Welcome

These guidelines introduce the Commonwealth brand. They demonstrate how designers should use the Commonwealth logo along with how to handle other elements such as words and pictures. They ensure consistency and quality.
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The Commonwealth is a vibrant and relevant organisation. The new logomark retains the history and value of the Commonwealth brand. It provides a cleaner and more versatile mark that reflects the dynamism of the Commonwealth. The following pages show how to use it.

The angle of the Earth’s axis is 23.5°. This angle adds a feeling of movement to the logomark and provides a graphic element that is a recurring feature in these guidelines.
Logo versions

The master logo is available in a limited number of colours and formats. This page shows both the horizontal and stacked logo versions. The blue horizontal version of the logo is our primary logo.

Please be careful to select the correct logo based on your usage, whether that’s on screen or in print or using a special finish. The EPS version of the logo is best for materials that will be professionally printed or reproduced at a large size.

The JPEG version has a white background and is suitable for most word processing applications. The PNG version has a transparent background and is suitable for most web applications.

Print Logos

1. CW_HORIZONTAL_BLUE_SPOT PMS2756
2. CW_HORIZONTAL_BLUE_CMYK
3. CW_HORIZONTAL_BLACK
4. CW_HORIZONTAL_WHITE
5. CW_STACKED_BLUE_SPOT PMS2756
6. CW_STACKED_BLUE_CMYK
7. CW_STACKED_BLACK
8. CW_STACKED_WHITE
Clear zones and minimum sizes

The logo should be allowed space in order to maximise its visual presence. Clear zones have been defined and these areas should be kept clear of any other graphic elements. Clear zones are proportional to the size of the logo and, therefore, must be calculated accordingly.

Similarly, in order to maintain clarity, the logo should not be reproduced any smaller than the minimum sizes outlined here.

**Horizontal Logos:** X = Square of the height of the globe mark

**Stacked Logos:** O = Half square of the height of the globe mark

**Minimum Size**

- 25mm

**Minimum Size**

- 20mm
To ensure The Commonwealth communicates consistently, it is important that logos are used exactly as supplied and not reproduced or altered in any way.

**Things to avoid**

- Don’t alter the relationship between the elements
- Don’t crop the logo
- Don’t use the symbol on its own or break the lockup
- Don’t rotate or use the logo at an angle
- Don’t alter or replace the logotype
- Don’t create add or create straplines
- Don’t alter the colours of the logos
- Don’t use the logotype on its own
- Don’t outline the logo
- Don’t squash or distort the logo in any way
- Don’t alter the relationship between the typography
- Don’t add any effects or renders to the logo
Logo placement

The logo should always be set left on the page. It is important to ensure that the mark is anchored to either the top left or bottom left margin. If this is not possible, the stacked version of the logo should be used, centrally aligned. Examples of logos in use can be found in the applications section from page 17 onwards.
Logo sizes

A1 841 x 594 mm
Logo width 162mm

A2 594 x 420 mm
Logo width 115mm

A3 420 x 297 mm
Logo width 81mm

A4 297 x 210 mm
Logo width 58mm

A5 210 x 148 mm
Logo width 40mm

A1 841 x 594 mm
Logo width 220mm

A2 594 x 420 mm
Logo width 156mm

A3 420 x 297 mm
Logo width 110mm

A4 297 x 210 mm
Logo width 78mm

A5 210 x 148 mm
Logo width 55mm
Primary colour palette

Our primary palette is Commonwealth Blue accompanied with white and black. This limited palette should be used in most situations when communicating the core Commonwealth brand. Ensure the correct colour tint is selected based on usage, whether that is on screen or in print.
Secondary colour palette

When creating material on specific subject matter, a relevant accent colour can be used in conjunction with the primary palette.

In general, only one accent colour should be used at a time. The 75% tint of the accent colour can be used with the accent colour.

Examples of the palette in use can be found in the Applications section.
To add depth to certain communication materials, there is a gradient and supergraphic that can be used. These assets should mostly appear in the Commonwealth Blue, however, applied to certain materials, the secondary palette can be used. The gradient and supergraphic should only be used on professionally-produced materials. Examples of the assets can be found in the Applications section.

