**OFFICE OF THE PACIFIC GAMES 2019**

**Faleata Sports Complex**

**Tuanaimato**

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**Press Release**

**Logo Design for Samoa 2019 XVI Pacific Games Launched**

On Friday 15th June 2018, the Office of the Pacific Games launched the Official Games Logo at Tanoa Tusitala Conference Room.

The launch event was also a welcoming cocktail evening for delegates of the Pacific Games Council, here in Samoa to learn about the preparations for next year’s event.

The XVI Pacific Games, will be the third time that Samoa has played host, with 2007 being the most recent. Time constraints have been a key factor in decision-making and coming up with a design for the new logo was no different.

The Office elected to forgo a national competition, and undertake a process that would generate a strong collection of logo designs to select from within a two week window.

As part of their process, the Office approached local designers with a proven track record in brand and logo development. Designers were provided a brief and asked to submit designs within a week.

All designs were then given to a judging panel consisting of people with expertise in marketing, communications, advertising production, and design. The judging panel were tasked with the responsibility of recommending a winning logo design, that was later approved by the Games Executive Committee and the Pacific Games Council.

The winning design entitled “Samoa welcomes the Pacific Games” was created by Irwin “Fresh” Kennar and Suivu Mah Yuen, of Signs Studio. The two designers are passionate about their craft and shared that the strength of their design work was due to their choice to collaborate.

The general public will have an opportunity to lend their creative hand in the coming weeks when the Office of the Pacific Games launches a slogan campaign.

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