competition**

The Government of Niue invite members of the public to submit designs of a Logo for the 50<sup>th</sup> Anniversary Self Government. The competition is only open to Niue peoples and single individuals; therefore, design and creative agencies cannot enter the competition.

#### **Prize**

There will be a prize of \$500 to be awarded for the winning design.

#### **Criteria and Considerations:**

- Design should symbolically represent and reflect Niue
- It should incorporate the meaning of self-government and vision for the future
- It must include the words “Niue” and including a motto
- It should be conceptual rather than literal.

- It should in no way include elements of any other local or international logos or any recognised design or trademarks. In addition, it should not be visually similar to any other local or international logos or any recognised design or trademarks.
- Appropriate for government official stationary (i.e. Letter heads, business cards), posters, advertising, signage, online publications and products);
- Can be easily identified by the public as the 50<sup>th</sup> Anniversary of Self Government Logo;
- Can either be monochromatic or multi coloured. The design should work well on white and coloured backgrounds and be easily adaptable for use on official government stationary such as letterheads, business cards, posters, advertising, signage, products, online publications such as websites and in social media platforms.
- Final presentation i.e. the end product has to be clean and visually appealing:
- Modifications to the design entered into the competition will be accepted;

### **Copyright and Usage**

Please note that the Government of Niue will retain the copyright for any artwork selected for use as. Following the design selection, the chosen design may be further developed with a complete graphic profile and may be modified by the selection panel.

### **Submissions**

All submissions must be accompanied with an explanatory briefing regarding the design.

A Panel appointed by the Tāoga Niue Council will shortlist designs that meet the above criterias and considerations and ask entrant/s involved to modify work for reconsideration (if needed be) for a final decision.

### **Competition Deadline**

The competition will close 12 noon on Monday, 27<sup>th</sup> November 2023

All entries, including the name and address of the entrant/s are to be placed in a sealed envelope, marked “LOGO DESIGN COMPETITION FOR THE 50<sup>th</sup> ANNIVERSARY OF NIUE SELF GOVERNMENT” and delivered or posted to Moira Enetama at Tāoga Niue or send through to [moira.enetama@gov.nu](mailto:moira.enetama@gov.nu)

### **Contact**

Moira Enetama, Tāoga Niue at 4656 or [moira.enetama@gov.nu](mailto:moira.enetama@gov.nu)

(Thursday, 26<sup>th</sup> October 2023)

**FETOKO MA E FAKATINO**  
**FAKAMANATUAGA 50 TAU FAKATUFONO PULE FAKAMOTU HA NIUE**

**Tau Talahauaga ki Tua**

Ko e tau 1974 kua hoko a Niue ke he tūaga ko e motu kua pule fakatufono nī a ia kia ia mo e tūmau e fakafetuiaga mo Niu Silani. Ko e tau 2024 to fakamanatu e Niue e 50 Tau he na fenoga. Ko e tūaga kua mua atu ni e mahuiga a nai ke he atihakeaga ha Niue mo e tau laliaga ke tūmau a Niue mo e gahuahua ma e tau tagata Niue oti fakalataha mo lautolu kua eke a Niue mo motu ha lautolu. Kua fakauhoaki e Niue e tau gahua mitaki oti ha lautolu mai i ahomua ke he falikiaga he pūhala ki mua mo e ke hoko mai ki ainei, kua mailoga e tau laliaga oti he vahā nai fakalataha mo e tau paleko loga ma e fakatūmauaga ha Niue.

Kua manako e Fakatufono Niue ke he fakatino ke fakamatamua mo e fakamanatu e 50 tau he fenoga Pule Fakamotu mo e ke fakatātā mahina Apelila 2024. Kua lata e fakatino ke hā hā i ai e kakano he fakatufono pule fakamotu ke he tau tagata Niue mo e ha lautolu a tau kitiaaga ki mua.

**Ko e Fetoko**

Kua uiina atu he Fakatufono Niue ha tagata ke tālaga mo e tuku atu e tau fakatino ke eke mo Fakatino Fakamanatuaga 50 tau Pule Fakamotu ha Niue.

Hafagi nī e fetoko nai ke he tau tagata Niue tokotaha; ko e mena ia ko e tau veveheaga gahua tā fakatino kua nā kai maeke ke huhū atu ke he tauteaga nai.

