



THE COOK ISLANDS GAZETTE

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PARLIAMENT EMBLEM

It is hereby notified for general information that as part of Parliaments new branding initiatives, I, Hon. Tai Tura, Speaker of the Parliament of the Cook Islands with the concurrence of Hon. Rose Toki-Brown, Minister responsible for Parliamentary Services hereby declare the establishment of a new visual identity for the Parliament of the Cook Islands by way of an Official Emblem.

The emblem and its description is outlined below.



Overview

Under Section 1.1.3 of Parliaments Strategic Plan 2021-2025, Parliament aims at developing a sound communication strategy. An integral part of the communication strategy is a sound branding initiative. The development of an emblem for Parliament is the starting point to such branding initiative. The emblem will feature as Parliaments logo in all digital and print media platforms thereby creating a visual symbol that represents our vision of a 'transparently modern, inclusive and efficient Parliament'. The emblem is a vital part of Parliaments brand identity which serves to reflect the separation of powers between the Legislature, the Executive and the Judiciary.

The Emblem Concept

1. The fused Common Seal and Atamira (traditional seat) design scheme characterizes the status and constitutional function of a transparently modern and efficient

sovereign Parliament that effectively serves the people of the Cook Islands as mandated by Article 27 of the Constitution of the Cook Islands. The scheme symbolizes Parliaments key role of instituting laws for the peace, order, and good government of the Cook Islands.

2. The Crown/Mace Head represents the Westminster Parliamentary System from which the Cook Islands Parliamentary System is derived.
3. The stylized Atamira Base symbolizes the seat and authority of the Speaker of Parliament which displays the year 1965 to depict the year of the establishment of the Parliament of the Cook Islands under Part III of the Constitution of the Cook Islands.
4. The central and prominent presence of the national Coat of Arms embodies the people of the Cook Islands as the central focus in all development endeavours within the close working relationship of the three estates of power - the Legislature, the Executive and the Judiciary.
5. The white shield encompassing the Coat of Arms depicts Parliaments protective function and accountability oversight of the Executive as provided for under Article 39 of the Constitution of the Cook Islands.
6. The twenty four miniature 'atamira' encircling the emblem denotes the assembly of 24 electorates of Parliament represented by their elected members.
7. The circular banner carrying the Maori and English names of Parliament encircles the central components of the emblem to represent the notion of unity and cultural inclusivity. It also serves to embrace all within it in the spirit of maintaining proper form and order in all parliamentary activities.
8. The earthy background colour denotes the concept of a permanent, stable and effectively functional Parliament. The gold lettering and trims symbolize a vision of prosperity, accomplishments and abundance for the Cook Islands as a nation.

Credits

The emblem concept scheme was designed by Mr Tangata Vainerere, Clerk of Parliament, in September 2021. Graphic design by Ms Maxine Kokaua-Vati of MXMODisplay, with additional contributions by Mr Thomas Wynne, Labour Pāsifika Caucus Communications Advisor.

Emblem Usage Guidelines

The emblem was designed with certain rules regarding versions, size, proportion, colours and fonts. To preserve the integrity of the emblem, modifying it in any way is not permitted. Further information on the use of the emblem can be obtained from the Clerk of Parliament.

Official use of the new emblem shall commence on Friday 1st October 2021.

Dated at Rarotonga this 21st day of September 2021.



Hon TAI TURA
Speaker of Parliament