



NOAA
FISHERIES

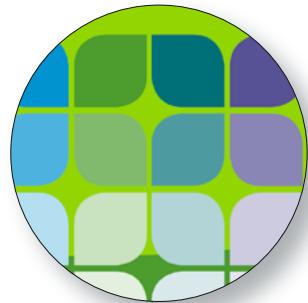


NOAA Fisheries Brand Standards



Section 1

Emblems,
Banners &
Signatures



Section 2

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Specification

Section 3

Typography



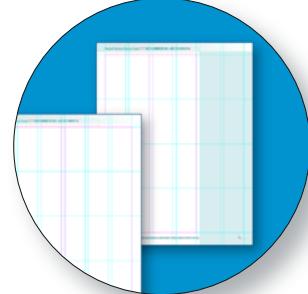
Section 4

Decorative
Elements



Section 5

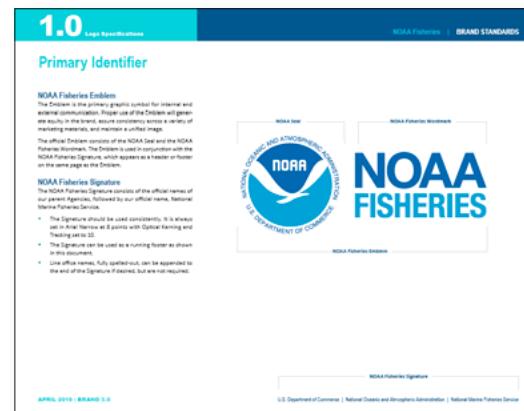
Page Layouts &
Cover Samples



NOAA Fisheries conserves, protects, and manages living marine resources to ensure their sustainability as part of healthy marine ecosystems, afford economic opportunities for coastal communities, and enhance the quality of life for the American public. It is vital that both internal and external stakeholders recognize the work of NOAA Fisheries for the services and value we provide.

Using the NOAA Fisheries Brand Guide

This document provides guidance on using the visual and graphic elements of NOAA Fisheries. By following the styles and standards in this guide and using the system of templates you are helping to promote our unified voice and strengthen our brand.



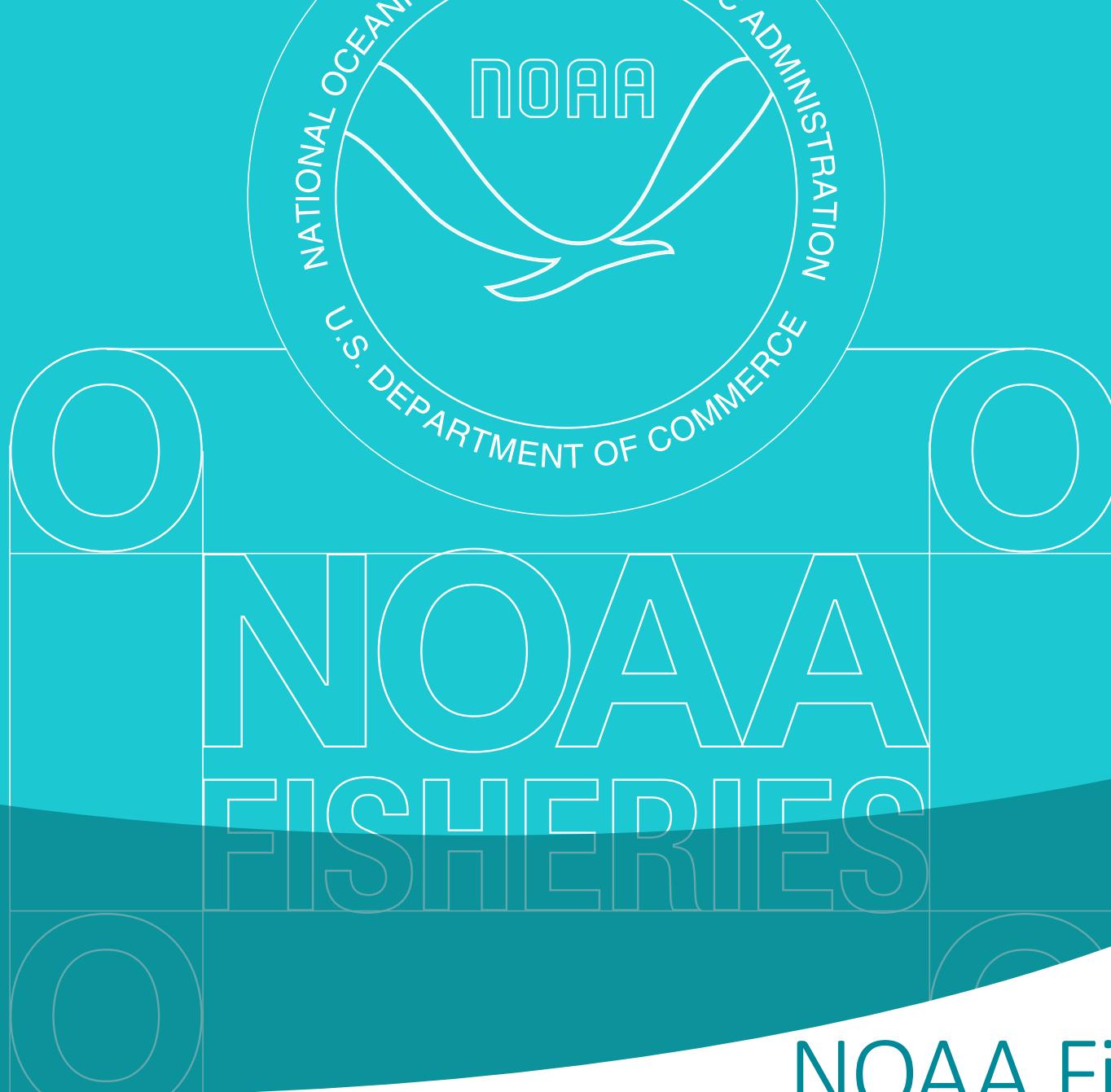
What's New?

The goal is to simplify and strengthen what has gone before, thereby increasing confidence and buy-in for users of the NOAA Fisheries Brand Standards guide and its components.

- You'll notice rigid standards surrounding our NOAA Fisheries Emblem with this update. This will make it easy to verify that our most critical component is in compliance with the brand.
- On the other hand, the handling of decorative motifs, such as the swoosh, have become much more relaxed. This will enhance the overall variety of materials, allowing our work and our messages to shine, and giving our brand personality.
- Fonts were chosen from a "universal" set of fonts already installed on every computer, making them available to all staff without purchasing a special font package.
- The colors have been organized into primary and secondary colors, then extended to "mini-palettes" with the addition of high-impact accent colors.
- Templates are designed with productivity and 508 compliance in mind.
- No more one-size-fits-all templates. Products are geared for unique audiences; e.g. Formal/Official, Science/Technical, Marketing/Promotional, so our templates will be too.
- Report cover design galleries demonstrate how the new flexibility can still achieve a branded look.

Assistance with Brand Elements

Contact your Regional Communications Council member for guidance with these standards or any of the assets mentioned within.



NOAA Fisheries Emblem Specifications

1

Primary Identifier

NOAA Fisheries Emblem

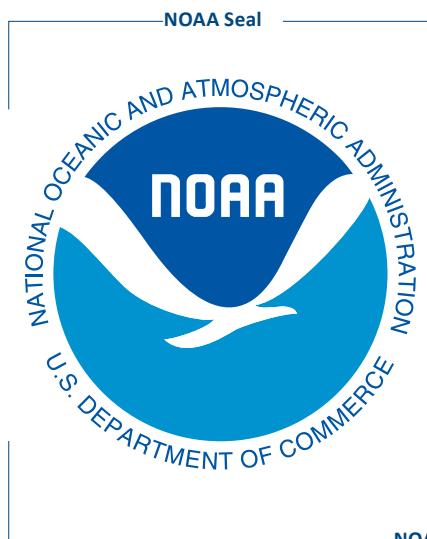
The emblem is the primary graphic symbol for internal and external communication. Proper use of the emblem will generate equity in the brand, assure consistency across a variety of marketing materials, and maintain a unified image.

The official emblem consists of the NOAA Seal and the NOAA Fisheries Wordmark. The emblem is used in conjunction with the NOAA Fisheries Signature, which appears as a header or footer in the document and is often used on the same page as the emblem.

NOAA Fisheries Signature

The NOAA Fisheries Signature consists of the official names of our parent agencies, followed by our official name, National Marine Fisheries Service.

- The Signature should be used consistently. It is always set in Arial Narrow at 8 points with optical kerning, and tracking set to 10.
- The Signature can be used as a running footer as shown in this document.
- Line office names, fully spelled-out, can be appended to the end of the Signature if desired, but are not required.



Primary Identifier

Configurations

Two versions of the Emblem are provided with this update to the NOAA Fisheries Brand Standards. The goal is to have these become the preferred, or **Hero**, versions of the logo to be used with all NOAA Fisheries products.

Lockup is the common term for the final official form of a logo with all its parts. The horizontal and vertical lockups of the Fisheries Emblem use the same underlying structure for consistency. This is achieved by using an internal element of the logo as a measuring stick—the letter H from FISHERIES.

- The Emblems should never be modified in any way by moving or resizing the elements within.
- The Emblems should never be redrawn with other fonts or in other colors.
- The Emblems should never be modified in any way by deleting or incorporating additional initials, words, or designs.

Size

The logo files are set up with the following dimensions and are ready to place into documents at full/original size.*

- NOAA Seal is 21mm in Diameter
- NOAA Fisheries Wordmark is 28mm Wide by 14mm Tall
- Larger sizes are available for scientific posters
- Scaleable vector formats include: **.ai** (Adobe Illustrator), **.svg** (Scalable Vector Graphics) and **.psd** (Adobe Photoshop file with a Smart Vector Object layer)

* Logo files ending in **.ai** are scaleable to any size and can be scaled up for large posters, stickers, signs, and banners. Refrain from haphazardly scaling the logo up or down. The original size is correct for most standard documents.

