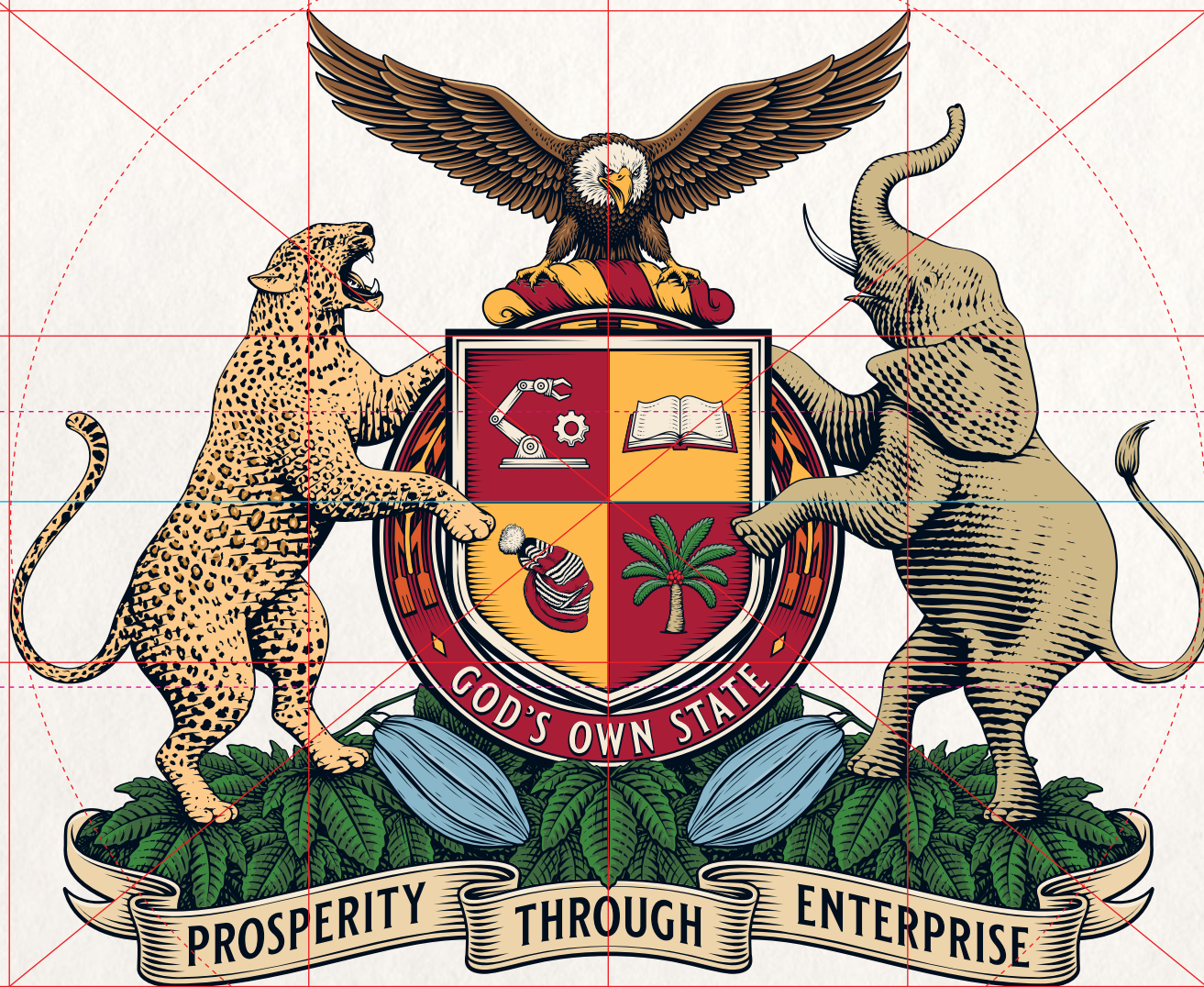


The Abia State Emblem

Exploring the Symbols of our Heritage and Aspirations





Honouring our Past, Igniting our Future

It is with profound respect for our rich heritage and a commitment to our promising future that I present this primer, which explains the various components and significance of the elements used in the new Abia State emblem.

Abia State is a land deeply rooted in tradition, culture, and values that define our identity and guide the personal conduct, behaviour, and interactions of our people. Our commitment to fostering a strong identity and instilling cultural values is paramount in our quest to guide our citizens both individually and collectively. This dedication is reflected in the creation of a new State emblem—a symbol that encapsulates our past, illuminates our present, and projects our aspirations for the future.

The new Abia State emblem is a beacon of our collective spirit and aspirations. It was crafted to enhance public communication, ensuring a clear, consistent, and professional image that builds trust and credibility among our people and beyond. This emblem is designed to inspire a motivated workforce, reflecting the vibrant energy and entrepreneurial spirit that defines Ndi Abia.

Each element of this emblem carries a profound significance. It embodies the resilience of our people, their ingenuity, and the prosperity that we strive for. It stands as a testament to the strength and wisdom that have characterised our journey through history. This emblem welcomes all to Abia State, a place where the spirit of enterprise thrives and where the future is forged with determination and insight.