To alter the colours of a gradient, the swatch in the colour palette should be dragged and dropped onto the corresponding swatch on the gradient palette. The location and angle should not be altered.
Our type family is Effra, created by Bruno Maag Studio in the UK. It is a clean, open and modern typeface that is easy to read and complements our logo. Designers should use Effra for all professionally produced material. You can see examples of Effra in the Applications section from page 17. The alternative typeface, Trebuchet, should be used in all other circumstances.

**Typography: typeface**

Our type family is Effra, created by Bruno Maag Studio in the UK. It is a clean, open and modern typeface that is easy to read and complements our logo. Designers should use Effra for all professionally produced material. You can see examples of Effra in the Applications section from page 17. The alternative typeface, Trebuchet, should be used in all other circumstances.

**Effra Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$€%^&*()?

**Effra Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$€%^&*()?

**Effra Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$€%^&*()?

**Alternative typeface: Trebuchet**

If Effra is unavailable, the default typeface is Trebuchet. This should be used in only the regular weight, using point size to define hierarchy.

**Trebuchet Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$€%^&*()?
It is important to create hierarchies of information when creating text-heavy documents. This will present the information to readers in a clear way.

**Typography: hierarchies**

The various weights of Effra should be used, with incremental point sizes to define the hierarchies. For Trebuchet, point size defines the hierarchies.

**Current state of the marine environment**

The oceans cover approximately 70% of the earth’s surface and are among the most productive ecosystems on the planet. They have a large influence on global climate and weather patterns, provide a large proportion of the oxygen we breathe and are a major source of biodiversity and natural resources.

Though generally recognized as several ‘separate’ oceans, the marine environment is a complex entity comprising distinct but highly interconnected components, such as the coastal area, the seabed and its subsoil, the water column, sea surface and overlying atmosphere. Hence, the many ecosystem functions and services that coastal and marine ecosystems provide are tightly interlinked.

The oceans also provide a broader range of essential services to human communities that support economic well-being and human health. The ocean circulates heat around the planet, which is why (for example) the UK is warmer than other countries on the same latitude. The land and sea are intimately connected, demonstrated by the Saharan dust storms which return nutrients.

**What does the ocean provide?**

The oceans offer many opportunities in terms of the valuable marine resources they contain and the range of maritime activities they support. Traditionally exploited marine resources include living resources such as numerous species of fish and shellfish and non-living resources, most notably oil and gas, as well as the use of the oceans for global transport and telecommunications.

2 Based on the presentation by Professor Dan Laffoley, Vice Chair (Marine), IUCN World Commission on Protected Areas.

3 A recent study concludes that “the consequences of our activities are at high risk of causing, through the combined effects of climate change, overexploitation, pollution and habitat loss, the next globally significant extinction event in the ocean.” See A.D. Rogers & D. d’A. Laffoley, International Earth System Expert Workshop on Ocean Stresses and Impacts: Summary Report (Oxford: IPSO, 2011), online: http://www.stateoftheocean.org/pdfs/IPSO-LONG.pdf

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Tone of voice

Tone of voice is a powerful tool, which means the way we communicate matters.

Every piece of communication should be easy to understand

• Avoid complex terminology and use references that relate to everyday life.
• Awareness of your audience is important: imagine who you’re talking to, and tailor your message accordingly.

Communicate outcomes

• Demonstrate the impact of The Commonwealth and its achievements.
• Use active language.
• Make your message positive: focus on the benefits, not the difficulties; the solution, rather than the problem.
• Get the facts right and pay attention to details.

Basic principles

Simple and understated is best. Your words should always be written as if to one person. Your focus should always be on the people who will be reading what you’re writing.
Photography should be positive and inspirational. It should show real people in real situations, and capture a moment in time.

Avoid manipulated images

Real people

Capture a moment

Candid situations
Photography: People / Progress / Purpose

The Commonwealth is an organisation that promotes progress. Images that capture a sense of movement and progress can bring a piece of communication to life and should be included when appropriate.