HERO Logos



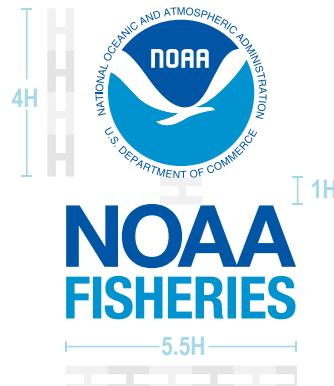
**NOAA
FISHERIES**

FISHERIES-LOGO_Vert.ai



**NOAA
FISHERIES**

FISHERIES-LOGO_Horiz.ai



Position, relationship, and proportions are kept consistent using the H of FISHERIES as a measuring unit.

Emblem Usage

Placement

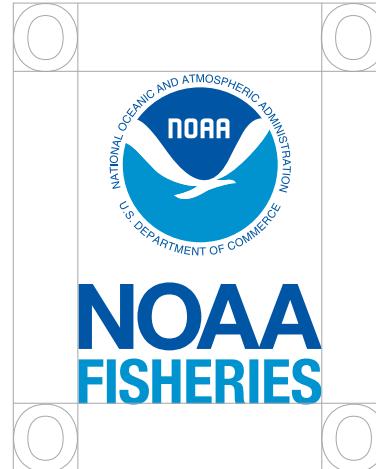
The NOAA Fisheries Emblem should be used with adequate surrounding space on the page. The minimum distance is equal to the size of the letter O in NOAA. The NOAA seal can also be placed along a curve, such as the one we call the “swoosh”. The gap between the seal and the swoosh is the width of the letter H in FISHERIES.

The Department of Commerce seal and the NOAA seal should not appear on the same page.

- When using the Emblem on the front cover, place the Commerce Seal on the back cover.
- When the Commerce Seal is on the front, such as on a NOAA Tech Memo, place the Emblem on the title page inside the publication.

The emblem may be used on publications in the presence of other logos. In this case, the emblem should be the same relative size as the other logos on the page. Do not share the emblem with external parties that might use it to show endorsement or unfair preference.

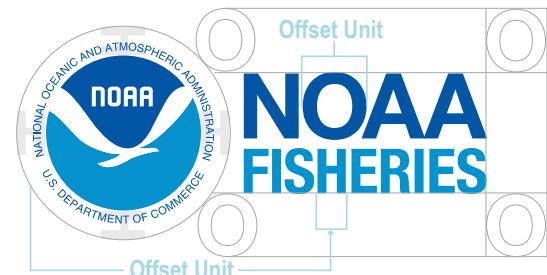
NOTE: FISHERIES logos include a built-in white margin around the NOAA Seal. This is to encourage layouts with our brand identifier surrounded by white space.



Minimum distance from the NOAA Fisheries Emblem
is the X-height of the word NOAA.



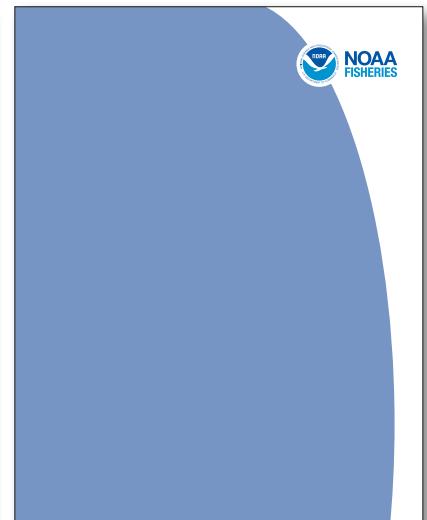
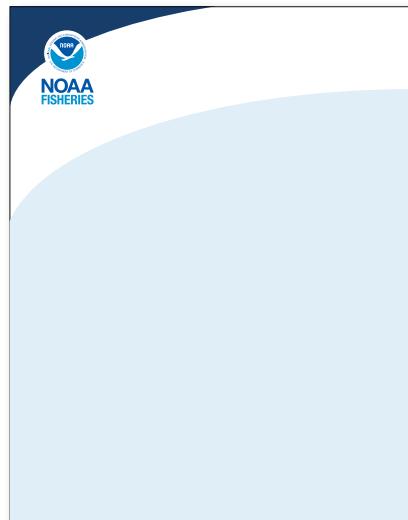
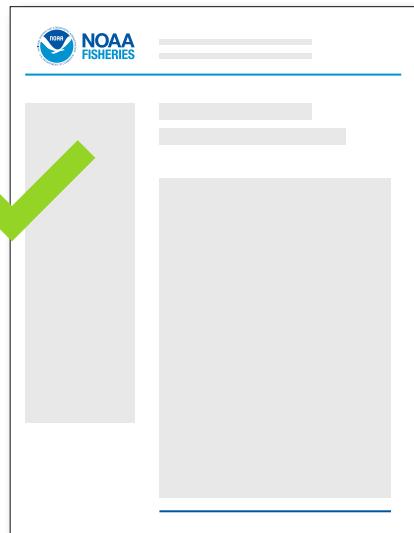
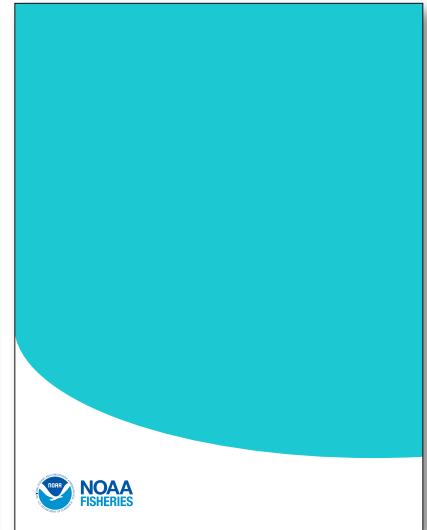
When placed on the edge of a swoosh, a border circle the width of the letter H in FISHERIES establishes the minimum distance from the NOAA Seal.



Guidelines

Correct Usage

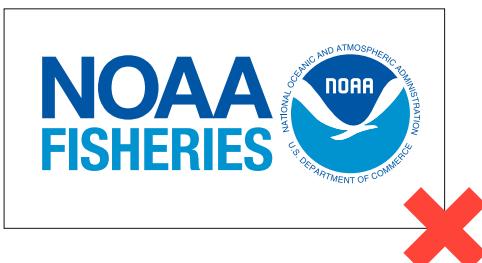
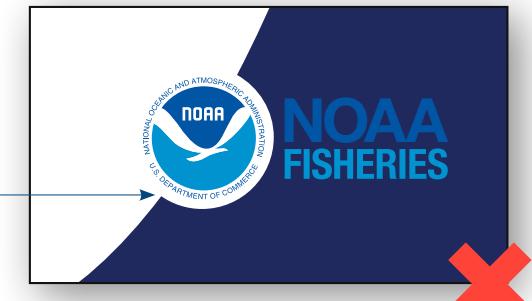
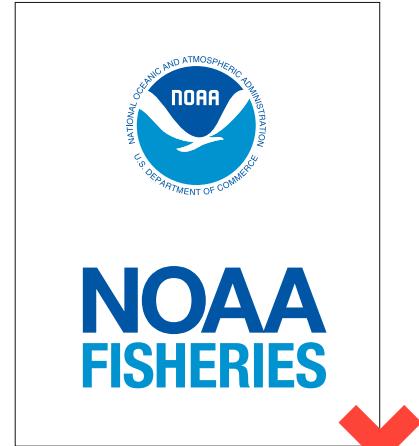
- Display the NOAA Fisheries Emblem prominently.
- Use the lock-ups to maintain correct relationship and scale.
- The two-color logos are preferred over any previous variations. Including those with white type.
- Use the logo at original size, do not scale up or down.
- Place the emblem on backgrounds with unobtrusive pattern and complexity, and high visibility such as:
 - Pure white or pale tints of blue or teal.
 - Light colored regions of a photo, such as the sky.
 - Black, charcoal gray, or deep tones that allow **both** NOAA Blues to pop, such as indigo.
 - Very dark areas of photos.
- Use a swoosh to create an area of white for the emblem, or
- Place the emblem along a swoosh with a notch or a tab to keep the NOAA Seal and Fisheries Wordmark together.



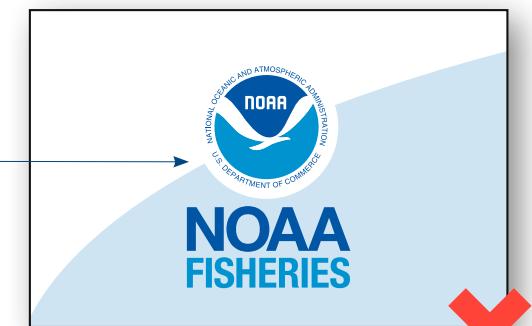
Guidelines

Incorrect Usage

- Avoid altering the relationship between the NOAA Seal and the NOAA Fisheries Wordmark.
 - Do not change the position or relationship of the NOAA Seal to the Wordmark.
 - Never use the Wordmark without the Seal.
 - Do not alter the aspect ratio between the Seal and the Wordmark.
- Do not divide the Seal from the Wordmark visually with any decorative element.



Never allow the swoosh or any other decorative element to divide the Seal from the Wordmark.



Guidelines

Incorrect Usage Continued

- Never use other fonts or depictions of the Wordmark in combination with the Seal.
- Do not compress or stretch the logo horizontally or vertically.
- Do not place the Emblem on busy background or color that reduces visibility.
- Avoid substitution of colors. The Wordmark uses the official NOAA colors: Pantone Process Blue and Pantone Reflex Blue.



