

PROPOSALS FOR A NEW OR MODERNIZED ACCOBAMS LOGO

Background

MOP7 had considered a future Communication Strategy of crucial importance in order to strengthen ACCOBAMS visibility. An effective and harmonized communication plan would improve ACCOBAMS outreach as a successful regional cooperation mechanism in its specific geographical area.

In accordance with Resolutions 7.4 (ACCOBAMS Strategy) and 7.5 (ACCOBAMS Funding Strategy), and as provided for in the 2020-2022 Programme of Work, a specialized Consultant was recruited in 2020 to develop a draft ACCOBAMS Communication Strategy for submission to MOP8.

In this context, the Bureau (BU13) agreed to create a Communication Steering Group to liaise with the Secretariat and the Consultant during the drafting of the Communication Strategy.

A Diagnostic Report on the examination of the communication tools currently used by ACCOBAMS was presented to the BU14, which underlined the importance of promoting ACCOBAMS as a brand, in particular to support future fundraising efforts, and requested the Secretariat to finalize the draft Communication Strategy as a draft Resolution to be submitted to MOP8.

The Extended Bureau (BUEXT5) met in April 2022 and recognized that to strengthen ACCOBAMS brand positioning, it would be beneficial to have all conditions in place towards an efficient implementation of the future Communication Strategy during 2023-2025. Considering the Consultant's recommendation to make use of a refreshed visual brand of ACCOBAMS at the time of the expected launching of the future Communication Strategy, early 2023, the Secretariat was mandated to explore proposals for a refreshed logo to be submitted to MOP8 for decision, through a corresponding draft Resolution (DraftRes8.8.).

The Communication Steering Group met online several times in order to contribute and fine-tune the proposal for a Communication Strategy to be presented at MOP8.

Moreover, in the follow up of the mandate given by the BUEXT5, the Steering Group specifically met in July 2022 to look into different proposals that the Secretariat had meanwhile obtained from the Consultant on a possible refreshed logotype for ACCOBAMS.

Rationale

In terms of implementation tools necessary to launch a Communication Strategy, the Consultant recommended that ACCOBAMS revitalizes its visual brand, which would be indispensable to effectively launch the Communication Strategy from 2023 onwards.

This recommendation is due to the fact that the refreshment of the ACCOBAMS logo being the first step of the new Communication Strategy, it should be ready at its initial launching phase and not afterwards.

The Communication Steering Group considered the recommendation that the visual brand of ACCOBAMS - its logotype - should be refreshed to better function in a digital communication context; to better serve the implementation of the ACCOBAMS Communication Strategy through influencing the ACCOBAMS image in the future.

State of play

The three layout proposals as reflected in Annex 1 were elaborated by the Consultant and discussed within the Communication Steering Group, in July 2022.

These proposals are associated with different visual approaches - evolution, movement, and disruptive - and reflect how the ACCOBAMS logo could be adapted to increase its visibility and to assist in launching the Communication Strategy.

The Communication Steering Group expressed their preference for layout proposal 2.

Following the discussion amongst Parties at MOP8, draft Resolution 8.8 will reflect the selected ACCOBAMS logo, as well as the respective conditions of use, and the Partners' layout version that may be used by organizations and entities to which the status of Partner have been granted.

ANNEX 1 - LAYOUT PROPOSALS

LAYOUT PROPOSAL 1:



ACCOBAMS rebranding
Color exercises & backgrounds



LAYOUT PROPOSAL 2:



LAYOUT PROPOSAL 3:



Cetaceans protection
has a voice.

ACCOBAMS rebranding
Color exercises & backgrounds