As you go through the pages of this primer, you will gain an understanding of how the deliberate choices behind each component of our emblem come together to tell the story of Abia State—our values, our vision, and our commitment to progress.

I invite you to join us in celebrating this emblem, a symbol that honours our past while igniting our future. May it serve as a source of pride and inspiration for all who call Abia State home and for those who join us in our journey toward a brighter tomorrow.

Welcome to the new Abia State.

Dr. Alex Otti, OFR
Executive Governor,
Abia State

Old Emblem



New Emblem



The New Abia State Emblem: A Beacon of Identity and Purpose in Modern Governance

The Abia State Government has recently unveiled a new emblem, a meticulously crafted symbol that encapsulates the rich heritage, resilience, and aspirations of its people. This initiative underscores the importance of heraldic design as an age-old mechanism in representing and galvanizing communities.

Why a New Emblem?

From the over 200,000 years old human inscriptions on stone across Africa to the present day, emblems have evolved as symbols of heraldry, used to denote accomplishments as well as genealogies, culture and history of communities, reflecting their values, aspirations, and identity.

The drive to return Abia to ‘the number 1 state’ in all facets of its endeavour prompted a comprehensive design audit of its brand and expression through its assets beginning with the core, the emblem. The creation of a new emblem is a response to the outcome of the audit and the need for an emblem to adhere to time-honoured heraldic principles and authentic representations of the identity and values of Abia State.

A Pro-Bono Contribution by Abia Sons

The redesign of the Abia State emblem was generously provided pro bono by two talented sons of Abia State, Ochi Ogbuaku Jr., Canada-based award-winning multimedia designer and Creative Director at CreativExchange Inc., and his brother Nkem Ogbuaku, a Strategic Communications expert based in Nigeria. CreativExchange collaborated with world-class

traditional heraldic designers to ensure this emblem, crafted from scratch, meets the highest heraldic standards. Every component of this emblem is original art—never before in existence in this exact form, including the tweaks to the font used in the text. Their pro-bono contribution underscores the widespread and diverse support for the current administration, a government dedicated to serving Ndi Abia with a relentless focus on tangible, people-oriented projects.

