



Focus Group Discussion
Performance Review Recommendation #36: Design a new visual identity for NAFO

30 June 2023
via WebEx

1. Opening of the meeting

The STACFAD Chair, Robert Fagan (Canada), opened the meeting on Friday, 30 June 2023 at 10:00 hours (UTC/GMT -3 hours in Halifax, Nova Scotia) by welcoming the members of the focus group and STACFAD members (Annex 1).

2. Review of the feedback received on the three logo options

The STACFAD Chair presented pertinent background information to the focus group members:

- 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

3. Discussion of next steps

The following three potential next steps were presented in STACFAD WP 23-01:

- **Option 1** – Recommend retention of the current NAFO logo

At the Scientific Council Meeting in June 2023, the Standing Committee on Publications (STACPUB) was provided an update on the process to design a potential new visual identity for NAFO. It should be noted that during the update, some Scientific Council members informally voiced their preference to retain the current logo due to its long-standing and historical significance.

- **Option 2** – Recommend the logo option #1 in NAFO/23-106

The logo option #1 in in NAFO/23-106 was selected at the top choice by five of the six CPs. It was noted that logo option #1 closely resembled the General Fisheries Commission for the Mediterranean (GFCM) logo. It was agreed that it was not an acceptable option to consider a logo that too closely resembles another organization especially another regional fisheries management organization (RFMO).




- **Option 3** – Recommend a refresh of the current NAFO logo

The STACFAD Chair suggested an alternate option that a refresh of the current NAFO logo may also be a viable way forward and provided a presentation that highlighted recent examples of corporate redesigns that had been refreshed but maintained the key recognizable elements of the original design.

The focus group agreed that a refresh of the current logo (i.e., Option 3) would be the best way forward. This refresh would retain the key components of our long-standing logo while incorporating new design elements to more accurately reflect the current role and responsibilities of NAFO. It was also noted that in addition to the design continuity being maintained, it would eliminate the risk that an entirely new design proposal may conflict with an existing logo.



The members provided feedback to refine the following alternative modernized potential logo options including:

3.7		<ul style="list-style-type: none"> Options 3.7, 3.8 and 3.9 had the best potential of those presented in STACFAD WP 23-01. The trawler image as well as the porthole shape of option 3.7 and 3.8 should be retained to align with the original NAFO logo. The inclusion of the colour green highlights the ecosystem component of NAFO's current mandate. It was further noted that the use of the colour green would be lost in the black and white version of the logo therefore imagery should be included to signify the ecosystem component. It was noted that the <i>Believco</i> font was preferred by one CP. A fish component should be included in option 3.7 and 3.8. The waves in option 3.7 could be smoother.
3.8		<ul style="list-style-type: none"> Options 3.7, 3.8 and 3.9 had the best potential of those presented in STACFAD WP 23-01. The trawler image as well as the porthole shape of option 3.7 and 3.8 should be retained to align with the original NAFO logo. The inclusion of the colour green highlights the ecosystem component of NAFO's current mandate. It was further noted that the use of the colour green would be lost in the black and white version of the logo therefore imagery should be included to signify the ecosystem component. It was noted that the <i>Believco</i> font was preferred by one CP. A fish component should be included in option 3.7 and 3.8.
3.9		<ul style="list-style-type: none"> Options 3.7, 3.8 and 3.9 had the best potential of those presented in STACFAD WP 23-01. The inclusion of the colour green highlights the ecosystem component of NAFO's current mandate. It was further noted that the use of the colour green would be lost in the black and white version of the logo therefore imagery should be included to signify the ecosystem component. It was noted that the <i>Believco</i> font was preferred by one CP. The background of option 3.9 should be clear or white to reduce the perceived ominous nature of the image.

The focus group members discussed next steps and agreed that:

- **The NAFO Secretariat will refine the alternative modernized potential logo options using the feedback from this discussion. Once the alternative modernized potential logo options are further refined, the NAFO Secretariat will provide the refined options to focus group members by correspondence for additional feedback.**
- **The goal is that a recommendation(s) may be forwarded to STACFAD for consideration and review at the 2023 Annual Meeting of NAFO.**

4. Closing of the meeting

The STACFAD Chair thanked participants for the fruitful discussion and the meeting adjourned at 11:45 hours (UTC/GMT -3 hours in Halifax, Nova Scotia).

Design a new visual identity for NAFO,
30 June 2023

Annex 1. List of Participants

STACFAD Chair	Fagan, Robert (Canada)
SC Member	Wheeland, Laura (Canada)
Canada	Johnson, Kate
European Union	Blazkiewicz, Bernard
Japan	Taki, Kenji Akiyama, Masahiro
United Kingdom	Ryan, Jack
Ukraine	Paramonov, Valeriy
United States of America	Warner-Kramer, Deirdre
NAFO Secretariat	Benediktsdóttir, Brynhildur Goodick, Stan LeFort, Lisa Pacey, Alexis

