

Graphic Design

National Oceanic
and Atmospheric
Association's
FishWatch:
Symbolizing
Sustainable and
Safe Seafood

Background

There's a growing concern among consumers regarding the possible hazards associated with eating seafood. In response, the National Oceanic and Atmospheric Administration's (NOAA) National Marine Fisheries Service (NMFS) established FishWatch. The goal in launching FishWatch was to provide a simple and reliable resource for identifying healthy seafood from sustainable sources. NOAA recognized that FishWatch's new message and identity could be communicated through a distinct logo.

JDG's Solution

JDG was tasked with designing a FishWatch logo that would serve as a reliable mark of valuable, sustainable, and healthy seafood products. NOAA wanted to reach consumers with a recognizable logo that would be featured on seafood packaging and other point-of-purchase materials.

In an increasingly competitive market, it can be difficult for the public to ascertain what labels and recommendations are derived from unbiased sources; the FishWatch logo represents the standards of the federal government and conveys the authority of NOAA's recommendation.

At its inception, the FishWatch program relied on NOAA's credibility to earn the trust of consumers. With that in mind, our team used elements of NOAA's visual identity in designing the FishWatch logo.



JDG felt this approach would help FishWatch capitalize on the equity of NOAA's respected reputation. Even at first glance, it's easy to recognize that the two logos are derived from the same family; their circular shapes, bifurcated designs and color pallets bare a strong and deliberate resemblance.

The FishWatch website's URL (www.fishwatch.noaa.gov) was incorporated in the design because awareness of the homepage is imperative to the campaign's success. The site's strategic placement in the logo gives consumers a follow up course of action for locating more detailed information on U.S. seafood fisheries.

Results

The newly developed logo made its debut to the public in August 2007 as NOAA released its FishWatch guide at the fourth annual Great American Seafood Cook-Off in New Orleans, LA. The logo has also been printed on a variety of promotional items, including hats, stickers, magnets, and aprons.

Now, with a strong, easily identifiable brand logo attached, FishWatch can continue to build an overall greater recognition of NOAA, the National Marine Fisheries Service, and the importance of consumer awareness related to seafood health and safety.

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