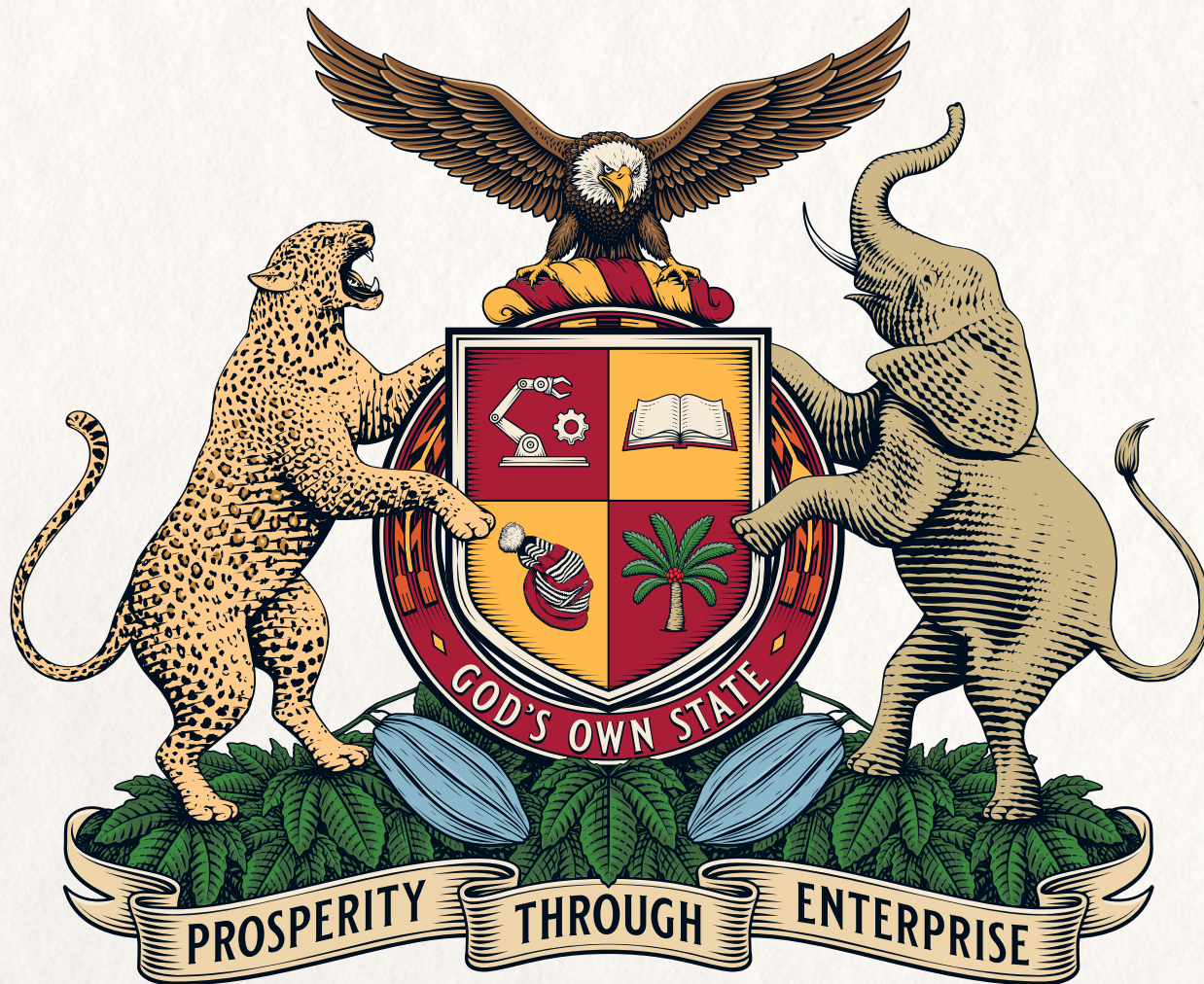
Understanding the new Abia State emblem

Governments and institutions around the world recognize the importance of these symbols as powerful tools for promoting unity, pride, and a shared vision for the future. The new Abia State emblem is a profound step towards fostering a strong and inspiring identity. As with all great heraldic design, it builds on the best elements of the past with their rich symbolism and historical depth, and boldly evolves by adding other elements to play a crucial role in galvanizing our communities and representing our collective aspirations.

It stands as a beacon of an enduring tradition, embodying the spirit and values of its people, and calling all to its banner as the New Abia emerges through our collective contributions. The following pages explain the various parts and significance of the elements used in the new Abia State emblem.

Prince Okey Kanu

Commissioner for Information and Culture

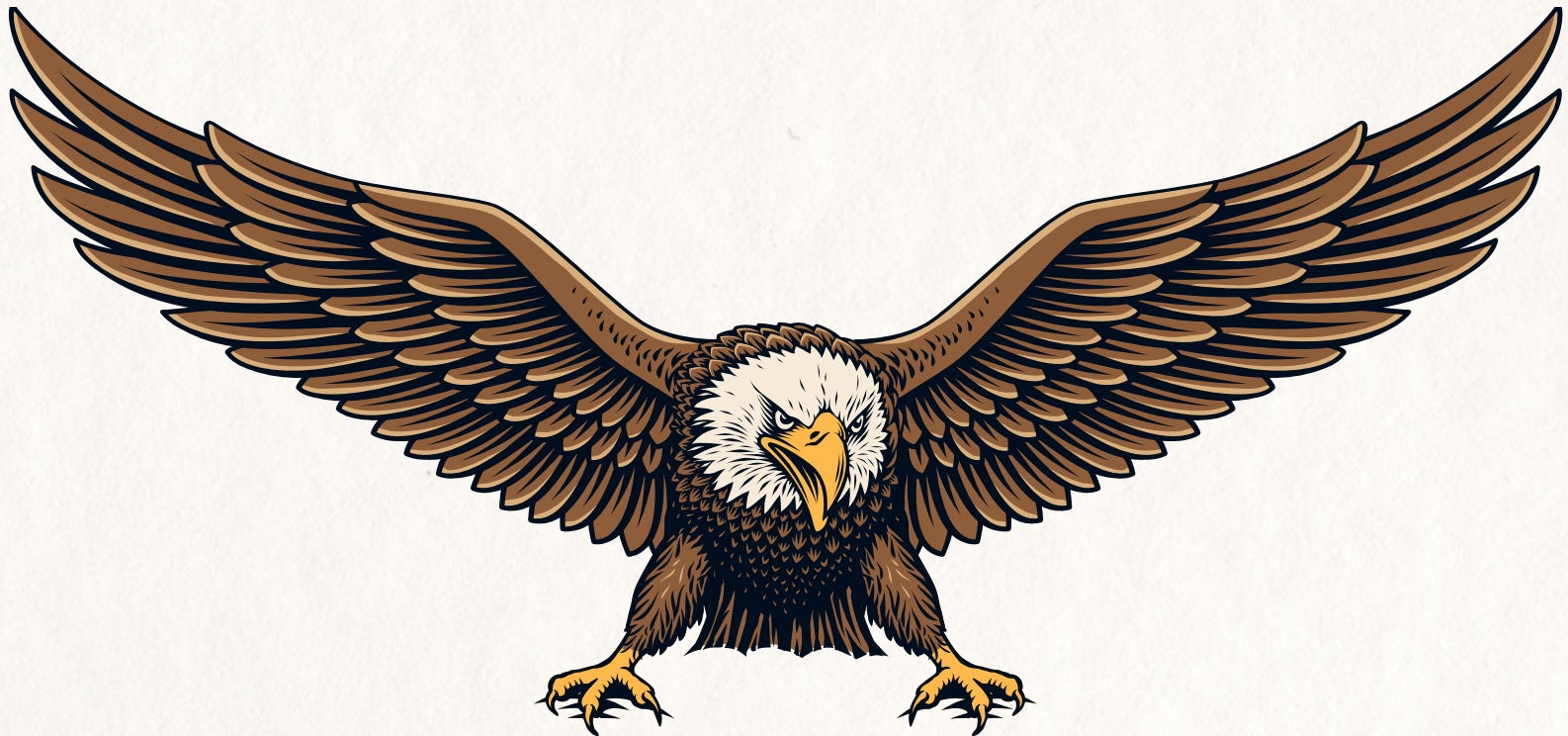


The Emblem

The Abia State Government emblem is a unifying symbol of our legacy and yearnings. It represents our rich cultural heritage, social development, economy, and infrastructure development, serving as a beacon of hope and prosperity for generations to come.