Avoid obviously staged images

Capture a moment

Working together

Tension in the crop will imply movement

Images are for the purpose of demonstration only and should not be used or reproduced.
Photography: People / Progress / Purpose

Reflect the purpose of the Commonwealth’s work wherever possible, through text or photography.

Avoid visual clichés

Communicate the outcome

Capture achievement

Positive impacts

Images are for the purpose of demonstration only and should not be used or reproduced.
Illustration

Using illustration can often overcome the difficulty of portraying diverse cultures or abstract subject matter.

Avoid dark and inhuman graphics

Avoid low quality clipart

Avoid overly complex or decorative illustration with no clear message

Illustrations can also be used to inform. They should be simple and informative.
Applications

The following pages demonstrate how the brand should be used in a range of applications. These should be used as a benchmark for further communications.
Business cards

Information:
Name and contact methods: Effra Regular
Other Information: Effra Light
7.5pt / 10pt – (Auto) Optical Kerning

Vertical spacing: 3mm

Website address:
Effra Regular 7.5/10pt

John Smith
Director Communications & Public Affairs
Commonwealth Secretariat
Marlborough House, Pall Mall, London SW1Y 5HX
T +44 (0) 20 7747 6380
M +44 (0) 7711 187 784
F +44 (0) 20 7839 9081
E j.smith@commonwealth.int

thecommonwealth.org

The Commonwealth
Compliments slips

210mm x 99mm landscape:
15mm margin on left, top and right side;
13mm margin on bottom side;
9 columns (4mm gutter)

Information: Effra Regular and Light
7.5pt / 10.5pt – (auto) optical kerning

Commonwealth Secretariat, Marlborough House, Pall Mall, London SW1Y 5HX
T +44 (0) 20 7747 6380 \ F +44 (0) 20 7839 9081

thecommonwealth.org
Letterhead

Letters should be typed in Effra Light or Trebuchet 10pt aligned left, with a 14pt line spacing.

---

Your Excellency

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Proin euismod gravida nibh ut hac vel


Sed quis orci auctor.</p>

Your Sincerely

Kamlesh Sharma

---

The Commonwealth

May 00 2013

Name Surname

Name of place

First Line address

City/County

Postcode

---

The Commonwealth

Commonwealth Secretariat

Marlborough House, Pall Mall, London SW1Y 5HX

T +44 (0) 20 7747 6380

F +44 (0) 20 7839 9081

Information: Effra Regular and Light

7.5pt / 10.5pt – (auto) optical kerning

260mm x 297mm (A4) portrait:

15mm margin on left, top and right side;

13mm margin on bottom side;

9 columns (4mm gutter)
Envelopes

220mm x 110mm (DL):
- 15mm margin on left, top and right sides;
- 13mm margin on bottom side;
- 9 columns (4mm gutter)

Information: Effra Regular and Light
- 7.5pt / 9pt – (auto) optical kerning

Name Surname
Name of place
First Line address
City/County
Postcode
Priced book covers

Templates for priced book covers are available in three sizes: 240mm x 165mm, 253mm x 190mm and 280mm x 205mm.

Title: the book titles come in three type sizes: long, medium and short. Please use the appropriate size, depending on title length.

Book Descriptor: Effra Regular, 16pt / 20pt, White

Author(s): Effra Italic, 12pt / 16pt, White

Blurb: Effra Regular, 12pt / 16pt, White
**Report cover: full bleed**

Professional, high-resolution images should be used for report covers. Full bleed covers should be used with the image wrapping around the front and back covers. All report covers should be designed by the Printing Section or a professional designer, based on these templates.

- **Dimensions**: 210mm x 297mm (A4):
  - 12mm margin on left, top and bottom sides;
  - 18mm margin on right side;
  - 12 columns (4mm gutter)

- **Back cover address**: Effra Regular/Light
  - 11pt / 16pt, Accent Colour 1/ Black mix

- **Label**: Depending on the type of report, the label should read either ‘Proceedings Report’, ‘Policy Advice Report’ or ‘Research Report’. No other labels should be used.

- **Spine**: If a spine is required for perfect binding, it should be added between the front and back cover. It should not contain text and should use the darkest accent colour.

