

MICRONESIAN GAMES COUNCIL
LOGO CONTEST
SUGGESTED TIPS

Some suggested tips that might help in formulating thoughts that would go into the Logo brainstorming. *(These are mere suggestions intended only to illicit the resourcefulness within one's mind. By no means were they meant to serve as guidelines.)*

1. Follow the KIS concept. The simpler the design, the easier it is to catch attention and be understood. For instance, a few lines and some geometric figures in some meaningful arrangements may suffice. Keep in mind that the Olympics Logo consists of only five circles chained together. Moreover, in the XXVIIth Olympiad in Sydney, the Games symbol was basically a bunch of boomerangs arranged in the form of a lady runner or a ballerina; in Athens, it was only a single branch, bent into the shape of a crescent, and with sprouting buds at each end; in Beijing, it was a simple form of a dancing man with a sea of red in the background---“The happy Communist athlete.”, it seemed to predict. Later, that prediction proved so deadly accurate!

2. The Logo must have a Micronesian “touch”, the more pertinent the theme is in its depiction of something Micronesian, the better it is. For example, the picture of sailing canoe, wave, stars, moon, sun, etc., could suggest Micronesians to be a sea-fearing people, islanders, people who live in a symbiotic relationship with nature, and so on. Coconuts/coconut trees, being so ever-present on all the islands may portray something Micronesian. The list could be endless, especially if the ideas are being portrayed using symbols.

3. The contestant may decide to add some sport flavor, since the Games are all about sport. For instance, symbols representing a sport discipline such as running, jumping, throwing, swimming, etc., will emphasize the underline functions of sporting events. Bear in mind that the theme or Motto of the World Olympics---the ultimate venue for showcasing sport talents---is Citius (faster), Altus (higher) and Fortius (stronger).

4. The more unique and original the Logo is, the better the chance it might have in attracting some attention and serious thinking. Try to express something old---and has been around long enough to be associated with Micronesia or Micronesian---in a new and interesting way. Add your personal twists....in a tasteful way.

5. Watch out from plagiarism or from being a copycat. Copying other people's work could result in the breach of copyright for patented products. Most, if not all, of the popular insignia/designs have been patented. This is not to say that the picture of a torch, circles, stars, etc., cannot be used anymore. Rather, we have to be more imaginative about the layout of the overall design of the Logo so as to prevent the appearance of imitation, yet it remains eye-catching and meaningful.

6. The number “ten” could add some meaning to the design because there are ten entities in the Micronesian Games. Ten lines, stars, wave crests, etc., is as appropriate.

7. Objects: A piece of rope/string may implicate strength derived from a united front (all the strands); young sprouts or buds could signify our young nations, especially in their memberships into the Olympics Family, and into the realm of the modern sport era. Coconut tree, in its many usages and multiple applications, could be associated with versatility, popularity, survival, resilience and more. Stars are signs of “hope” to aim high and yonder-ward.

8. Colors: Blue could signify our bonds with the ocean; white, may be construed to mean our pristine environment or sea foam--the midst of which our ancestors discovered the new frontiers; green, the color of the one Olympics ring representing the Oceania region. Brown may mean the prominent color amongst the typical Micronesians. You may add the ninth color, as long as it can be tied in with some relevance.

9. Forms: Circles could imply contentment, unity, sustainability, while pictures of fish, turtle, shells and other symmetrical designs are common forms in our traditional and ethnic arts. [Note that depiction of *forms*, like *colors* and *objects* above, could be real (pictographic) or metaphorical (ideographic).]

10. All in all, the ideal Logo should be: 1) popular and appealing in its portrayal of ideas (the intangible aspects); 2) attractive and eye-catching in its color and layout format (the tangible aspects); 3) able to convey some messages which are a good blend of “something sport” and “something” Micronesian; and 4) provocative, sensational, whetting and filled with much anticipation, for one and all, to discover and become a part of what is to unfold each time, every time, during the Micronesian Games.

Once in a blue moon, things are easier done than said. This is one such instance. This is because while the idea of a good logo may seem elusive, it is all confined within the parameters of one’s imagination. Hence, it is hoped that the suggestions provided above will illicit the creativity and resourcefulness within one’s imagination, along with a craving to transfer such thoughts on paper in the image and body of that ideal logo.

Once your logo is finished, please be kind to include some explanations (on a separate sheet of paper, if necessary) as to what your logo signifies or means to you. Tell us about the objects on the logo: about the colors and shapes and their relationships to one another. Let us know what their number represents. Be elaborative enough to make sure that we see what you see.

Again, bear in mind that what you have just read in the preceding pages were only meant to bring out the best in you as a logo contestant; thus, they were not meant to preclude independent thinking processes.