

**45<sup>th</sup> ANNUAL MEETING – SEPTEMBER 2023****Performance Review Recommendation #36:  
Design a new visual identity for NAFO****Preamble**

At the 2022 Annual Meeting of NAFO, an update was provided in STACFAD WP 22-08 (Rev.) on the work completed to initiate a process to design a potential new visual identity for NAFO, in response to Recommendation #36 of the 2018 NAFO Performance Review.

The Recommendation #36 of the 2018 NAFO Performance Review read “***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*The Panel concluded that the current NAFO logo is outdated and confusing.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]*

A small focus group of NAFO Contracting Parties was established in 2021 to identify key components for the new visual identity of NAFO. The Committee considered the performance review recommendation and the work of this focus group since the last Annual Meeting.

It was believed that a new visual identity should be considered to better align with the current mandate of NAFO. While substantial work has been done, the Committee feels further modifications could be made to refine the potential logo options, however feedback from Contracting Parties would be essential to identify key design elements to be included in NAFO’s new visual identity.

These modifications would be made in consultation with the established focus group and STACFAD Members using the current expertise in-house at the NAFO Secretariat, or if necessary, hire an external consultant.

At the 2022 Annual Meeting of NAFO, STACFAD recommended that:

- **Contracting Parties consider the three potential logo options as presented in STACFAD WP 22-08 (Rev.) and provide feedback to the Secretariat to assist in production of alternative potential logo options for consideration.**
- **The NAFO Secretariat, in consultation with the established focus group, work intersessionally to refine or produce alternative potential logo options for consideration of STACFAD at the next Annual Meeting.**

### **Work Completed since the 2022 Annual Meeting**

The focus group and STACFAD members continued to work intersessionally to develop potential logo options suited to better reflect the role and responsibilities of the Organization.

- **April 2023** – A correspondence (NAFO/23-106 of 13 April 2023) was circulated to all Contracting Parties and Chairs of the Commission and Chairs of the scientific Council. It requested Contracting Parties consider the three potential logo options as presented in STACFAD WP 22-08 (Rev.) and provide specific and constructive feedback to the NAFO Secretariat to identify key design elements for inclusion in NAFO's new visual identity.
- **June 2023** – At the 2023 Scientific Council Meeting, an update was provided to the Standing Committee on Publications (STACPUB) regarding the logo redesign project. A SC member volunteered to be part of the focus group moving forward.
- **30 June 2023** – A virtual meeting of the focus group and STACFAD members was held 30 June 2023. There were six (6) Contracting Parties represented (Canada, European Union, Japan, United Kingdom, Ukraine and United States of America) as well as the STACFAD Chair, a member of SC and the NAFO Secretariat.

At this virtual meeting, STACFAD WP 23-01 was presented detailing the feedback received from Contracting Parties in response to the three potential logo options presented in NAFO/23-106 and the 2022 Annual Meeting of NAFO. A summary of the meeting discussion, including potential next steps, is contained in STACFAD WP 23-02.

- **August 2023** – Using the feedback from discussions during the virtual meeting held 30 June, the modernized potential logo options were further refined by the NAFO Secretariat. The further refined options were circulated to the focus group and STACFAD members in STACFAD WP 23-01 (Rev.) seeking additional comments by 25 August 2023.

The results of this feedback will be presented to STACFAD at the 2023 Annual Meeting of NAFO so next steps may be discussed.