Secondary Identifiers

Versatility

Secondary identifiers are given careful attention in NOAA Fisheries Brand 3.0. In order to maintain proper hierarchy and consistency, paragraph styles are provided.*

Horizontal Banner Identifiers

The integrity of the NOAA Fisheries Emblem must be respected at all times. Secondary signatures work in conjunction with the Wordmark and are created either alongside the Emblem, or as a separate page header. Banners are a great way to highlight a program or spell-out an affiliation or hierarchy.

The Page-Header Banner appears at the top of the page. It is separate from the Emblem and contains only text. If placed on dark backgrounds you can switch the color of the top line from Reflex to White.

The Signature Banner is composed of the Emblem and additional text composed to typographic specs.

- Additional text is aligned to the NOAA Fisheries Wordmark.
- Spacing between the Wordmark and the text blocks is the width of one NOAA “O”.
- It can have a rule below, or stand alone on the page.

Incorrect Usage

- Avoid secondary identifiers that invade the clear-space distances around the Emblem.
- Do not alter the Wordmark configuration or combine it with additional text.

* The **Hero** logo files are always used at original-size on documents, so these styles specifications work for all possible combinations.



NOAA
FISHERIES



NOAA
FISHERIES



NOAA
FISHERIES



National Marine Fisheries Service

Alaska Fisheries Science Center

Page Head Banner

SPECS:
Arial Narrow, Reflex Blue 11/11
Arial Narrow, Process Blue 14/14
.5 pt rule with .172 inch offset



National Oceanic and Atmospheric Administration

National Marine Fisheries Service

SPECS (Long Name):
Arial Narrow, Reflex Blue 9.5/10
Arial Narrow, Process Blue 14/14
.5 pt rule with .172 inch offset



Alaska Fisheries Science Center
Resource Assessment and Conservation Engineering Division

Fisheries Behavioral Ecology Program

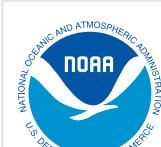
Signature Banners can appear with or without a rule below

National Marine Fisheries Service
Alaska Fisheries Science Center

Marine Mammal Laboratory

Polar Ecosystem
Program

FLEXIBLE SPECS:
Use Brand fonts and colors.
Align to the Wordmark.
Shown: Calibri Light, Process Blue 23/20



NOAA
FISHERIES
National Oceanic and Atmospheric Administration



Secondary Identifiers

Stacked Identifiers

- Secondary Identifiers can also appear below the Vertical **Hero** Logo.
- Align with the Wordmark, justified Left.
- Spacing between the Wordmark and the identifier text is the height of one NOAA “O”.
- Secondary Identifiers can be stacked below the Wordmark of the Horizontal **Hero** Logo if space is limited. Maintain baseline alignment with FISHERIES for the first set of words.

Incorrect Usage

- Avoid secondary identifiers that invade the clear-space distances around the Emblem.



NOAA
FISHERIES

spacing

Alaska Fisheries
Science Center

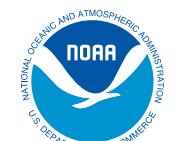
Marine Mammal
Laboratory



NOAA
FISHERIES

National Marine
Fisheries Service

Sustainable
Fisheries



NOAA
FISHERIES
Sustainable
Fisheries



NOAA
FISHERIES

National Marine
Fisheries Service

Alaska Fisheries
Science Center



NOAA
FISHERIES

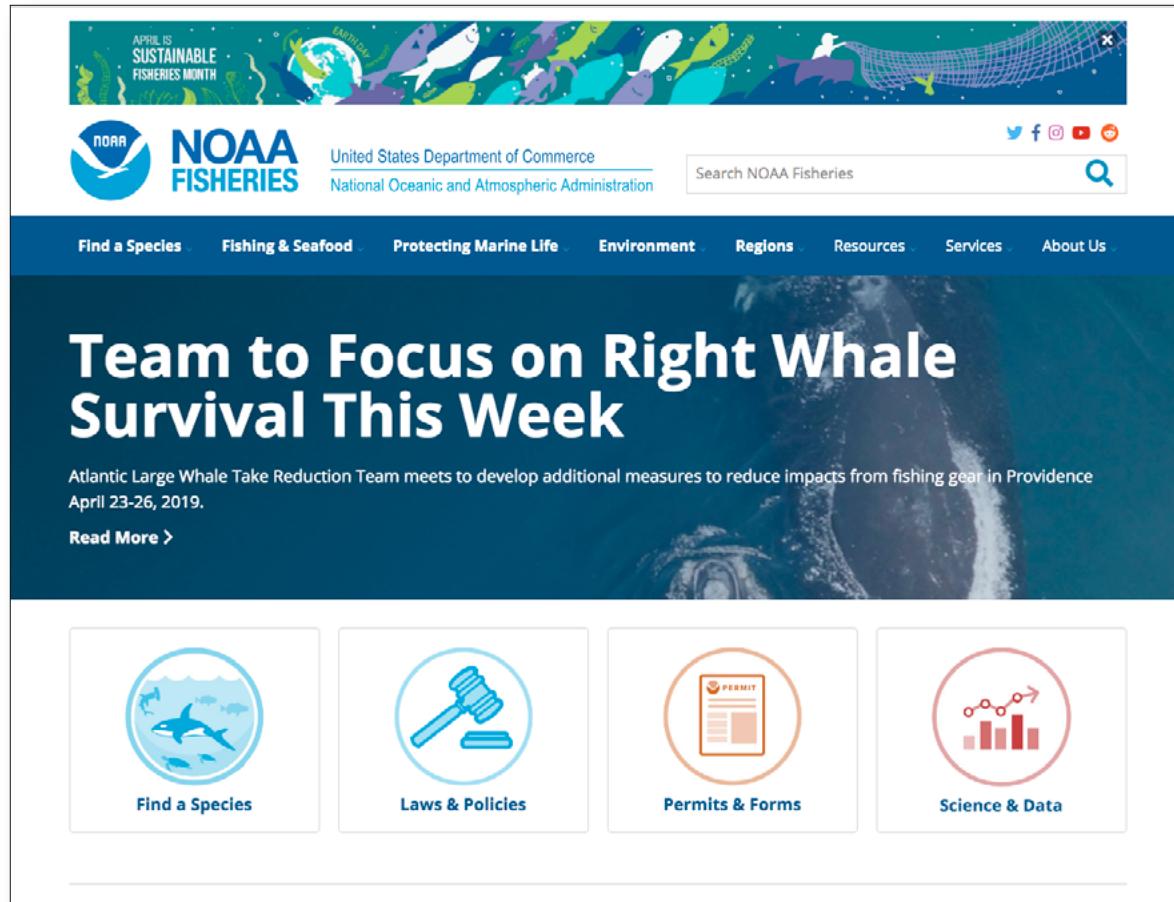
National Marine
Fisheries Service

Alaska Fisheries
Science Center

Match-up baselines
where possible, in this case
only the first two words
of the *line-office* hit the
Wordmark's baseline.

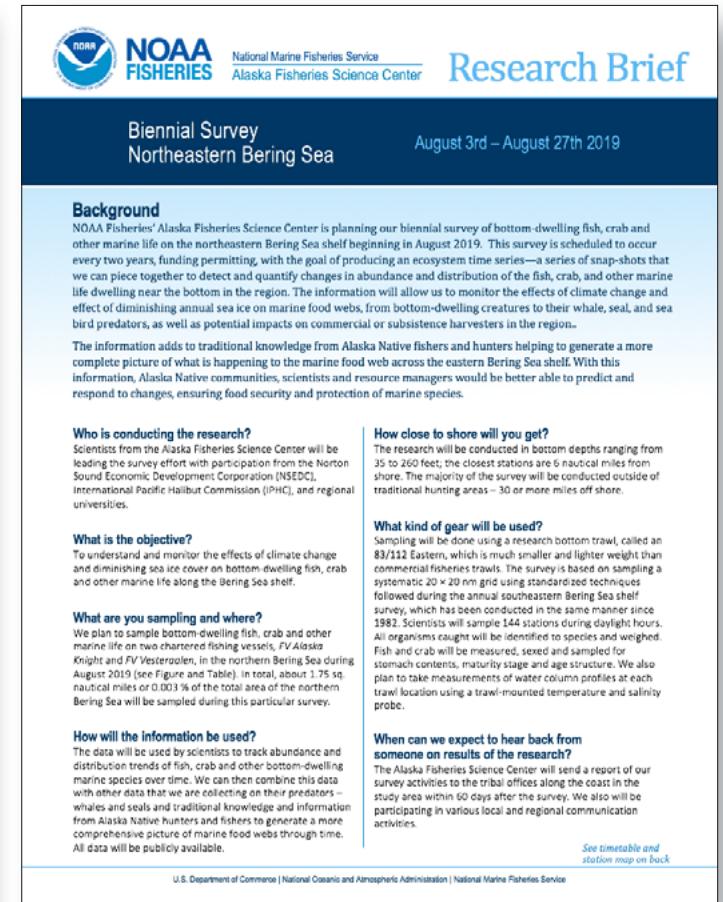


Samples



The screenshot shows the NOAA Fisheries website. At the top, there's a decorative banner for "APRIL IS SUSTAINABLE FISHERIES MONTH" featuring illustrations of fish and a net. Below the banner, the NOAA Fisheries logo is on the left, followed by the text "United States Department of Commerce" and "National Oceanic and Atmospheric Administration". To the right is a search bar with social media icons. The main navigation menu includes "Find a Species", "Fishing & Seafood", "Protecting Marine Life", "Environment", "Regions", "Resources", "Services", and "About Us". A large, prominent headline reads "Team to Focus on Right Whale Survival This Week". Below the headline, a sub-headline states: "Atlantic Large Whale Take Reduction Team meets to develop additional measures to reduce impacts from fishing gear in Providence April 23-26, 2019." There are four circular icons at the bottom: "Find a Species" (orca icon), "Laws & Policies" (gavel icon), "Permits & Forms" (permit icon), and "Science & Data" (graph icon).

