

**43rd ANNUAL MEETING – SEPTEMBER 2021****Performance Review Recommendation #36:
Design a potential new visual identity for NAFO
(Prepared by the NAFO Secretariat)****Preamble**

The NAFO Secretariat has been working to initiate a process to design a potential new visual identity for NAFO.

This development is being done in response to Recommendation #36 of the 2018 NAFO Performance Review which “***Recommends*** NAFO initiates a process to design a new visual identity for NAFO that reflects the role and responsibilities of the Organization.”

The NAFO Performance Review Panel noted that:

“In recent years, many RFMOs have undertaken a process to update their image by changing their visual identity.

The Panel concluded that the current NAFO logo is outdated and confusing. It can also be difficult to reproduce in print and promotional material. Those unfamiliar with the functions of the Organization could be forgiven for assuming NAFO has responsibility for shipping matters.

The work of NAFO, like other RFMOs, has broadened to encompass wider responsibilities for sound environmental stewardship as well as managing the sustainable use of fisheries resources. The amended Convention reflects this change. The visual identity of NAFO should project this role and there is a risk NAFO will appear out of step if this issue is not addressed.”
[pg. 48]

At the 2019 Annual Meeting of NAFO in September, it was agreed that the “proposed action” to address this Recommendation would be “*the Commission will request the Secretariat to present options for a process to design a new visual identity for NAFO, including associated costs, and present these options to the COM/STACFAD for consideration*” (NAFO/COM Doc. 19-32).

Work Completed since the 2020 Annual Meeting

The NAFO Secretariat has been working to develop in-house potential new logos for NAFO that may better reflect NAFO’s current objective “*to ensure long term conservation and sustainable use of the fishery resources in the Convention Area and, in so doing, to safeguard the marine ecosystems in which these resources are found.*”

The NAFO Secretariat Staff selected three preferences from 10 potential in-house logo redesigns, as well as the choice of retaining the current NAFO logo.

In consultation with the STACFAD Chair, a focus group was also established to provide feedback for the development of a potential new visual identity for NAFO. It is comprised of 11 participants from nine Contracting Parties (Canada, Cuba, European Union, France (in respect of St. Pierre et Miquelon), Japan, Russian Federation, United Kingdom, Ukraine and the United States of America).

A STACFAD Working Paper (Annex 1), including a brief questionnaire, was circulated to the members of the focus group using the top three selections of NAFO Secretariat Staff as a basis, as well as the choice of retaining the current NAFO logo, to collect feedback and/or identify elements to be included in a new visual identity.

In reviewing the eight completed surveys, the following was found:

- The majority of respondents believed that a new logo would better reflect NAFO and its current mandate
- A new logo should incorporate NAFO's mandate of ecosystem protection
- The use of the colours blue and green in a new logo may better reflect ecosystem protection, however it was noted by one Contracting Party that the use of the colour green may reflect ecosystem protection on land rather than at-sea
- The majority of respondents agreed that the use of fishing nets should be avoided as it did not accurately reflect NAFO currently
- The majority of respondents agreed that the use of a globe should be avoided as it did not accurately reflect NAFO currently
- The use of the organization acronym only in the logo would be consistent with the practice of other RFMOs
- It was noted however that there may be times that the organization acronym and full name should be used in the logo. For example, it may be required to include the full organization name when using it for a broader audience (*i.e.*, public information materials) as they may not know what NAFO stands for.

It was further noted by respondents that some of the questions may have been subject to interpretation. For example, the term "friendly" logo may have been interpreted differently by different respondents.

Proposed Next Steps

While sufficient work has been done on the development of a potential new visual identity for NAFO, the NAFO Secretariat believes more work needs to be completed before appropriate options can be presented to STACFAD for consideration.

A fresh perspective may be helpful in producing potential new logos for NAFO, therefore we will enlist the assistance of an outside consultant, specializing in corporate redesign and rebranding. The consultant would work in conjunction with the NAFO Senior Publications/Web Manager.

