

**44th ANNUAL MEETING – SEPTEMBER 2022****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The Panel concluded that the current NAFO logo is outdated and confusing.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 2022 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. **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.

- **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. The five (5) potential logo options, as well as a sixth option to retain the current NAFO logo, were presented to the focus group for feedback in STACFAD Working Paper 22-01.

Eight (8) completed surveys were received from delegates of seven Contracting Parties (Canada, Denmark in respect of the Faroe Islands and Greenland, European Union, France in respect of St. Pierre et Miquelon, Japan, Russian Federation and Ukraine).

In compiling the responses of the completed surveys, the top three ranked revised logos were as follows:

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

Current Work

The NAFO Secretariat is presenting these three top ranked revised logos to STACFAD for consideration at the 2022 Annual Meeting of NAFO.

If desired, STACFAD may wish to retain the current NAFO logo.



Budgetary Implications

If STACFAD chooses to adopt a new visual identify for NAFO, budgetary implications should be considered as signage and promotional items will need to be updated with the new visual identify.

Here is a detailed budget of estimated replacement costs:

- Replacement cost of front office signage \$ 2,500.00
- Replacement cost of personalized meeting equipment and supplies \$ 2,600.00
- Replacement cost of promotional items \$ - Items to be updated, as required

Please note that the front office signage and meeting supplies would have to be replaced immediately while promotional items may be replaced over several years.

Next Steps

In regard to Recommendation #36 of the 2018 NAFO Performance Review, the NAFO Secretariat requests guidance from STACFAD on the following:

1. Do Contracting Parties agree that a new visual identify is required for NAFO that better reflects the role and responsibilities of the Organization;

or

2. Would Contracting Parties prefer to retain the current NAFO logo?

If Contracting Parties wish to adopt a new visual identify for NAFO:

- Do any of the three potential logo options presented above be suited to better reflect the role and responsibilities of the Organization?
- If the three potential logo options above are not suitable, how would Contracting Parties wish to proceed to develop a new visual identity for NAFO?