The NOAA Fisheries Emblem on our Website appears without the mouse type. This is an example of where one might add a Secondary Identifier which spells out both National Oceanic and Atmospheric Administration and National Marine Fisheries Service.



The screenshot shows a "Research Brief" document for the "Biennial Survey Northeastern Bering Sea" from August 3rd – August 27th 2019. It's produced by the "NOAA Fisheries National Marine Fisheries Service Alaska Fisheries Science Center". The document is divided into sections: "Background" (describing the survey's purpose and scope), "Who is conducting the research?" (listing partners like NSEDC, IPHC, and universities), "What is the objective?" (explaining the goals of the survey), "What are you sampling and where?" (details about the survey area and methods), "How will the information be used?" (the data's intended applications), and "When can we expect to hear back from someone on results of the research?" (information about reporting). At the bottom, it says "See timetable and station map on back" and lists the U.S. Department of Commerce, National Oceanic and Atmospheric Administration, and National Marine Fisheries Service.

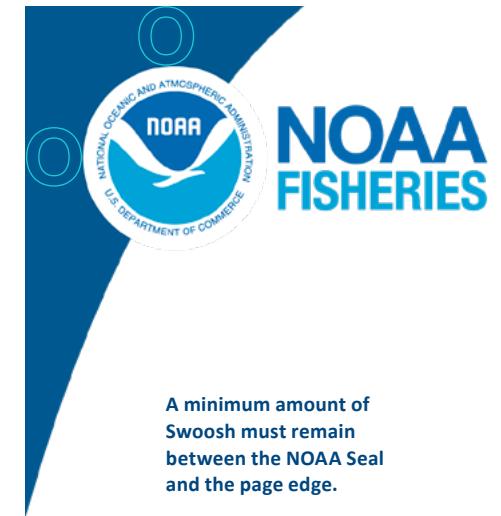
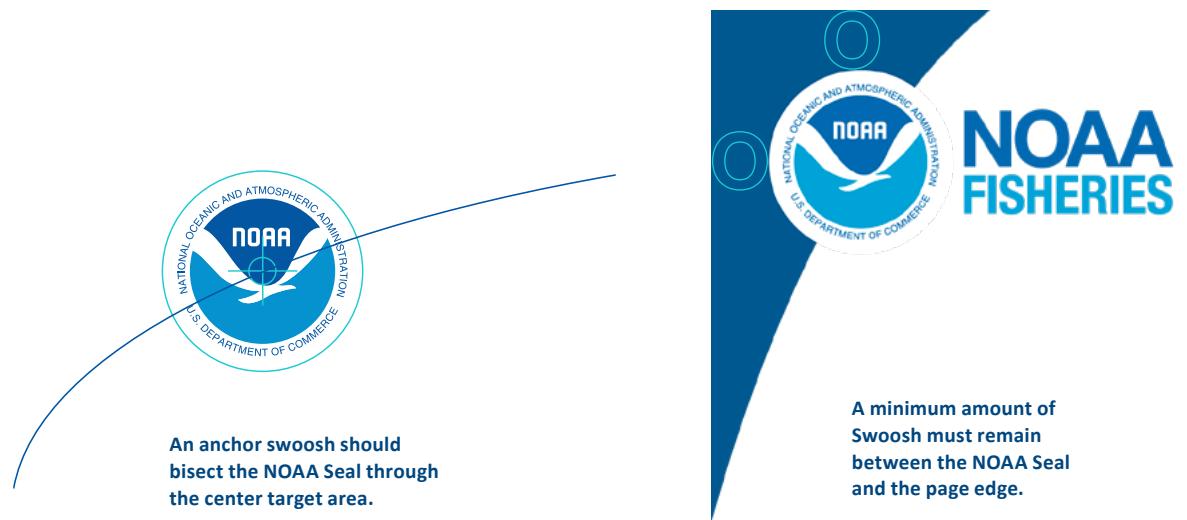
Emblem + Swoosh

When to Use

Decorative swoosh motifs are optional and flexible when compared to the previous branding. You aren't required to include them in every product. The primary decorative role of a swoosh is to anchor the NOAA Fisheries Emblem to the page or to create an area of white space for the Emblem.

Specifications

- As before, you will place the Emblem along the swoosh so that it intersects the NOAA seal at the center point.
- A white border around the NOAA Seal is included in our logo files. *This white circle automatically creates the necessary notch or tab effect when placed on a swoosh. It also encourages layouts where our blue-on-blue logo is displayed against white.*
- You can combine a swoosh with the Horizontal or the Vertical logo.
- In the samples to the right; a **Navy** swoosh anchors the emblem to the top or the left side, and a **White** swoosh is placed across the bottom or vertically down the right side to anchor the emblem.



4x9 Brochure Cover Thumbnails

Emblem/Swoosh Combo

Kick-start the Brand

Grab-and-go Emblem/Swoosh combos make adding Brand 3.0 to documents simple and easy. Place one in the upper-left corner of your page. You can use them full-size or crop them to the minimum size.



FISHERIES Corner Combo 1.png



FISHERIES Corner Combo 2.png



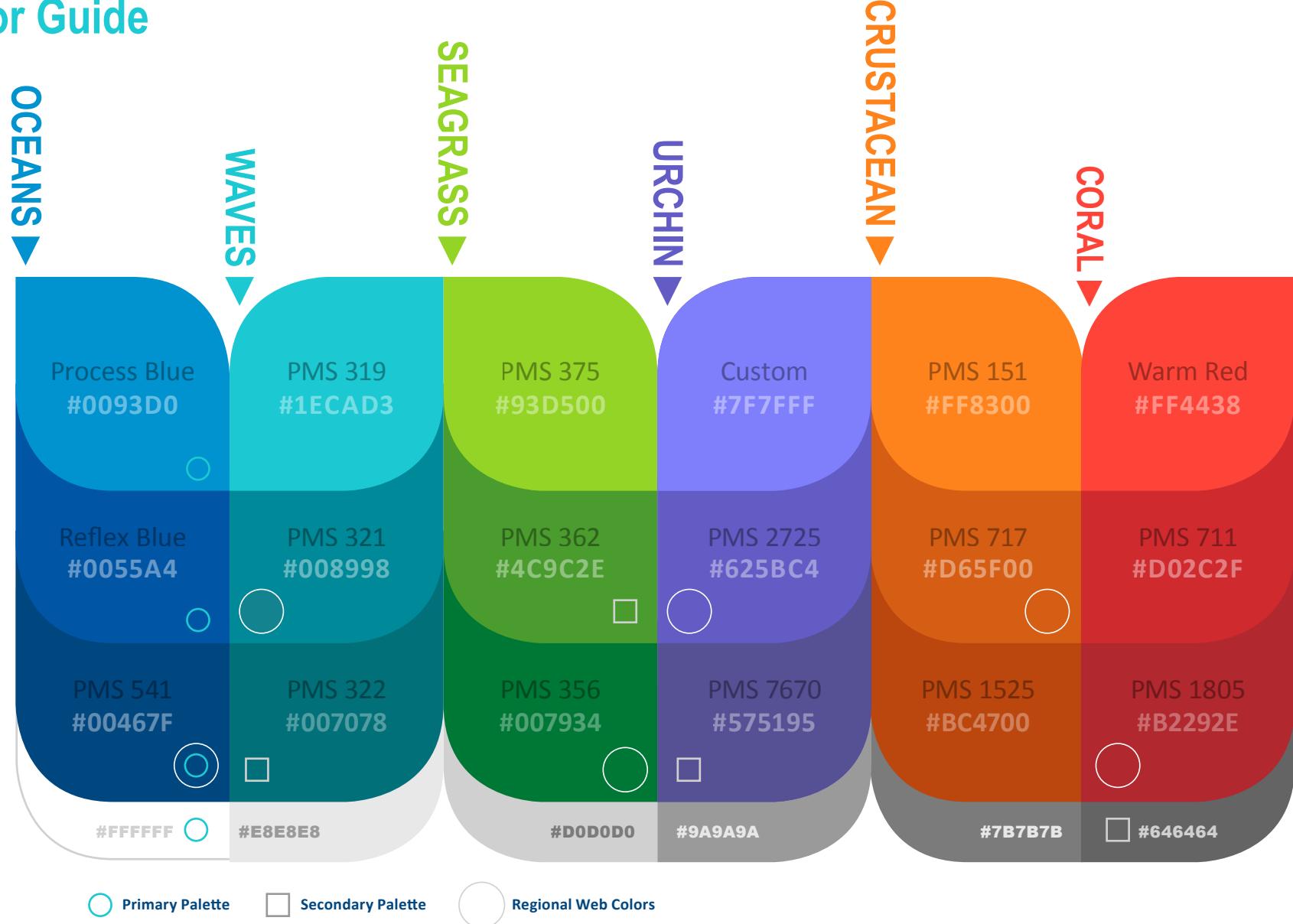


2

Color Specifications

Comprehensive Color Guide

color match RGB
Enhanced



Primary Palette

Made up of the NOAA Seal colors plus Navy and White, the Primary Palette is the predominate statement of the NOAA Fisheries Brand. These colors will appear in all communications, from the most basic to the most elaborate.

NOAA Colors



PROCESS BLUE
#0093D0

REFLEX BLUE
#0055A4

Classic Neutrals



**NAVY BLUE
PANTONE 541**
#00467F

WHITE
#FFFFFF

BEST PRACTICES: When the NOAA Fisheries Emblem is present the layout should contain areas of White and Navy Blue.