**Report Title**

- **Report descriptor**: Effra Regular, 34pt / 38pt
- **Accent Colour 1

**Report Type**: Effra Regular, 11pt / 13pt, Accent Colour 1
Report cover: half bleed with gradient

If an image is in portrait format and will not wrap around the front and back covers, a gradient of accent colours should be used on the back cover.

Dimensions 210mm x 297mm (A4):
- 12mm margin on left, top and bottom sides;
- 18mm margin on right side
- 12 columns (4mm gutter)

Back cover address: Effra Regular/Light
11pt / 16pt, accent colour 1/black mix

Label
Depending on the type of report, the label should read either 'Proceedings Report', 'Policy Advice Report' or 'Research Report'. No other labels should be used.

Spine
If a spine is required for perfect binding, it should be added between the front and back cover. It should not contain text and should use the darkest accent colour.
Report cover: double image with gradient

If the resolution of an image is too low to fill the front cover, the image can be repeated.

Where possible, use a different crop in each image box. Where this is not possible, the image should be tiled. Examples are shown below.
Report cover: supergraphic

Where no image can be found the supergraphic should be used. The gradients should comprise of the chosen accent colours. Do not alter the gradient angles or location. Policy Advice Reports should always use the supergraphic cover in Commonwealth Blue.

Dimensions 210mm x 297mm (A4):
12mm margin on left, top and bottom sides;
18mm margin on right side;
12 columns (4mm gutter)

Back Cover Address: Effra Regular/Light
11pt / 16pt, accent colour 1 / black mix

Label
Depending on the type of report, the label should read either: "Proceedings Report", "Policy Advice Report" or "Research Report". No other labels should be used.

Spine
If a spine is required for perfect binding, it should be added between the front and back cover. It should not contain text and should use the darkest accent colour.

Report Title
Effra Regular, 34pt / 38pt
Accent colour 1

Report descriptor
Effra Regular, 16pt / 20pt
Black
Sample report layout: Inside front cover and title page

Considerations:
The accent colour used here is Oceana.
The accent colour can vary between reports, but only one accent can be used for any one report.
Where possible, have the text on optical kerning and the tracking on 0.
Try to have between 50-75 characters of body copy per line, as this helps with readability.

Background colour: gradient and solid colour mix. The 23.5° Angle divide has been used.

PROCEEDINGS OF THE
Commonwealth Maritime Boundaries and Ocean Governance Forum
London, Marlborough House
17—19 April 2012
Sample report layout: contents page, pull quote and information box

Contents

About the forum and this report
Opening address (Kamalesh Sharma, Commonwealth Secretary-General) 06
Welcome message (Robert Ransford Smith, Commonwealth Deputy Secretary-General) 07
Welcome message (José Maurel, Director, Special Advisory Services Division) 10
Section 1: Current status and governance of oceans
Current state of the marine environment 11
Challenges of ocean governance 12
Section 2: Securing access to maritime resources
ELS Maritime Boundaries Programme 16
Litigating maritime boundaries 17
Disputes over maritime boundaries between Bangladesh and Myanmar 18
Tuvalu maritime boundaries work — Pacific concept of making it easy 19
Arrangements for the joint management of offshore natural resources 19
Section 3: Planning and management approaches for the oceans
The concept of ecosystem based management in practice 22
Namibia’s experience in integrated coastal management 22
Spatial planning and management: A systematic approach to conserving ocean activities 23
Integrating spatial planning and modelling in the governance of Belize’s coastal zone 24
Section 4: Integrated ocean governance
for sustainable marine economic development
Moving from sector specific to integrated, ecosystem-based management 25
Transitions to sustainable fisheries 26
Participatory coastal resources management: Experiences from sub-regions 27
Requirements for good governance Reforming existing management frameworks 28
Section 5: Where to from here?
UNEP Regional Seas Programme in ocean governance 30
Identifying priorities for action: Caribbean stakeholders engagement case study 30
Participatory discussion on Issues and needs for assistance 30
Section 6: Conclusions and recommendations

“Individually, we are one drop. Together, we are an ocean.”
Robert Ransford Smith — Deputy Secretary General

