



45th ANNUAL MEETING – SEPTEMBER 2023

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

Preamble





As noted in STACFAD WP 23-11, further refined potential logo options were circulated to the focus group and STACFAD members in STACFAD WP 23-01 (Rev.) seeking feedback. The feedback was received from three (3) Contracting Parties and is provided below:

Canada	<p>In general, we are pleased with the direction we're headed in for a refresh of the current logo and appreciate the work the Secretariat has put in.</p> <p>We feel that combining some of the elements presented (particularly from 3.7B and 3.9B) would be helpful. To inform our discussions at STACFAD, it would also be useful to see how the potential logo(s) look in black and white as well, since it will often be printed that way.</p> <p>From 3.7B, we like:</p> <ul style="list-style-type: none"> • the font – it is clear and easy to read (though we're open if other CPs have preferences, just not the fonts in 3.8A and 3.9B), • the location of the text (acronym within the “porthole” above the boat and the full name below the picture), • the “porthole” without a second/interior circle, and • the style and colour of the waves (fine with 3.7A as well). <p>From 3.9B, we like:</p> <ul style="list-style-type: none"> • The vessel design (general preference for this one, though could fish be closer to the bottom, which differentiates NAFO from other types of fisheries/RFMOs (say tuna). Could be one or two fish, potentially a bit less simplistic to match the more detailed vessel?)
Denmark (in respect of the Faroe Islands and Greenland)	<p>DFG prefers logo option 3.7A and 3.7B.</p> <p>We are satisfied that the fish is back in the logo. We do feel that there might be too many color variations in the logo. Perhaps it is possible to tone down the green color and remove one color in the logo.</p>
European union	<p>Our visual identity preference would be consequently for 3.9B, 3.7A and 3.7B.</p>

All three respondents included logo option 3.7B in their top preferences. For that reason, the NAFO Secretariat refined logo option 3.7B, as presented in STACFAD WP 23-01 (Rev.) using the feedback provided.

Proposal

The alternate refined logo options are presented for consideration and review as follows:

	In a black and white format		Tone down the green color and remove one color in the logo
A	 <p>Northwest Atlantic Fisheries Organization</p>	B	 <p>Northwest Atlantic Fisheries Organization</p>
	With the fish being closer to the bottom, which differentiates NAFO from other types of fisheries/RFMOs		Using the vessel design from one of the other logo options
C	 <p>Northwest Atlantic Fisheries Organization</p>	D	 <p>Northwest Atlantic Fisheries Organization</p>

Next Steps

In regard to Recommendation #36 of the 2018 NAFO Performance Review, STACFAD's guidance is requested on the following:

1. Are any of the potential logo options presented suitable to replace NAFO's current logo and better reflect the role and responsibilities of the Organization?
2. If the potential logo options presented are not suitable, how would Contracting Parties wish to proceed on the Performance Review Recommendation to develop a new visual identity for NAFO?
 - a. As consensus has not been able to be reached on a new visual identify that better reflects the role and responsibilities of the Organization, would Contracting Parties prefer to retain the current NAFO logo?

OR

- b. How would Contracting Parties like to move forward to develop a new visual identify that better reflects the role and responsibilities of the Organization?