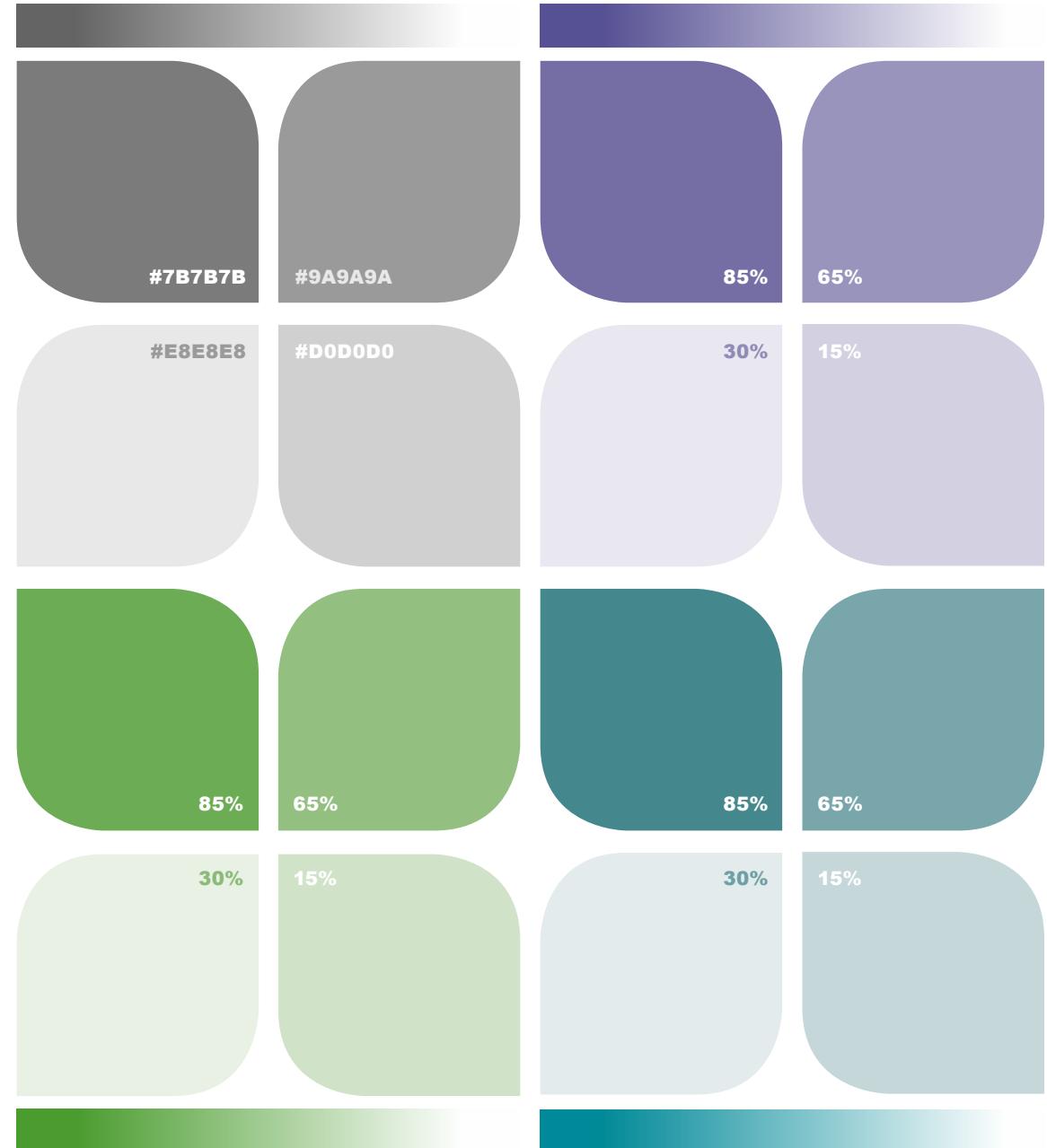
Secondary Palette

Secondary Palette

The next set of colors are versatile workhorses. They extend the look of the brand and bridge the gap between the previous branding efforts and this one. These colors are perfect for subheads. They make great tints, so they are an excellent choice for color-blocking and are also used as gradients.



Tint levels shown at 15,
30, 65, and 85% opacity.



Extended Palettes

Regional Web Colors

The NOAA Fisheries Web redesign established six regional accent colors for our Brand. These colors form the basis of our extended color sets.



NATIONAL



WEST COAST



SOUTHEAST



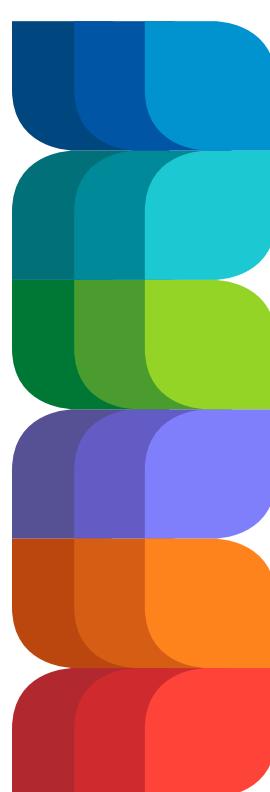
ALASKA



PACIFIC ISLANDS

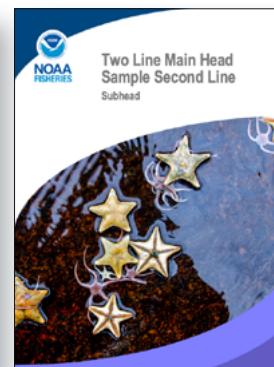
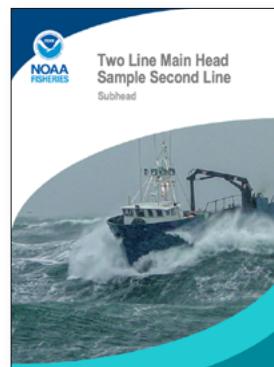


MID-ATLANTIC



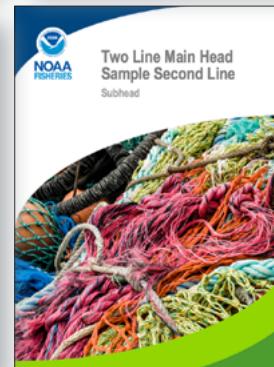
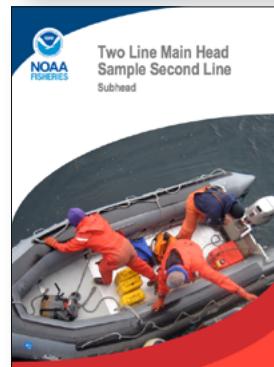
OCEANS

PMS 541 / Reflex Blue / Process Blue
#00467F #0055A4 #0093D0



WAVES

PMS 322 / PMS 321 / PMS 319
#007078 #008998 #1ECAD3



SEAGRASS

PMS 356 / PMS 362 / PMS 375
#007934 #4C9C2E #93D500

URCHIN

PMS 7670 / PMS 2725 / P2725*
#575195 #625BC4 #7F7FFF

CRUSTACEAN

PMS 1525 / PMS 717 / PMS 151
#BC4700 #D65F00 #FF8300

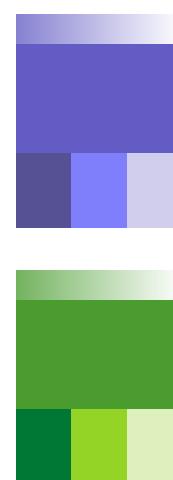
CORAL

PMS 1805 / PMS 711 / Warm Red
#B2292E #D02C2F #FF4438

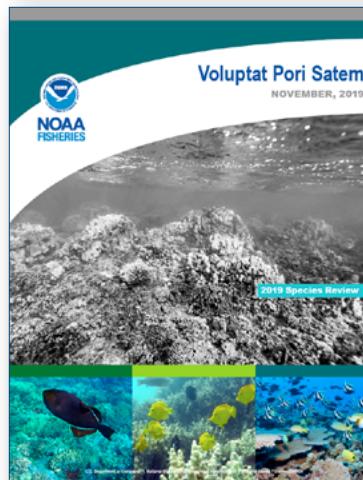
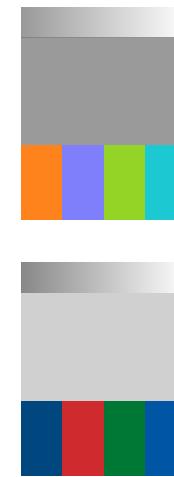
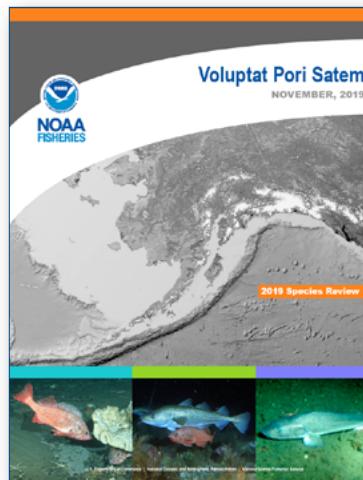
Color Coding for Regional
or Series Publications

Color Combos

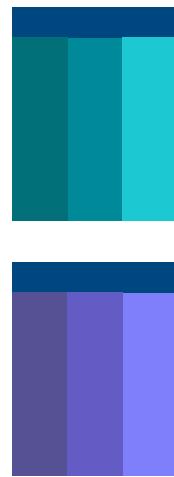
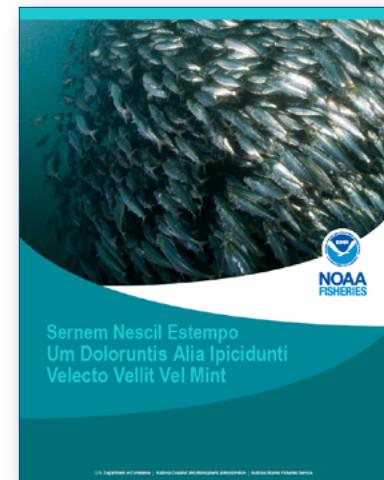
Tints and Tones



Neutral with Accents



Themes



Typeface
Fonttype
Typography

3

Typography

Font Selection

Universal Fonts

We selected fonts that are included in the current MSOffice suite and included on both Mac and PC platforms. This means they are already installed on most, if not all, computers. This ensures that everyone will have access to these fonts without purchasing separate font packages, or requesting special install assistance from IT.

