



Ministry of Pacific Island Affairs
Social and economic prosperity for Pacific peoples

Immediate Release

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Ministry of Pacific Island Affairs Announces Winner and Runner-Up of the Logo Design Concept Competition

Chief Executive, Dr Colin Tukuitonga today announces the winner and runner-up of the Ministry of Pacific Island Affairs Logo Design Concept competition at a short prize giving at the Ministry's national office in Wellington.

Ms Yvette Shore of Hamilton has taken away the first prize for the best concept design, with Mr Joseph Churchward of Wellington coming runner-up.

"It was a difficult decision as the entries were of extremely high quality, however both Ms Shore's and Mr Churchward's designs added a touch of creativity to the Ministry's new identity," Dr Tukuitonga says.

"The Ministry has been endeavouring to re-brand itself, and what better way to do it than by introducing a new logo, which signifies the beginning of a more relevant and dynamic approach to assisting the Pacific peoples of New Zealand" added Dr Tukuitonga.

The competition attracted 35 entries, with the winning concept redesigning the current logo, which has remained unchanged for over 10 years.

Ms Shore and Mr Churchward, both home-based graphic designers, will attend the prize-giving ceremony today with friends and families, along with staff of the Ministry of Pacific Island Affairs.

Dr Tukuitonga says the Ministry is looking forward to its re-branding, which will take effect in June 2008.

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