Ejirimara Ahụ

Ejirimara ọchịchị Abia Steti bụ ngwụgwụ onọchi n'gọsi ejiri mara anyị na ebumụche. O nọchitere omenala anyị nkwalite obibi ndụ, akụnụba na ụkwụalite usoro mmepe iru onu dika ntọla nke ọgbọ na-abia Abia.



The Eagle

At the crest of the Abia emblem is the eagle, poised for flight, about to soar. It is a symbol of vision, strength, and protection, reflecting the values and aspirations of the people and government of Abia State.

Ụgọ

N'ime eserese nke Ejirịmara Abia, enwere ụgọ bụ nke na-achọ ife ife! Ọ na-egosi ahụ nuzọ idiike na nchekwara nke putara uru nakwa ọchịchọ niile nke ọhananọze yana olileanya ndị mmadụ na nke ọchịchị Abia Steti.

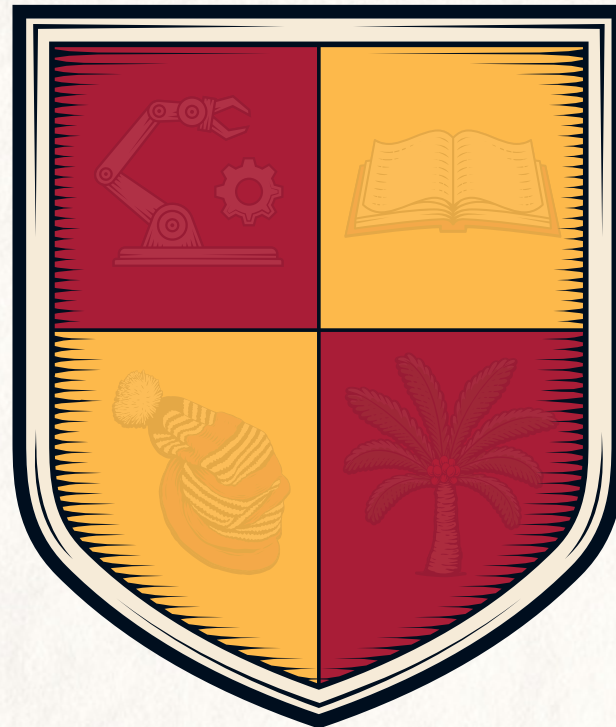


The Torse

Arched above the shield is the torse, a wreath of twisted blood-stained cloth, commemorating the fallen heroes of Abia, whose sacrifice echoes through the ages.

Èrì Àhìrì Àhà

Nke e hìrì n'elu òkòlótò mbọchi bụ ogho na èrì àtùhìrì àtùhì n'akà ọbara ọbara nke na-anọchite anya ndị ọdọgwù (ụmụafọ) Abia alarala, ndị ọchịchị ụjọ ha adighi n'chegwu ebighi ebi.

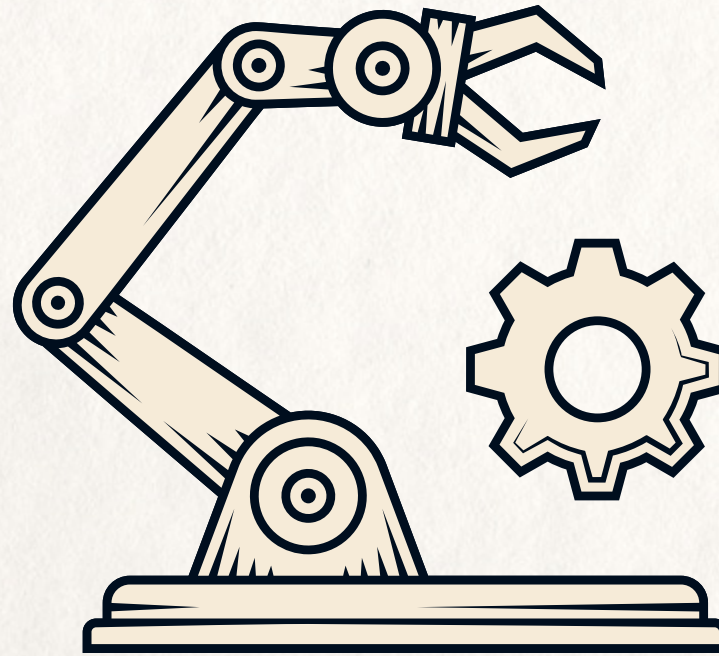


The Shield

Upon the shield, a bastion of Abia's resolve to shield its people and uphold its virtues, four quarters are displayed. Within these compartments, charges speak eloquently to Abia's legacy and yearnings: industry, quest for knowledge, culture and agriculture.

