

The Southern Indian Ocean Fisheries Agreement (SIOFA)

4th Meeting of the Parties

26-30 June 2017

Aanari Hotel & Spa, Flic and Flac, Mauritius

Chair: Mr Kristofer Du Rietz

MoP-04-12

Adoption of a SIOFA LOGO

Relates to agenda item: 14.5

Proposal ☐ Other Document ☒ Info Paper ☐

SIOFA Secretariat

Abstract

In 2016 a logo for SIOFA was developed but never approved by Members.

SIOFA secretariat is requested to decide on the SIOFA logo to be formally adopted.

This paper presents two variations of the same logo for members consideration and formal adoption.

Adoption of a SIOFA LOGO

Overview

The SIOFA Secretariat has worked with a professional designer to modify and improve the SIOFA logo presented in 2016.

Comparisons with existing RFMO logo's were made and consideration was given to producing a brand mark that would be eye catching, easily recognisable and practical.

The results are the two versions presented on page 7 of ANNEX I attached to this paper. Colour and black and white versions of the same are presented.

The logo with the blue background will be the default SIOFA logo with a black and white version available to use when savings on colour printing is a priority.

Request to the Meeting of the Parties

SIOFA secretariat request that the Meeting of the Parties decide whether the logo should be produced in both English and French or English only. Rule 22 of the Rules of Procedure of the Meetings of the Parties provides that English is the working language, but also that any other document as the Meeting of Parties may decide, can be produced in English and French.

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SIOFA

Logo design proposal

22 May 2017

KARIN PAYNTER

Introduction

Thank you for asking me to respond to SIOFA's requirement to formalise its logo.

The Brief

The Southern Indian Ocean Fisheries Agreement (SIOFA) is seeking to formalise its current brand mark. The request was to use the existing artwork and propose some initial layouts and colour schemes for consideration.

It is generally felt that the current design is clear but would benefit from some formalisation (colour, font, layout) and to better reflect the status of SIOFA as an international organisation.

Proposal

1. Submission of initial sketch ideas to formalise current logo

Simple arrangement of existing logo with update of some elements

Current Logo



Logos of comparable organisations

A visual representation of the brand marks of other bodies with similar activities...



Descriptors

Adjectives taken from home
page of SIOFA site to inform
identity

‘Sustainable’

‘Conservation’

‘Environment’

‘Fisheries’

‘Co-operation’

‘Long term’

Sketch Concepts

The following pages show 'sketch' concepts of other options, they are not final designs!

As these are concepts only, colours and shapes can be changed/tweaked according to preference

They are designed to be as flexible as possible for use in print, web and vinyls

- MoP-04-12
1. *Proposed brand mark, English tagline only*
 2. *Proposed brand mark, English and French tagline*
 3. *B&W brand mark for photocopying etc, English*
 4. *B&W brand mark for photocopying etc, English and French*



