

The Phoenix Islands Protected Area (PIPA) Logo



PHOENIX ISLANDS PROTECTED AREA

The eight fish in the outer circle of the logo symbolize the eight atolls of the Phoenix Islands. Their counter-clockwise motion, as if swimming “back in time”, indicates the preceding thousands of years over which the coral formed these magnificent reefs.

The apparent continuous movement of the eight fish also reminds us that PIPA is a process, a dynamic activity with no ending. Migratory fish, especially the tuna, are very important to Kiribati. The Phoenix Islands are oases in a sea of great migrations, providing a focal point for a convergence of life. In its function as the steward of such life, PIPA will continue to evolve and improve as research and conservation initiatives unlock the mysteries and full potential of this incredible place.

The Islands are low lying; their vegetation is only just visible at the horizon. The sun, which also appears in the flag, is rising above the horizon. In combination with the uplifting motion of the birds, which are abundant in the Islands, it gives the logo a feeling of hope for the future. The line and the wording below the circle are elements that also indicate the lowness of the Islands as well as the fact that they are spread out over a large area in the Pacific Ocean.

The blue color symbolizes the deep sea, the golden color stands for light, universal wisdom and the opportunity for greater knowledge of the physical nature of PIPA. The blue and white waves in the inner circle have been taken from the Kiribati flag to emphasize the fact that the Phoenix Islands are an integral part of Kiribati. The waves also represent the deep sea areas that are protected and the unique habitats that await discovery there.

There are two birds in the PIPA logo and this number is significant. In Kiribati tradition, the number three is considered a national number and is reflected by the three traditional words of “Te Mauri, Te Raoi and Te Tabomoa.” These words are the underlying cultural philosophies of “Good Health, Peace and Prosperity” that are meant for those to whom those words are directed.

The depiction of only two birds in the PIPA logo represents the first two words. In Kiribati culture, when one utters only “Te Mauri and Te Raoi,” without mentioning “Te Tabomoa (prosperity),” it means that the one to whom it is directed needs to work hard, to give his or her full support and help in order to achieve the full potential of the desired prosperity. Thus all people must work hard for PIPA, and as millions of seabirds leave the islands every morning to feed at sea, one hopes that they will find abundant fish and, over the years, increasing numbers will return to thrive in the richness of the Phoenix Islands Protected Area.

Thanks to artist Siene de Vries for his work on the PIPA logo.