Òkòlótò Mgbochi

N'elu mgbochi ahụ e nwere ngosị nke mkpebi bụdị Abia ichekwa ndị ya, yana ijigide ogo ya. Ọkara anáọjị pụtara ihe n'akíku a na-agwa maka ihe ndị Abia pụtara họtà tinyere ùgwù ọ̀nà olileanya, mmadụ àzụnahịa ọchịchọ àkọnuche, omenala na ọrụ́bị.

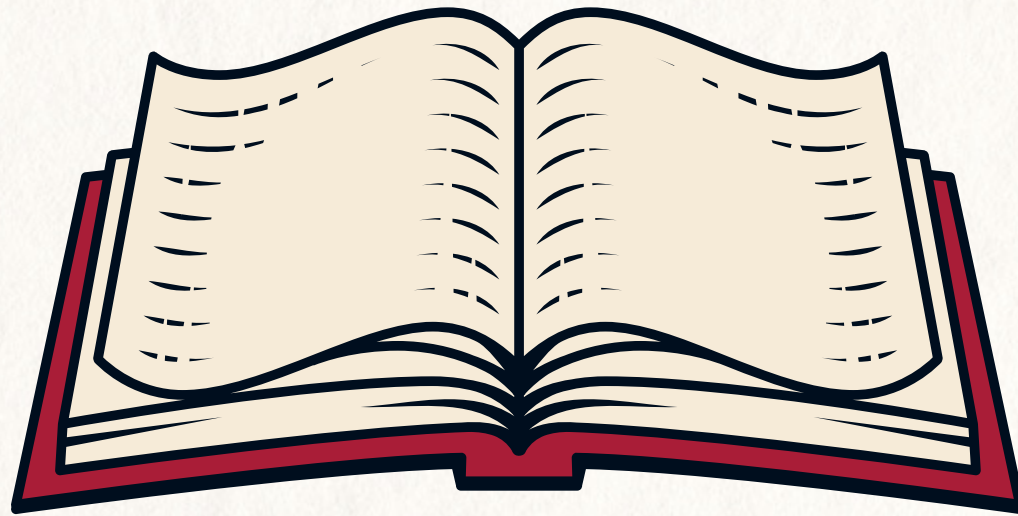


A Robotic Manufacturing Arm and a Gear Wheel

The symbol of a robotic manufacturing arm and a gear wheel builds on a heritage of ingenuity, innovation and production to embrace a digital future. It represents economic growth, and industrial progress, driving Abia towards a future of prosperity and global competitiveness.

Ogwe Aka Mmepụta Rọbọtik na Wili Gia

Ọnọchị nke ngalaba mmepụta ngwa ahịa na ọnwururụ nke inwe agba nnwogha na mmepụta iji nabata ogbara ọhụụ. Ọ na-anọchite ọtítọ nke akụnụba, na ọganihu nke ụlọ ọrụ ahịa idúbà Abia n'okwu nke ọganihu na imepụta n'etiti mba ụwa niile.



An Open Book

An open book symbolises Abia's commitment to education, transparency, and accountability, guiding our people towards enlightenment and progress. The open book also speaks to our faith in God, and our grounding in biblical values—Abia is God's own state.

Akwụkwọ A Sapere Asape

Akwụkwọ a sapere asape na-egosi ụzụ ndị Abia nyere mmụta, nkwuwa okwu na inye ezi ntuziaka iduzi ọhanaeze ume ka ha ghọta nke a na-ekwu yana ọganihu. Akwụkwọ ahụ a sapere asape na-ekwukwa maka okwukwe anyị n'ebe Chineke nọ, yana mgbakwasi ụkwụ anyị n'ihe e dere n'Akwụkwọ Nsọ—Abia Steeti nke Chineke.



The Okpu Agu

The Okpu Agu is a vital part of Igbo traditional attire. The positioning of the tail of the Okpu agu communicates a message. It embodies strength, leadership, and respect within Igbo society, connecting ndi Abia to their rich cultural traditions.

Okpu Agu

Okpu Agu bụ akụkụ dị mkpa n'uwe ọdinala ndị Igbo. Idozi ikwè Okpu Agu na-eme ka ozi dị. Ọ na-anọchite ike, ndu, na nsọpụrụ n'ime ụlọ ndị Igbo, na-ejikọta ndi Abia na omenala bara uru ha.



The Oil Palm Tree

The oil palm tree, represents abundance, resilience, and environmental conservation, nurturing goodness for generations to come.

Osisi Nkwu

Osisi nkwu na-anochite anya uju nke ihe dibi n'udi ochie yana nchekwa ogbe nke na-ahazi idi mma maka ogbo na-abia n'ihu.



The Akwete Pattern: A Woven Legacy

Indigenous to Abia State, this globally recognised fabric strengthens Abia's new identity, celebrating the enterprising spirit of Abia women and their contribution to socio-economic development.

Akụrakụ Akwète

Akwa ọ jì mara ndị Abia. Akwa ọ mmaara n'ụwa gba gburugburu na-akwalite nghọta ọhụụ n'Abia. Nke a na-ezụlịte igba mbo nke umunwanyị Abia yana ntụnye ha n'okwu nkwalite obibi ndụ na nke akụnụba.



