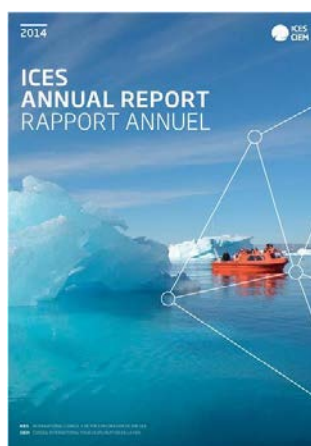
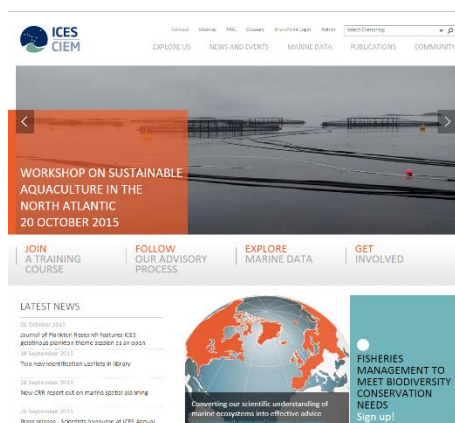


Re-branding

Council is invited to share their views on the potential to update the ICES logo and initiate a process for a logo change in connection with the next strategic planning cycle (to be developed during 2017 for 2018–2022). Council is invited to review the development of the logo and the recent work to renew and modernize the ICES brand, including our logo.

ICES has a long and proud history of developing scientific understanding and advice. In this time, the ICES brand has evolved accordingly. With the launch of the new Strategic Plan, and our new website ICES has committed to establishing a new modern profile.




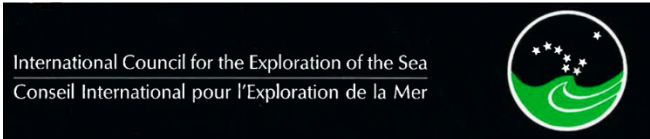



Evolving styles, technology, business models, and product offerings eventually push most brands to refresh or even reinvent their logos to stay relevant. A logo change helps to successfully differentiate an organization, gives it an updated look, and signals a new direction or shifts perception in a positive way.

An iconic logo lends personality to a brand, functions as an identifier, promotes public recognition and offers differentiation. However, even the best logos sometimes need to be adjusted. When an organization's marker no longer seems to fit, an aspect of the design seems out-of-date or no longer represents the organization, or when an organization is beginning a new era, it may be time for a logo transformation.

The aim of the new ICES brand, developed over the past year and supported by the new design guide, is to ensure consistency so the outside world can quickly recognize and identify ICES — nationally and internationally.

The new brand uses the existing logo and colours, an updated corporate font, strong images contrasted with “rescue orange” that represents the human element in the oceans, and a new graphic element – a layout grid of nodes and links that represents the ICES network.

The ICES logo has developed over time:

The 1st logo	 <p>INTERNATIONAL COUNCIL FOR THE EXPLORATION OF THE SEA CONSEIL INTERNATIONAL POUR L'EXPLORATION DE LA MER</p>
1990s	 <p>International Council for the Exploration of the Sea Conseil International pour l'Exploration de la Mer</p>
2000s	 <p>International Council for the Exploration of the Sea Conseil International pour l'Exploration de la Mer</p> <p>ICESCIEM</p>
Since 2003	 <p>ICES International Council for the Exploration of the Sea CIEM Conseil International pour l'Exploration de la Mer</p>
2014	 <p>ICES International Council for the Exploration of the Sea CIEM Conseil International pour l'Exploration de la Mer</p>

The current logo has served us well. But with our new website and modernization of publications, a new logo is needed to match our new style and to help us:

“To be a world leading scientific organization concerning marine ecosystems and to provide the knowledge to secure the sustainable use of the seas.”

An opportune time to launch a new logo would be to correspond with the next strategic planning cycle in 2017, therefore, initial Council views are sought now to ensure ample time for consideration.