The options were narrowed to include only Pro versions of Open Type fonts. This guarantees maximum compatibility and the largest character sets possible.

Web and Infographic Fonts

Our Intranet pages use Open Sans so it is okay to use this font for other online products when the core fonts (Cambria, Arial Narrow, and Calibri) are not available.

Use Open Sans in infographics that will be shared on our website. Supplementary display fonts can also be used. Try **Impact** and **Arial Black**.

Flexible Font Pairings

For most purposes our templates will stick to a combination of two fonts. An assortment of templates offer a subtle variety of style sheets for various purposes.

Formal/Official & Marketing Communication

Arial Narrow and Cambria

Scientific/Technical

Arial Narrow and Calibri

Infographic

Open Sans, Arial Black, and Impact

Website/Google Docs

Open Sans

Cambria

Cambria Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Cambria Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Cambria Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Cambria Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Narrow

Arial Narrow Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Narrow Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Narrow Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Narrow Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri

Calibri Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans

Open Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Regular

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Open Sans Italic

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1234567890

Open Sans Extra Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Arial Black

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Impact

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Style Sheets

Starter Templates

Basic style sheets are included with all Brand 3.0 Templates. We will also supply a style-sheet gallery with more options beyond the basics. Choose the best template(s) for your product(s), then use them consistently for each document in the same series.

Technical Brief Header: Calibri 36 pt

Technical Header: Arial Narrow 18 pt

Intro text: corepuad aessum que vit volupta tquiautur mos aut est ma dolo beatuir molupta. Dias prorem excepero corehen derchil mosfli. Spragit occupatios eaqua respied que corerun tionseque eum nis incurab ipid valorum. Jiduciam sinullorum ratisci aescilita eum volorsum quatia tiiste. Molupta tibus aperrum quiavialta vilorea reha udaessit eaquia coreces pore dollarro tempore prorem. 14 pt

Technical Subhead: Arial Narrow 14 pt

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Formal Document Title: Cambria 30 pt

Header Arial Narrow 20 pt

Intro text: Dias prorem excepero corehen derchil mosfli. Spragit occupatios coam ratisci aequatia tiiste. Molupta tibus aperrum vilorea rehent inven debis seque nobit verore, aliqui rem pores. Uvot pore dollarro tempore prorem. 16 pt

SUBHEAD: ARIAL NARROW BOLD ALL CAPS 12 PT

Text: Escitia vel mod mi, cum la qui a qui dunt ium quunt quidedio illabo. Ignatem fugit ad quo to berecat estisqu amusam re inctota diae non repedit, es apicid quiae odi blaut fugia occaquatem qui dolorepsintotatur aute labo. Nam secturit dolenim peliqui sitinctotas. **Cambria 14 pt**

Report Title: Arial Narrow 32 pt

Marketing Header 1:

Header: Arial Narrow 20 pt

Intro text: Dias prorem excepero corehen derchil mosfli. Spragit occupatios corerun tions. Molupta tibus aperrum vilorea rehent inven verore, aliqui rem pores. 16 pt

Subhead: Cambria Bold 16 pt

Text: Escitia vel mod mi, cum la qui a qui dunt ium quunt quidedio illabo. Ignatem fugit ad quo to berecat estisqu amusam re inctota diae non repedit, qui consendi serorit faccum odi blaut fugia occaquatem qui doloreprati re sintotatur aute labo. Nam secturit dolenim peliqui sitinctotas. **Cambria 11 pt**



4

Decorative Elements

Mix and Match



SAMPLE PAGE SPREAD: A variety of objects, shapes, and type-treatments will give your page layouts Brand 3.0 appeal. Use one or more decorative elements to tell your story.

Swoosh Usage

Anchor for NOAA Fisheries Emblem

As our primary decorative motif, the swoosh can be used to anchor the Emblem to the page. Place one of the **Hero** logos so that the swoosh intersects the NOAA Seal at its midpoint.

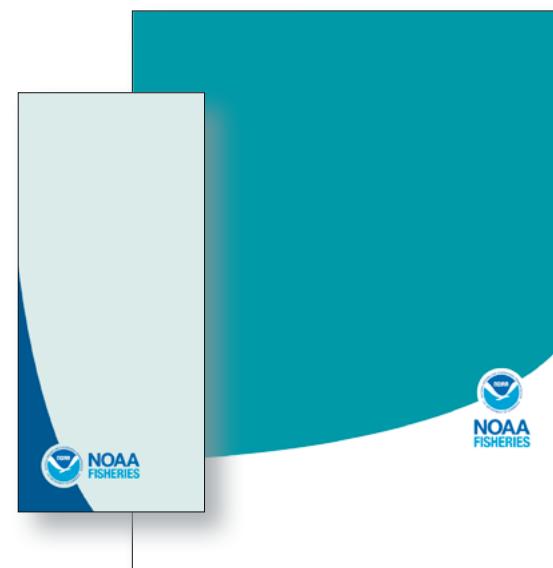
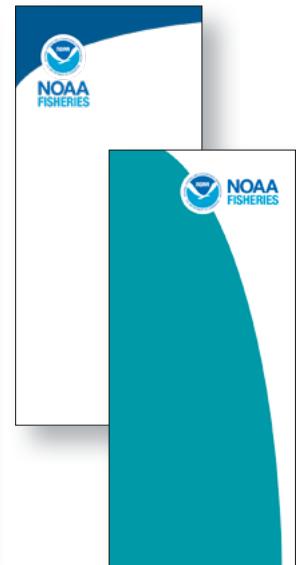
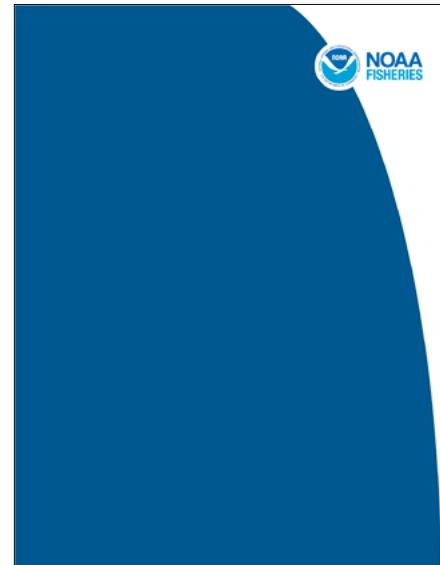
The Swoosh injects an area of contrast and movement to the layout and leads the eye to the Emblem. It works well on all sides of the page layout.

The clear area around the NOAA Seal will create a notch or a tab along the swoosh. The NOAA Seal and NOAA Fisheries Wordmark are **never** divided by the swoosh or any other graphic device.

Our **Hero** logos make these arrangements look consistent even though there is a great deal of flexibility in size and placement of the swoosh.

As a Decorative Element

Tighter restrictions on the Emblem itself means we can relax the swoosh guidelines. Consider it a 'decorative motif' rather than a 'branded element'. Swooshes can now occupy a variety of positions on the layout. Use them horizontally, or vertically, intersect and overlap them with other swooshes. Check out our Report Cover Gallery in section 5.3 to see examples.



Swoosh Structure

Basic Recipe

All of our swooshes started with just a rectangle and an ellipse. The ellipse is positioned on top of the rectangle and **subtracted*** using the Adobe Pathfinder tool.

- The starter ellipse used for page layouts is 6" by 18". Poster layouts require a larger ellipse, but retain the same 3:1 ratio.
- Templates have built-in swooshes for your convenience.