God's Own State

Emblazoned at the lower areas of the garter is the slogan 'God's Own State,' signifying the Abia people's strong religious identity and distinctive character, a beacon of faith and hope for all.

Steeti Nke Chineke

N'etiti ngwaahia a na-agba atụọ ihe "Steeti Nke Chineke," na-akpọtara nke ọma ihe gbasara ndị Abia dị na ogwe ọrụna, na-agụnyere ha mkpụrụ akụkọ na ọtụtụ oge na inweghị mmepe ka Chineke n'apụta.

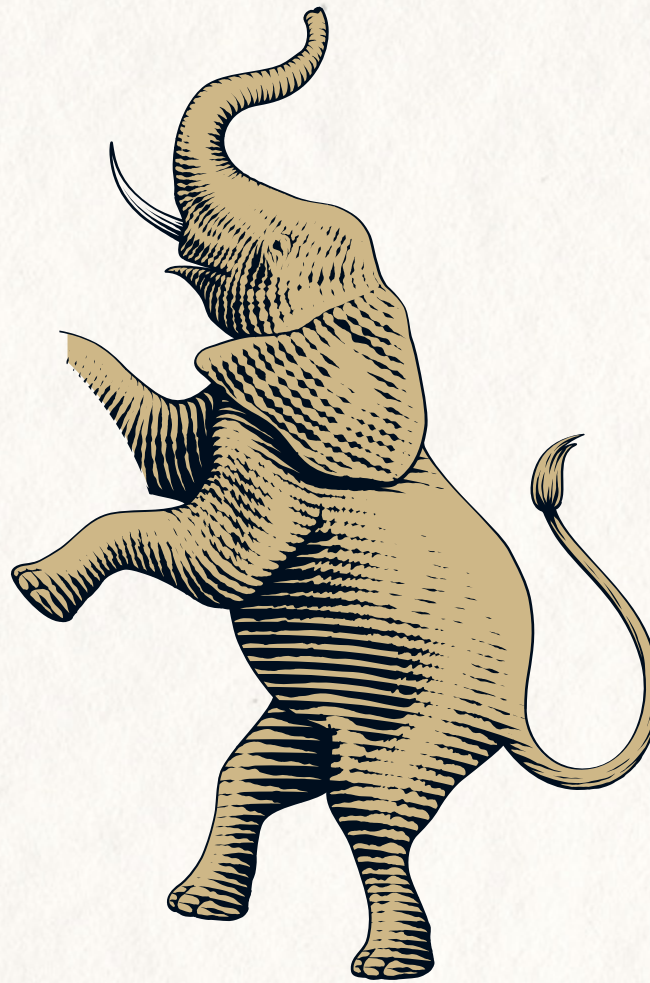


The Leopard

To the right of the emblem stands the leopard (agụ), symbolising strength, courage, and independence, embodying the Abia spirit of self-reliance, adaptability and entrepreneurship.

Agụ

N'akụkụ akanrị nke Ejirịmara ahu, Agu gụzọ na-egosị ịdịkè, ogụike na nkwurụchịm nke mmụọ ndị Abịa n'uzọ nkwurụ n'onwe, nnabata nakwa nke ndụ azụmahịa na ịga ọkụ.



The Elephant

To the left of the emblem stands the elephant, a paragon of stability, wisdom, community and kin, inspiring collective action, innovation, resourcefulness and enduring resilience.

Enyí Mmírí

N'akụkụ aka ekpe a ga-ahụ Enyimiri nke na-egosị nkwụsi ike, amamihe, ọnụọma na idi ọgwù nke na-ewulite mmụọ nrụkọ ọnụ, mmụọ ọhụụ, igba mbo na nweghachi na-adigide adigide.



The Compartment

The leafy Ugu vegetable is a staple in the cuisine of ndi Abia. This base of rich green Ugu leaves symbolise millennia of nourishment for Abia people. The Ugu plant thrives all year-round, mirroring the fertility of the land and our commitment to resource development and productivity.

Ọnụọgụ

Akwụkwọ ugu bụ ọtụ akwụkwọ nri putara ihe eji mara ndị Abia. Akwụkwọ ugu ọ na-egosị ala dị ịrụ nke ndị Abia. Akwụkwọ ugu na-eme nke ọma n'ala anyị mgbe ọbụla n'afọ wèè na-egosiputa ọgọ ala-ubì dị ịrụ yana ụchụ nke mmepe ọganihụ nakwa nrụpụtà ihe.