**Palepale**

Ko e palepale ka foaki atu kia ia ka kautū ko e \$500

**Tau Lotomatala mo e Fuafuaaga:**

Ko e fakatino kua eke mo fakamailoga ke hā hā i ai a Niue mo e kua lata ke –

- Fakakite e kakano he Pule Fakamotu mo e tau kitiaaga ki mua
- Putoia e matahigoa “Niue’ fakalataha mo e takitakiaga manatu.
- Tālaga tuga e fakatino ka e nā kai ko e tohiaaga kupu.
- Nā kai fakataitai ke tuga e falu a fakatino fakamailoga he motu mo e lalolagi putoia ai foki e tau fakamailoga kua iloa mau. Ke lalafi atu ke he talahauaga nā, kua nā kai lata ke kitia kua tatai mo e ha fakatino fakamailoga foki.
- Hagahagamitaki ma e tau koloa fakaaoga he fakatufono (tuga e tau tohi fakatufono, tau fakailoaaga tūaga gahua faka-pisinisi), tau fakatino fakatātā, tau

tala fakalaulahi, tau kupu fakamailoga, tau fekau faka-itanete mo e tau utaaga fekau ki luga he pulagi.

- Ke kitia maali mo e iloa he tau tagata ko e Fakatino Fakamanatuaga 50 Tau Pule Fakamotu ha Niue.
- Maeke he fakatino ke molea ua e lanu po ke tau lanu kua melomelo mai he matapatu lanu. Ko e fakatino ke maeke ke fakaaoga mo e gahua mitaki mo e ata tea mo e falu a lanu, mo e maeke ke felau mo e tau koloa fakaaoga he fakatufono tuga e tau tohi, tau fakailoaga tūaga gahua faka-pisinisi, tau fakatino fakatātā, tau fakalaulahiaga, tau fakamailoga fakatātā, tau koloa, tau fekau faka-itanete tuga e tau kupega hila mo e tau utaaga fekau ki luga he pulagi.
- Ko e fakakatoatoaga he fakatino mo e maopoopoaga katoa kua lata ke mēa mo e kitia maali.

Maeke e fakatino ka tuku ke he fetoko nai ke fai hikihihiaga atu ki ai.

### **Tonuhia mo e Fakaaogaaga**

Fakamolemole mailoga ko e Fakatufono Niue e tonuhia ke he ha fakatino ka fifili ke fakaaoga.

Muitua ke he tau lotomatala he fifiliaga, ko e fakatino ka fifili to fai gahua ke fakalaulahi atu ki ai mo e tau talahauaga fakapapahi mo e kitekiteaga he Matakau Fifili.

### **Fakahūaga he tau Fakatino**

Ko e tau fakatino oti ke hā hā i ai foki e tau talahauaga kua tohia hāgaao ke he fakatino. Ko e Matakau ka fifili e fakatino, ka fifili he Tāoga Niue to kitekite ke he tau fakatino kua putoia ai e tau lotomatala mo e tau fuafuaaga kua hā hā i ai mo e ole ke he tagata ne tālaga e fakatino ke liu kitekite foki ke he haana a fakatino kaeke kua lata ke taute pihia) ma e fifiliaga fakahiku.

### **Fakaotiaga he Fetoko**

Ko e fetoko nai to pā mo e fakaoti mai he matahola 12 pale laā, Aho Gofua, 27 Novema 2023. Ko e tau fakatino oti, fakalataha mo e higoa tohi mo e matahigoa he tagata ne tālaga e fakatino ke tuku i loto he fagatohi kua pili mau niva mo e tohi i tua, “FAKATINO FAKAMANATUAGA 50 TAU PULE FAKAMOTU HA NIUE” mo e taatu fakahako kia Moira Enetama, Ulu Fakatonu Tāoga Niue. Maeke foki ke taatu e tau fakatino ke he meli hila [Moira.Enetama@gov.nu](mailto:Moira.Enetama@gov.nu)

### **Tau Matutakiaga ke he fekau nai**

Moira Enetama, Tāoga Niue at 4656 or [moira.enetama@gov.nu](mailto:moira.enetama@gov.nu)  
(Aho Tuloto, 26 Oketopa 2023)