Acronyms

CZM Coastal Zone Management
EEZ Exclusive Economic Zone
ELS Economic and Legal Section
FAO Food and Agriculture Organisation (United Nations)
GEF Global Environment Facility
ICJ International Court of Justice
ITLOS International Tribunal for the Law of the Sea
MBD Maritime Boundary Delimitation
MMO Marine Management Organisation
MPA Marine Protected Areas
MSP Marine Spatial Planning
NACOMA Namibian Coast Conservation and Management Project
UNEP United Nations Environment Programme

Considerations:
The accent colour used here is Oceana. The accent colour can vary between reports, but only one accent colour can be used for any one report. Where possible, have the text in optical kerning and the tracking on 0. Try to have between 50-75 characters of body copy per line, as this helps with readability.

Folios:
Folios are at the top for easy navigation. The 23.5° angle has been used as a line to separate the page title and number.

Pull quotes:
Pull quotes are a good way of breaking up text-heavy pages and creating interest on a page.

Info box:
Info boxes help to pull out important information in a digestible way.
As you may know, the Commonwealth Secretariat has a long track record on ocean resources management, working across Commonwealth member countries to support its members in negotiating and resolving maritime boundaries. The provision of advisory services to Commonwealth member countries on marine boundaries facilitates and enhances a consensual approach to the current guidelines on maritime boundaries.

We maintain the requisite in-house expertise to provide such support, and are assisted by external experts in respect of certain specialised areas.

Recognising that this work was necessary but not sufficient, and responding to demands from Commonwealth members, we've recently expanded our work to encompass broader aspects of integrated ocean governance. This enables us to deliver on our commitment to integrated and diverse expertise in the delivery of advisory services, to assist member countries to sustainably develop and benefit from their oceanic economic resources.

The Commonwealth includes many countries that have shown global leadership in the way the marine environment should be managed for all stakeholders. At the regional level, we see developing an integrated approach to ocean governance in regions such as the South Pacific and the Caribbean. There is a common sense of need for a global, regional approach to ocean governance, balancing the needs of specific stakeholders and groups of countries.

We strongly believe that many smaller Commonwealth countries, the ocean offers an important opportunity for sustainable economic and social development. However, it is clear that the full potential of the ocean is not being realised, and in many instances, the future growth of benefits from ocean goods and services is being eroded.

SASD remains committed to assisting countries to put ocean resources at the heart of sustainable development.

I wish you all a fruitful week at the Forum.

Director, Special Advisory Services Division

Welcome message from José Maurel

The ocean offers an important opportunity for sustainable economic and social development.

The ocean offers an important opportunity for sustainable economic and social development.
Thick general body copy is easier to read than thin. The text is center justified, which is more readable than left justified. Where possible, have the text on a single line, as this helps with readability.

Sample report layout: text hierarchy

**Text hierarchy**

- Sections
- Sub-sections
- Paragraphs
- Emphasised words

**Considerations:**

- The accent colour used here is **Oceana**
- The accent colour can vary between reports, but only one accent colour can be used for any one report.
- Where possible, have the text on a single line, as this helps with readability.

**Brand Guidelines**

- **Text hierarchy**
  - Sections
  - Sub-sections
  - Paragraphs
  - Emphasised words

**Applying the brand**

- Using accent colours effectively can help guide the reader through a news story, and highlight important sections.

**Sample report layout: text hierarchy**

**Brand Guidelines**

- **Text hierarchy**
  - Sections
  - Sub-sections
  - Paragraphs
  - Emphasised words

**Applying the brand**

- Using accent colours effectively can help guide the reader through a news story, and highlight important sections.
Integrating spatial planning and modeling concepts in the governance of Belize’s coastal zone

Belize is a mainland country in Central America bordered by the Caribbean Sea, with the world’s second longest unbroken coral reef system, 220km in length. It also has three atolls and several coastal mangrove forests. 35% of the country’s population lives in coastal areas.

It is possible to continue to derive benefits from these resources if through scuplpat planning and thoughtful approaches one can conserve the abundance on offer. For a long time there was limited investment in the resilience of ecosystems and a recognition of the need for a broader and more holistic approach to the management of coastal areas. Some departments and entities didn’t even recognise that they had coastal responsibilities. These led to inefficient arrangements and a recognition that an adequate structure for the protection and use of coastal resources was needed.