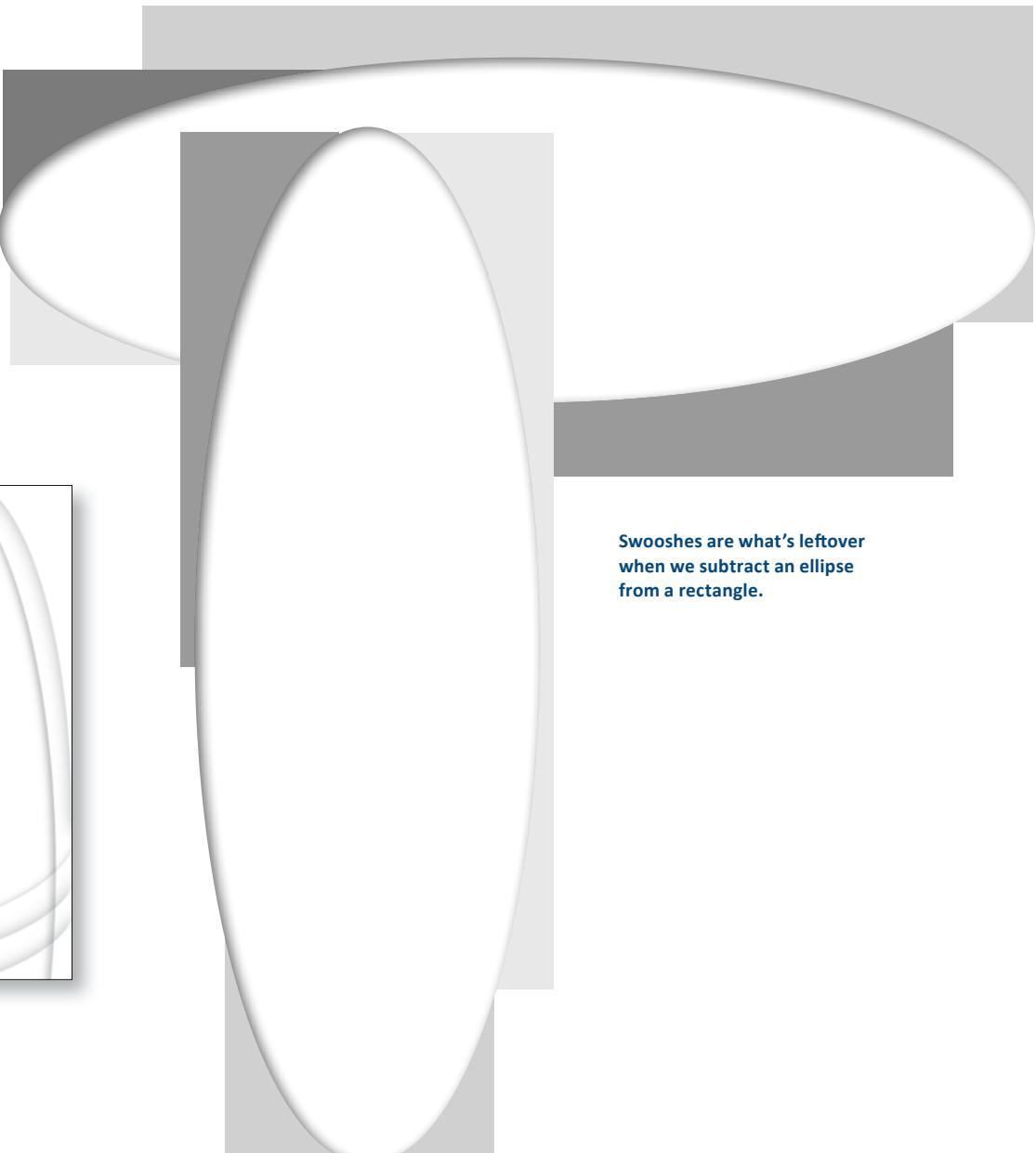
Positioning

Swooshes are placed horizontally or vertically on the page. They can enhance the layout in functional ways, or purely as a decorative motif.



Use swooshes to decorate page edges and contain flow within the layout. Several possibilities are shown above.

* In PowerPoint, the *Subtract* function is one of the *Combine/Merge* tools in the *Shape Format* tab.



Floating Circles

Photo Frames

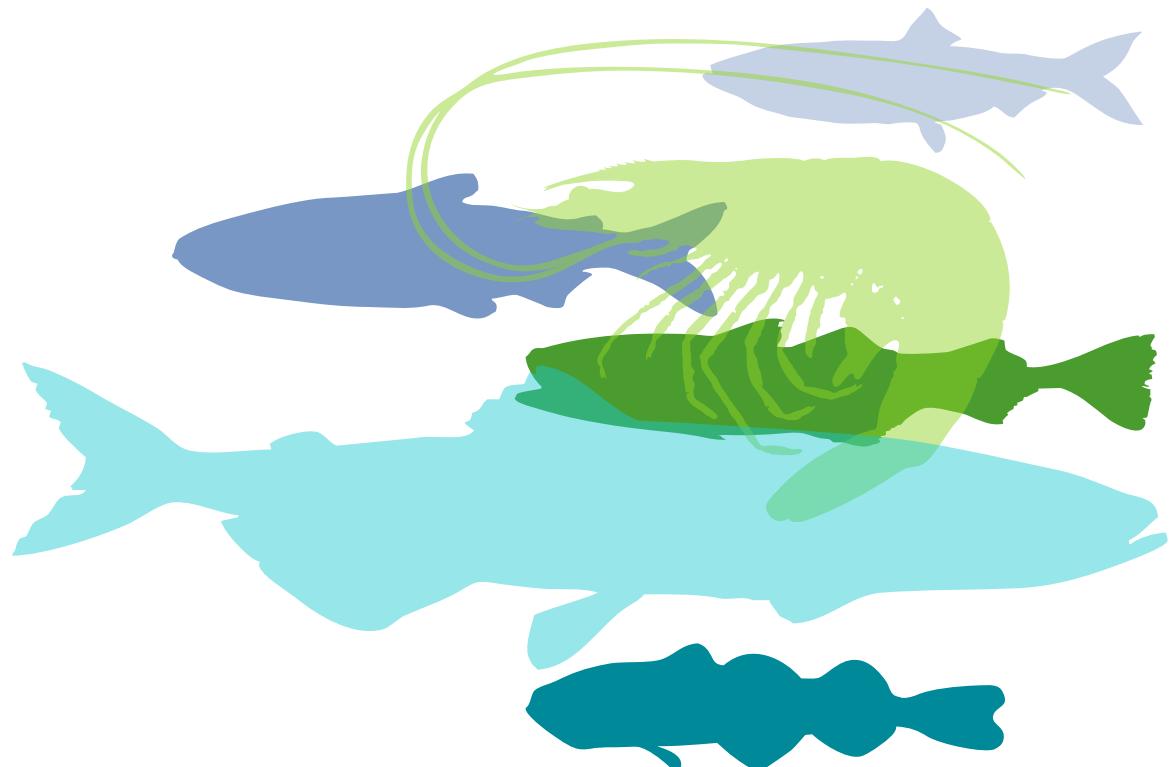
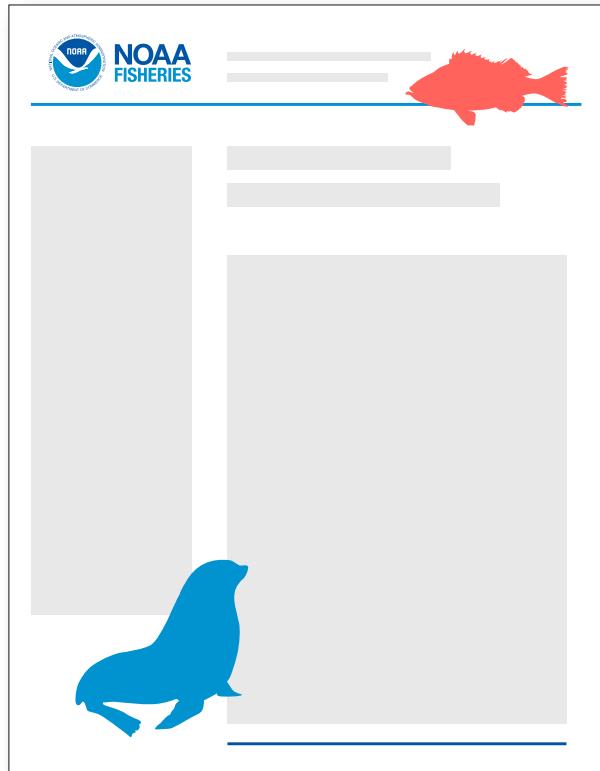
Used in clusters or alone, this image treatment is a good way to enhance a layout. It can be combined with a page-edge swoosh. The border thickness is 10 points and provides an opportunity to punch up the layout with accent colors.



Silhouette Shapes

Easy Icons

Images are turned into colorful shapes with a little Photoshop assistance. They can be combined into illustrations, added to infographics, or simply used to warm up a page of text.

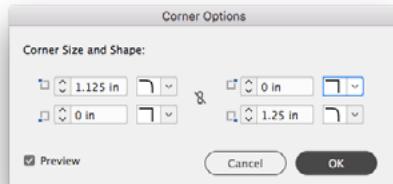


A group of silhouetted shapes have been combined into a feature graphic. By adjusting the transparency and overlapping shapes, you can achieve an interesting effect.

Curved Edges

Photo Frames

InDesign makes it easy to add rounded corners to any shape. A mixture of round and square corners on photos adds interest to the page. This treatment works well with any of the other decorative motifs in this section, so feel free to combine them with swooshes, floating circles, and silhouette shapes.



12 Studies of Harbor Seals Using Glacial Ice in Disenchantment Bay, Alaska, 2016-2017

Alaska Fisheries Science Center

New Vessel Approach Guidelines

In response to these new findings – and after considering public and stakeholder input – NOAA Fisheries' Alaska Regional Office issued new voluntary guidelines in 2015 for vessels that operate in the vicinity of harbor seals in tidewater glacial food habitats. NOAA managers concurred with recent data published by scientists at NOAA's Northwest Fisheries Science Center and other researchers – that the previous voluntary guidelines to avoid approaching harbor seals within 100 yards were inadequate to protect seals from disturbance. In their decision to adopt more stringent, but still voluntary guidelines, they pointed to: 1) an increasing likelihood of seals flushing in the water (i.e., disturbance) with decreasing short approach distances, with disturbance occurring at 100 yards; 2) a significant increase in peak incidence of seals on land and ship strikes (midday hours); 3) a high prevalence of oral disturbance by vessels at the most frequented glacial sites in Alaska; and 4) the potential risk to pups of exhausting energy reserves after flushing in the ice-chilled water and having nursing boats interrupted by vessels, both factors leading to reduced survival and likely impacts to the population.

NOAA Fisheries sought to develop meaningful voluntary guidelines that reflected the latest, most relevant scientific findings, while also considering the needs of vessel operators who have increasingly frequented these areas because of the growing popularity of tidewater glaciers as a tour destination. As these glaciers diminish with climate change, the popularity of these areas is expected to increase further. NOAA Fisheries convened the first meeting of the Harbor Seal Approach Guidelines Working Group in Juneau (January 2017) to provide a forum for discussing topics related to the new guidelines and how they may be functionally implemented by different vessel types in tidewater glacial fjords. Subsequent stakeholder meetings were held in various Alaska communities where vessel-based tourism is important. Through a combination of a listerv, newsletters, and other communications, NOAA will foster communication within the HSAG Working Group so that any issues or questions can be addressed collaboratively.

Labels

Paragraphs Shaded with Accent Colors

Another great way to add interest to a layout is with bold text elements. Try these labels for the title of a report, subheads or for special sections, or the document publication date or series number. This paragraph style is yet another way decorative elements can add FISHERIES Theme Colors to your layouts.

Some templates will include these “Labels” as paragraph styles. You can also create your own to suit your layout.