The hiring of an outside consultant can be done before the end of 2021 at a cost of approximately CDN \$5,000 and can be charged to the 2021 "professional fees" budget. This would include logo design, colour palette and brand guidelines with vehicle graphics, site signage, business cards, email signatures, etc.

For that reason, the NAFO Secretariat proposes the following next steps:

- Using the information received from the focus group, the NAFO Secretariat will continue to work on the development of options for a potential new NAFO logo for presentation to STACFAD at the 2022 Annual Meeting of NAFO.
- In the event of the adoption of new NAFO logo, the NAFO Secretariat will also prepare potential budgetary implications for presentation to STACFAD at the 2022 Annual Meeting of NAFO.

**Annex 1. Performance Review Recommendation #36:
Design a new visual identity for NAFO**
(STACFAD Working Paper 21-01)

Preamble

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For that reason, the NAFO Secretariat has been working to develop in-house potential new logos for NAFO that may better reflect NAFO’s current objective “*to ensure long term conservation and sustainable use of the fishery resources in the Convention Area and, in so doing, to safeguard the marine ecosystems in which these resources are found.*”

A brand identity should reflect the personality and objectives of an organization. There are some key points to consider when evaluating an identity or logo such as is it distinctive, memorable, scalable, and cohesive?

In March 2021, the NAFO Secretariat developed three options for potential new logos.

1		<p>The use of different blues for the ocean and the energy it encompasses is the emphasis with this logo design. The NAFO acronym and full name are part of the logo.</p> <p>There is a hint of a fish imagery and the round box on the bottom is similar to the current logo.</p>
2		<p>This is a simplified logo that includes the trawler and smoother, cleaner lines for waves in the ocean. The different colours of blue represent the depths of the ocean.</p> <p>The green colour enhances the concept of the ecosystem approach to fisheries management. Green is a colour used to convey environmental care, growth and sustainability.</p>
3		<p>This design incorporates the word mark more prominently with the graphical component simplified and the typography is emphasized.</p> <p>As above, the green colour is used to enhance the concept of the ecosystem approach to fisheries management.</p>

Next Steps

After consultation with the STACFAD Chair, a small focus group was established.

This small focus group is composed of members of NAFO Contracting Parties and is tasked to identify key components for the new visual identity to best reflect NAFO's current objective *"to ensure long term conservation and sustainable use of the fishery resources in the Convention Area and, in so doing, to safeguard the marine ecosystems in which these resources are found."*

We hope to gather feedback from this small focus group before the upcoming Annual Meeting. The results to be presented to STACFAD including a detailed budget of estimated replacement costs if the decision is made to adopt a new logo by Contracting Parties.

As a member of the small focus group, we ask you to **please respond to the following questions:**

1. Do you feel the current NAFO logo (shown below) continues to accurately reflect our organization?



2. If NAFO decides to adopt a new visual identity, should it be a modification of the current logo or an entirely new concept? For example, do you think the NAFO logo should have more of a corporate look and feel or a more friendly look and feel?

3. For questions 3a to 3c, please use the three potential logo redesigns (shown below) as examples:



- a. If NAFO decides to adopt a new visual identity, what imagery components would you like to see reflected?

- Fish
- Fishing Nets
- Fishing Vessel
- Waves
- Globe
- Other (please specify)

b. If NAFO decides to adopt a new visual identity, what imagery components would you **not** like to see reflected?

- Fish
- Fishing Nets
- Fishing Vessel
- Waves
- Globe
- Other (please specify)

c. If NAFO decides to adopt a new visual identity, how would you like the organization name reflected?

- Full name of the organization (Northwest Atlantic Fisheries Organization)
- The acronym of the organization (NAFO)
- Both the full name and acronym
- Neither the full name nor the acronym (just the logo image)

4. Do you have any other comments or concerns that you wish to share regarding the development of the new visual identity of NAFO?