In the 1980s, scientists, government officials and NGOs came together to agree on the need for a joint plan. The GEF provided funding to establish the Coastal Zone Management (CZM) project in 1993 which led to the establishment of the Coastal Zone Management Authority (CZMA). The mission statement of the CZMA authority was:

“To support the allocation, sustainable use and planned development of Belize’s coastal resources through increased knowledge and the building of alliances for the benefit of all Belizeans and the global community.”

The authority recognised that it was going to take effort, first to comprehend coastal systems, their interactions and human influences. They developed a series of spatial plans at the regional level, and also developed a masterplan, funded by the IDB, but no efforts were made to develop a comprehensive spatial plan or a series of guidelines to assist with the protection and development of the coastal areas.

Various elements were identified at this stage, including the need for a more systematic approach to spatial planning, the need for a more ecosystem-based approach, and the need to provide a more scientifically based approach to coastal planning. This led to the development of a comprehensive approach to coastal planning, using the best available scientific information and expert advice.

An enhanced consultation process was used in the second phase of planning, involving representatives from coastal areas, but extending to a 3km ‘zone of influence’. Consultation took place to agree on the development of a comprehensive plan and led to the development of a range of scenarios for the use of coastal areas.

The economic contribution of Belize’s coral reefs and mangroves:

- Tourism: US$150-$196 m/yr (snorkeling, diving, sport fishing, etc.)
- Fisheries: US$14-$16 m/yr (lobster, conch, finfish, aquaculture)
- Shoreline protection: US$231-347 m/yr (avoided damages via mangroves)

“The Natural Capital project, a consortium of academic and NGO partners, was undertaken. This provided a more solid scientific basis for decision-making and helped to understand what benefits were provided by the marine areas and how to use this information to make decisions.”
### Sample report layout: tables

**Table 1.0** Title here

<table>
<thead>
<tr>
<th>Row of Action Critical Area 1</th>
<th>Gender, Human Rights and Law</th>
<th>Technical Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proceeding over the second half of column one</td>
<td>Proceeding over the second half of column two</td>
<td>Proceeding over the second half of column three</td>
</tr>
<tr>
<td>1.1 Proceeding over the second half of column one</td>
<td>1.1 Proceeding over the second half of column two</td>
<td>1.1 Proceeding over the second half of column three</td>
</tr>
<tr>
<td>1.2 Proceeding over the second half of column one</td>
<td>1.2 Proceeding over the second half of column two</td>
<td>1.2 Proceeding over the second half of column three</td>
</tr>
<tr>
<td>1.3 Proceeding over the second half of column one</td>
<td>1.3 Proceeding over the second half of column two</td>
<td>1.3 Proceeding over the second half of column three</td>
</tr>
</tbody>
</table>

### Table 2.0** Gross Domestic Product (GDP)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>20.900</td>
<td>21.600</td>
<td>22.200</td>
<td>16.400</td>
</tr>
<tr>
<td>Japan</td>
<td>51.200</td>
<td>52.000</td>
<td>52.800</td>
<td>39.500</td>
</tr>
<tr>
<td>Germany</td>
<td>32.500</td>
<td>33.000</td>
<td>33.500</td>
<td>25.500</td>
</tr>
<tr>
<td>France</td>
<td>21.700</td>
<td>22.200</td>
<td>22.700</td>
<td>16.800</td>
</tr>
<tr>
<td>Italy</td>
<td>19.200</td>
<td>19.700</td>
<td>20.200</td>
<td>14.800</td>
</tr>
<tr>
<td>Australia</td>
<td>64.200</td>
<td>65.100</td>
<td>66.000</td>
<td>46.800</td>
</tr>
<tr>
<td>New Zealand</td>
<td>70.200</td>
<td>70.600</td>
<td>71.000</td>
<td>53.800</td>
</tr>
<tr>
<td>Canada</td>
<td>78.500</td>
<td>78.900</td>
<td>79.300</td>
<td>57.000</td>
</tr>
<tr>
<td>USA</td>
<td>129.000</td>
<td>130.000</td>
<td>131.000</td>
<td>100.000</td>
</tr>
<tr>
<td>Other countries</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes:** All data from World Bank Development Indicators and the Economic Commission for Latin America and the Caribbean (ECLAC) for the year of the latest year available.
Sample report layout: charts and graphs

Charts and graphs
Charts and graphs should use tints to help differentiate between sections. Templates are available in Microsoft Word and PowerPoint.