Our Motto

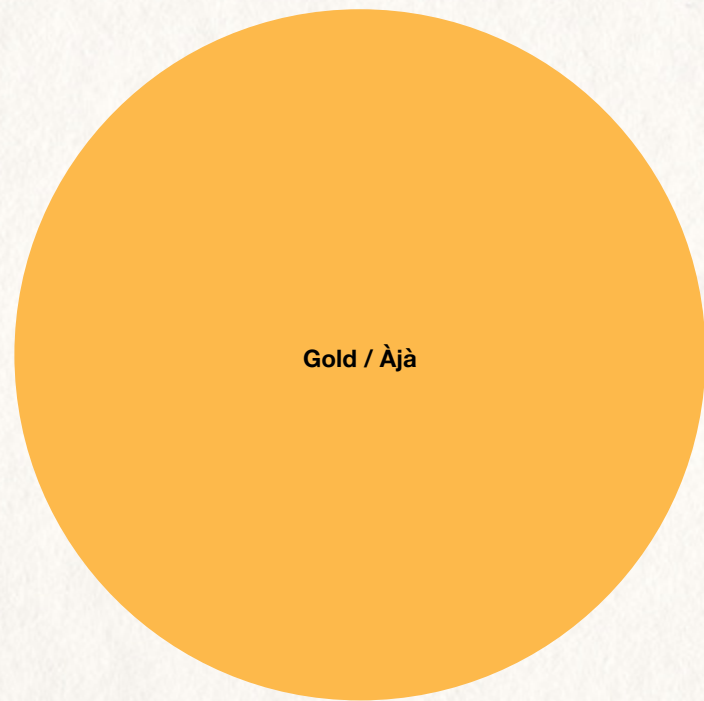
Guided by the motto 'Prosperity through Enterprise', Abia strives to foster economic empowerment, drive innovation, and build a thriving future for all.

Ọdịnaya Anyị

N'agbanyeghị nke ụfọdụ 'Ọdịnaya n'ahụ,' Abịa na-eche ihe ọma n'aka, na-akpọtara ihe ọma, na-ekwuwa ọnu ọma nke ndị Abịa.



Red / Uhie



Gold / Àjà

The Colours

The **Red** colour on the shield signifies strength, courage, sacrifice, integrity, and generosity, while **Gold** represents wisdom, faithfulness, commitment, and prosperity.

Ucha di Iche Iche

Ucha uhie na ọta na-egosi ike, obi ike, ichu àjà, iguzosi ike n'ezi ihe, na mmesapụ aka, ebe ọla edo na-anọchi anya amamihe, ikwesi ntụkwasi obi, ntinye aka na ọganihu.

ABIA

STATE *of* BOLD ENTERPRISE™

Our Promise Statement

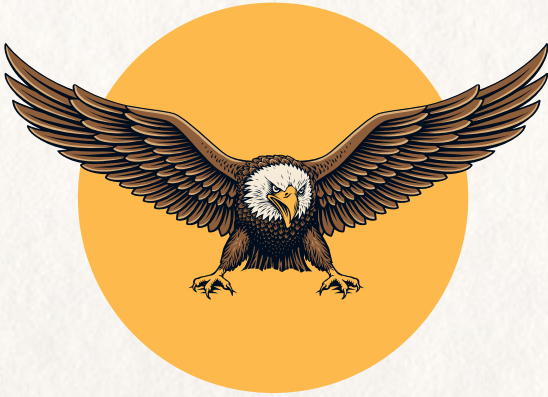
“We are a beacon of bold enterprise, manifesting the spirit of innovation and resilience. Our people are mavericks from ancient times, fiercely independent, confident, bold and courageous to challenge the status quo yet quick to learn and imbibe knowledge.

Within each of us lies a Promise, a yearning for excellence to flourish. This dynamic spirit fuels our drive for self-actualisation, economic growth and social progress. Abia is our community of caregivers, where boldness is matched with sensitivity and a deep-seated commitment to nurturing and uplifting all.

Together, these qualities blend and meld to create a unique and powerful identity, making Abia State a place where bold enterprise thrives in the womb of empathy and mutual support. We are God’s Own State, a gift to our nation, to Africa, and to the world.”



Our Personality



THE EAGLE

*Energetic and go-for-it,
problem-solving attitude
[Hero]*



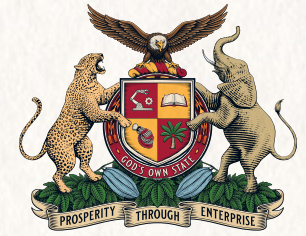
THE LEOPARD

*Fiercely independent and
Confident [Maverick]*



THE ELEPHANT

*Bold, Caring, and Highly sensitive
[The Caregiver]*



Our Personality

Drawing from these traits, all Abians will seek to project the following personality:

| The Personality We Want To Project | Personal Declaration |
|---|---|
| 1. Tenacious Spirit | I have personal drive and dogged determination. |
| 2. Adaptable | I am resilient, flexible, strategic, and I believe there's dignity in labour |
| 3. Resourceful | I collaborate for knowledge and solve problems. |
| 4. Stewardship | I am accountable to my community and I fiercely protect my environment. |
| 5. Unity | I am open-minded, a consensus builder, and a believer in empowering my community. |

Personality Declaration: Tenacious Spirit

“I have personal drive and dogged determination.”



Personality Declaration: Adaptable

*“I am resilient,
flexible, strategic,
and I believe there’s
dignity in labour.”*



Personality Declaration: Resourceful

*“I collaborate
for knowledge and
solve problems.”*



Personality Declaration: Stewardship

*“I am accountable to
my community and
I fiercely protect my
environment.”*



Personality Declaration: Unity

*“I am open-minded,
a consensus builder, and believer
in empowering my community.”*



Abia State Brand Values

Abia State is on a path of progress, guided by a new set of core values: **Agile, Enterprising, Thriving, Excellence, and Persistence (AETEP)**. These values define who we are as Abians and chart the course for a brighter future.

