



STACFAD Working Paper 23-01 (Rev.)

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

Preamble

The focus group and STACFAD Members met on Friday, 30 June 2023 at 10:00 hours (UTC/GMT -3 hours in Halifax, Nova Scotia) to continue work on Performance Review Recommendation #36: Design a new visual identity for NAFO.



The group reviewed STACFAD Working Paper 23-01 detailing:



- A review of the Performance Review Recommendation #36: Design a new visual identity for NAFO
- A review of the feedback received on the three logo options presented in NAFO/23-106
- A review of the goal of the focus group including potential next steps



After discussion, it was agreed that options 3.7, 3.8 and 3.9 had the best potential of those presented in STACFAD Working Paper 23-01. The NAFO Secretariat was tasked to refine the alternative modernized potential logo options using the feedback from this discussion.

Next Steps

The alternative modernized potential logo options were further refined and provided below to focus group members for additional feedback.

3.7	Options 3.7A and 3.7B below were developed from option 3.7 option (as presented in STACFAD WP 23-01) using the feedback from the focus group discussion that a fish component should be included, and waves could be smoother. Please note, other components have been slightly modified to provide varying alternatives.		
3.7A	 Northwest Atlantic Fisheries Organization	3.7B	 Northwest Atlantic Fisheries Organization

3.8	Options 3.8A and 3.8B below were developed from option 3.8 option (as presented in STACFAD WP 23-01) using the feedback from the focus group discussion that a fish component should be included. Please note, other components have been slightly modified to provide varying alternatives.		
3.8A	 <p>NAFO Northwest Atlantic Fisheries Organization</p>	3.8B	 <p>NAFO NORTHWEST ATLANTIC FISHERIES ORGANIZATION</p>

3.9	Options 3.9A and 3.9B below were developed from option 3.9 option (as presented in STACFAD WP 23-01) using the feedback from the focus group discussion that the background should be clear or white to reduce the perceived ominous nature of the image. Please note, other components have been slightly modified to provide varying alternatives.				
3.9A		Northwest Atlantic Fisheries Organization	3.9B		Northwest Atlantic Fisheries Organization