Planning and management approaches for the oceans

Quantitative and qualitative processes

GLOBAL
- Global Indicators
- Baseline Survey Targets
- Monitoring and evaluating processes
- National Women’s Machinery
- Civil Society Representatives

REGIONAL
- Quantitative Processes (COMSEC)
- Qualitative Processes (CGPMG)
- Membership composition
- Membership by year

NATIONAL
- National Women’s Machinery
- Civil Society Representatives
- Monitoring and evaluating processes
- National Women’s Machinery
- Civil Society Representatives
- Membership composition
- Membership by year

Monitoring and evaluating processes

- Quantitative processes
  - Data collection on global indicators
  - Information collection
  - Analysis of performance
- Qualitative processes
  - Membership composition
  - Membership by year

Figure 1.1 Total forest cover square kilometres

- Note: Graph is from the UN
- Source: UN data

Figure 1.2 The MDGs and population size

- Source: Calculated from 2010 UN data

Figure 1.3 Microstates and the MDGs

- Source: Calculated from UN data
2008 will be remembered for the unprecedented number of “crises” that affected the world economy.
Considerations
The accent colour and tint used here is Commonwealth Blue, however, other accent colours can be used for interior pages.
Where possible, use optical kerning and the tracking on 0.
Use between 50-75 characters of body copy per line.

Portrait Image: Greyscale TIF
File with Fill: Accent colour 1

Text Hierarchy:
This spread shows how a text-heavy spread can be made-easier to read with a clear typographic hierarchy.

Message from the Director

2008 will be remembered for the unprecedented number of “crises” that affected the world economy.

The Financial crisis
While the full impact of the financial crisis is still uncertain, the immediate impact has been catastrophic for many developed countries.
Architects of developing countries in the early 2000s will be familiar with the 2001 stock market crash, which affected financial markets around the world and caused a global slowdown. The financial crisis is of a different nature and has affected the economies of many developing countries.

Debt Management Section can assist countries with debt reduction following initiatives such as HIPC and the Heavily Indebted Poor Countries (HIPC). This is crucial for reducing the costs of servicing external debt.

The Fuel crisis
The sharp fall in oil prices in the second half of 2008 increased volatility on the world market. Oil prices fluctuated significantly over the year, reaching their highest point in the middle of 2008. The financial crisis is still unfolding at a global level and is now affecting the economy of many developing countries.

The impact of the fuel crisis will primarily be felt in many developing countries, where economies are more dependent on the energy sector.

The food crisis
The food crisis of 2008 will be remembered for the unprecedented increase in food prices over the period 2005-2007. The full impact of the food crisis is still uncertain, but it is expected to continue for many years. The problem is multi-faceted, and the basic issue is that countries need to increase agricultural productivity in order to meet the needs of their populations.

Failure to increase agricultural productivity will lead to a deterioration of their external balance sheet and, in some cases, increased borrowing.

Accent colours
Using accent colours effectively can help guide the reader through a news story, and highlight important sections.
DEBT MANAGEMENT FORUM

COMSEC is working on a project to introduce debt management E-learning in partnership with the Commonwealth of Learning.

The project will be implemented in three phases, with the initial phases covering Loan Agreements and Loan Disbursements. The last phase will cover Debt Management Frameworks.

One of the main aims of the forum was to hold discussions on effective debt management and capital markets in emerging market countries. Stakeholders and obtained feedback on the forum.

The forum looked at emerging trends in sovereign debt management, developing strategies for managing debt, improving access to capital markets, and enhancing capacity for sovereign debt management. The forum also aimed to discuss ways to improve the quality of external debt databases and the building of comprehensive domestic debt databases in member countries.