Our values are more than just words; they're a call to action—a promise to ourselves, our communities, and future generations. By embodying these values, we can build a stronger, more resilient Abia, where everyone has the opportunity to thrive.

| The Values We Build On | Adults Declaration |
|------------------------|---|
| 1. Agile | I am a beacon of strength and adaptability, embracing change with open arms and forging ahead with dogged determination. |
| 2. Enterprising | I embrace challenges with courage, seize opportunities with initiative, and foster innovation with steady entrepreneurial spirit. |
| 3. Thriving | I am a catalyst for positive change, sowing the seeds of prosperity for generations to come. |
| 4. Excellence | I am a seeker of personal success, a steward of unity and harmony, guiding my community towards a future of shared prosperity and well-being. |
| 5. Persistence | I am fiercely tenacious in my pursuits, driven by a resolve to leave a legacy that is built to last. |

Adult Declaration: Agile

*“I am a beacon
of strength and
adaptability,
embracing
change with
open arms and
forging ahead
with dogged
determination.”*



Adult Declaration: Enterprising

“I embrace challenges with courage, seize opportunities with initiative, and foster innovation with steady entrepreneurial spirit.”



Adult Declaration: Thriving

I am a catalyst for positive change, sowing the seeds of prosperity for generations to come.



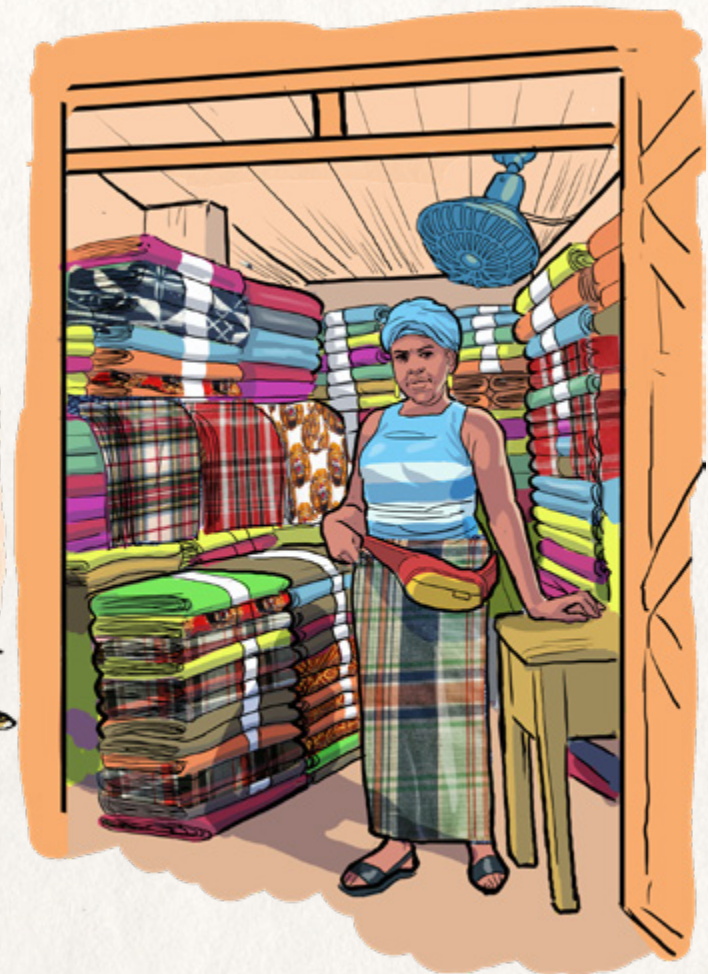
Adult Declaration: Excellence



I am a seeker of personal success, a steward of unity and harmony, guiding my community towards a future of shared prosperity and well-being.

Adult Declaration: Persistence

I am fiercely tenacious in my pursuits, driven by a resolve to leave a legacy that is built to last.



Abia State Brand Values: Children and Youth

| The Values We Build On | Children and Youth Declaration |
|------------------------|--|
| 1. Agile | I don't give up! I keep going until I get there, even if it takes a long time! |
| 2. Enterprising | I'm not scared to try hard things! |
| 3. Thriving | I will help to make things better for everyone, in my Abia State! |
| 4. Excellence | I want to be the best of me I can be! And I want to help everyone in my State to be their best selves too! |
| 5. Persistence | I never give up! I keep trying until I succeed. |

Children and Youth Declaration: Agile

*“I don’t give up! I
keep going until I get
there, even if it takes
a long time!”*



Children and Youth Declaration: Enterprising

I'm not scared to try hard things!



Children and Youth Declaration: Thriving

I will help to make things better for everyone, in my Abia State!



Children and Youth Declaration: Excellence



*I want to be the
best of me I can
be! And I want to
help everyone in
my State to be their
best selves too!*

Children and Youth Declaration: Persistence

*I never give up!
I keep trying
until I succeed!*



This page was intentionally left blank

