



**Performance Review Recommendation #36:
Design a new visual identity for NAFO**

Preamble

As agreed at the 2021 Annual Meeting of NAFO, the NAFO Secretariat continues to develop 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."*

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The Panel concluded that the current NAFO logo is outdated and confusing.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]

Work Completed up to the 2021 Annual Meeting

- **At the 2019 Annual Meeting of NAFO** – the Secretariat was tasked 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).

A small focus group was established and met via correspondence during 2021. This focus group was composed of members of NAFO Contracting Parties and was 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."*

- **At the 2021 Annual Meeting of NAFO** – the Secretariat provided an update, including feedback from the focus group, in STACFAD WP 21-05.

It was agreed that while sufficient work had been done on the development of a potential new visual identity for NAFO, additional work is required before STACFAD can appropriately consider the

question whether to adopt a redesigned NAFO visual identity or retain the current NAFO logo used since its inception in 1979.

Current Work

Following the 2021 Annual Meeting of NAFO, the assistance of an external consultant, specializing in corporate redesign and rebranding, was enlisted to provide a fresh perspective.










Using feedback received from the focus group, five (5) new logo options were designed:

- Logo options #1 to #3 were designed by the external consultant,
- Logo options #4 and #5 were previously presented logo options and re-designed by the NAFO Senior Publications/Web Manager.

The five (5) potential logo options as well as a sixth option to retain the current NAFO logo are presented in table 1 (below). We hope to gather feedback from this focus group on these six (6) logos options in the enclosed survey.

Table 1. Using previous feedback received from the focus group, six (6) logo options are presented for consideration.

Option No.	(A) Potential logo with full organization name.	(B) Potential logo with organization acronym.	(C) Potential logo with both full organization name and acronym.
1.			
2.			
3.			

Option No.	(A) Potential logo with full organization name.	(B) Potential logo with organization acronym.	(C) Potential logo with both full organization name and acronym.
4.			
5.			
6.			

Focus Group Survey

As a member of the focus group, we ask you to **please respond to the following questions** using the six (6) potential logo options in table 1 (above),

The NAFO Secretariat has been working to develop 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."*

1. Does the current NAFO logo continue to accurately reflect NAFO and its current objective?
 - Kindly explain why or why not?

2. If NAFO decides to adopt a new visual identity, do you feel any of the potential logo options provided accurately reflect NAFO and its current objective?
 - If so, which one(s) and kindly explain why?

3. If NAFO decides to adopt a new visual identity, do you feel any of the potential logo options provided do not accurately reflect NAFO and its current objective?
 - If so, which one(s) and kindly explain why not?

4. Traditionally, a logo contains either the organization name or acronym. Which is your preference for NAFO to use with the potential logo option:
 - Full name of the organization (Northwest Atlantic Fisheries Organization)
 - The acronym of the organization (NAFO)
 - Both the full name and acronym

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