Extra Information

The Gambia gets a second opinion

Located in West Africa, The Gambia is the smallest mainland country on the continent. It is now a post-conflict country and has been considered a High Income country. However, it remains weak in many areas. There is some evidence that the country is working towards making debt sustainability a priority.

As of August 2008, the IMF/World Bank Debt Sustainability Analysis (DSA) assessment of the country's debt sustainability concluded that the country's debt was sustainable. However, by involving technical experts in the assessment, the Gambia was able to improve its debt sustainability classification.

After the DSA, the Gambia was able to negotiate a second opinion from an independent party. The Commonwealth Secretariat was approached in February 2008 and undertook three inter-related activities. One of these was to assess the country's debt sustainability and development strategy.

Now that the DSA has been successfully completed, the Gambia is working on developing a national debt strategy for the country.
For further information on SASD programmes and copies of the Advisory please contact: Stefan Bicknell, Advisory, Special Advisory Services Division, Commonwealth Secretariat, Marlborough House, Pall Mall, London SW1Y 5HX, United Kingdom. Tel: +44 (0)20 7747 6428 Fax: +44 (0)20 7747 6307 Email: s.bicknell@commonwealth.int

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Selected Forthcoming Events

April 2009
20-29 April 2009 Mbabane, Swaziland
Joint MEFMI-Comsec Regional Workshop for South and East Africa on Domestic Debt Recording in CDSRMS and Auctioning System

May 2009
National Export Strategy Learning Workshop: Singapore Commonwealth Third Country Training Programme

December 2009
Nurturing Media and High Technology, Part 1,apan

April 2010
Manufacturing SME development in National Economic Policy and Planning
Developing the Tourism Sector in Commonwealth Developing Countries

Please see the Commonwealth Secretariat website for updates on SASD programmes.

This Study, prepared by the International Education Mining & Metals (ICMM) and co-published with the Commonwealth Secretariat, examines current and emerging thinking on mining taxation. In particular, it explores the ways in which different sources of mining revenue can have implications for socio-economic development. In order to assist governments in designing appropriate tax systems for the mining sector, the Study provides an overview of different fiscal systems applied to the extraction of minerals and mining, including various tax and non-tax instruments, and discusses the arguments for and against taxing the mining sector differently from other economic activities. The Economic and Legal Section of the Special Advisory Services Division collaborated with the ICMM during the development of the Study and its findings. Our involvement was conducted in order to ensure that the Study presented a balanced analysis of the pros and cons of the expansion of the Commonwealth Secretariat’s work in advising governments on fiscal matters associated with the extraction of minerals and mining.

The Commonwealth @ 60

The Commonwealth has stood the test of time. Standing tall as an organisation of free nations, dedicated to protecting and advancing its principles, while meeting the changing challenges of its times. The Commonwealth has always been a beacon of democracy, development and diversity... The Commonwealth has an important story to tell. Our task this year is to look straight ahead - and ask how we can continue evolving in a new generation.

The Commonwealth always had a more than its people and the states of tomorrow and now. It should be focused in self-sustaining and ensuring the growth of the best teams for future generations.

Recruitment advertisements

Economic Adviser, International Finance and Capital Markets

£60,000pa + benefits / Location

For an enthusiastic, energetic and seasoned communications / media adviser or campaigner, reporter or correspondent, this is the ideal opportunity to move up a gear as you help shape and develop the dynamic communications which will raise the public profile of the Commonwealth.

This will include implementing the strategic plan; monitoring international developments and recommending appropriate interventions; and supporting editorial outputs, notably the writing and contributing to key communications materials.

With a degree in communications, journalism, media studies, as a communications / media adviser or campaigner within a major global institution, or as a reporter or correspondent within the media. Competency with audio-visual and / or print journalism is crucial.

We promote democracy, advance development and celebrate diversity. We are the Commonwealth—an association of 54 member countries who share the common values of peace, security and sustainable development. To join us you must be a citizen of a Commonwealth country, able to operate effectively in our multi-cultural setting.

Closing date is Monday 3 June
For more information and to apply, please visit thecommonwealth.org

A black and white version is also available

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