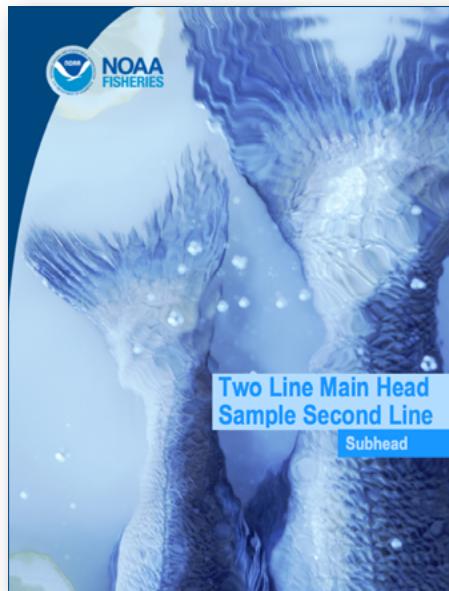
Project Highlights

Report Titles

Arial Narrow Bold 24/24
Paragraph Shading Offsets:
Top, Left, and Right = .075",
Bottom = .05"

January 2020

Arial Black 14/14
Paragraph Shading Offsets:
Top = .075",
Bottom, Left, and Right = .05"



What's at Stake?

The southeastern Bering Sea supports some of the most valuable commercial fisheries in the world for salmon and walleye pollock. High numbers of seabirds, whales, walrus, seals and other marine mammals live in or visit these cold waters seasonally.

In an area considered remote to most Americans, here, Alaska coastal communities continue a traditional way of life based on subsistence hunting that has endured for centuries.

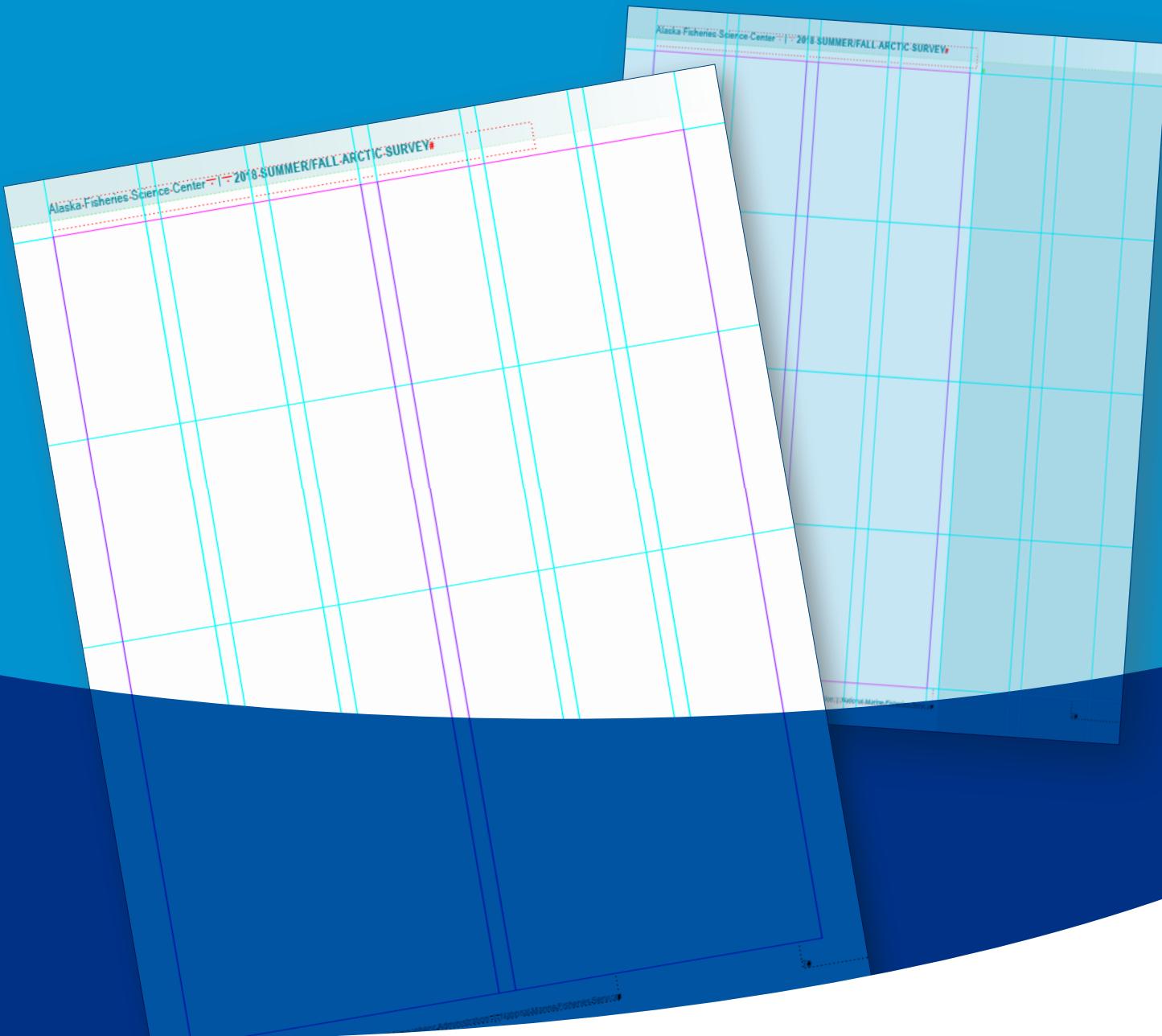
Climate-related changes in ocean and coastal ecosystems likely will impact the zooplankton, fish, seabirds, and marine mammals of the southeastern Bering Sea, and the people, businesses, and human communities that depend on them.

Our Mission Extended

The Alaska Fisheries Science Center (AFSC) is the research arm of NOAA Fisheries in Alaska, collecting biological, ecological and socio-economic data to support responsible stewardship of the Nation's living marine resources and their habitats (NOAA Fisheries Mission).

To further this mission, the Center is collaborating with NOAA Research's Pacific Marine Environmental Laboratory and building regional capacity and partnerships to acquire needed information to develop science-based strategies for sustaining fisheries, healthy ecosystems, marine mammals, and coastal communities in a changing climate.

NOAA scientists have prepared a Regional Action Plan for southeastern Bering Sea climate science. This Action Plan, part of the NOAA Fisheries Climate Science Strategy, focuses on seven science objectives.



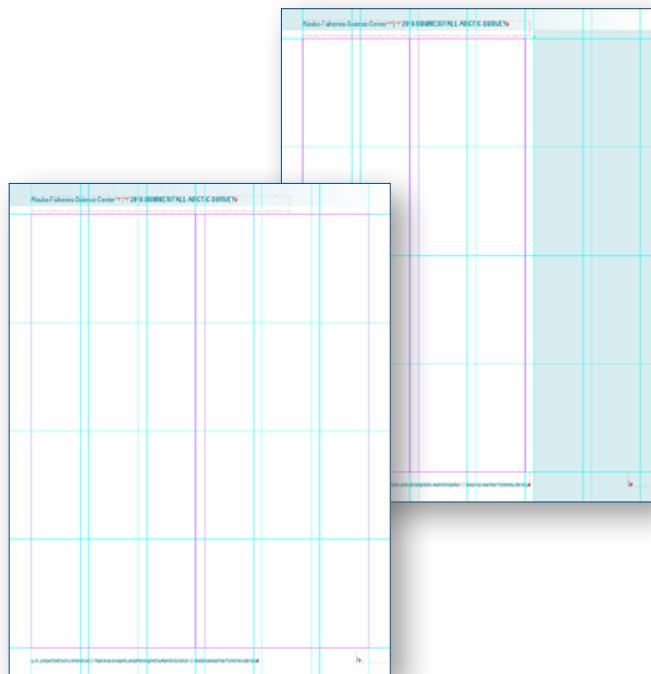
Layouts and Templates

Template Collection

Flexible Options

Whether you are creating high-end marketing documents or publishing a technical report, there are template options designed for the task. NOAA Fisheries Brand 3.0 has got you covered.

The table to the left shows which documents are provided with this roll-out. In the future additional versions and variations may be added.



TEMPLATES	Word Doc	Power Point	Adobe InDesign	Google Docs
Report	●		●	
Report Covers	●		●	
Fact Sheet		●	●	
White Papers				●
Brochure			●	
Tri-Fold Brochure			●	
Poster			●	
Tech Memo Cover	●		●	
Scientific Posters		●		
Technical Brief		●		
Slide Presentations		●		
Internal Flyers		●		

Fact Sheets

InDesign Template

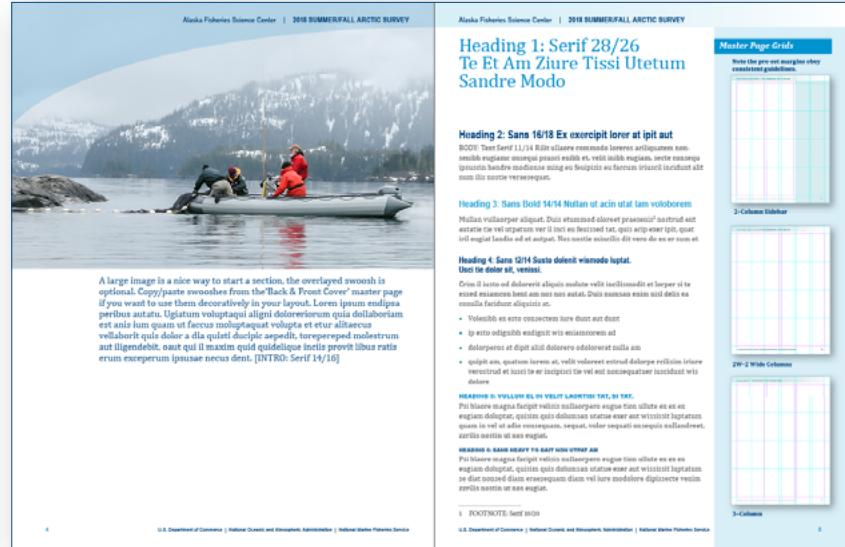
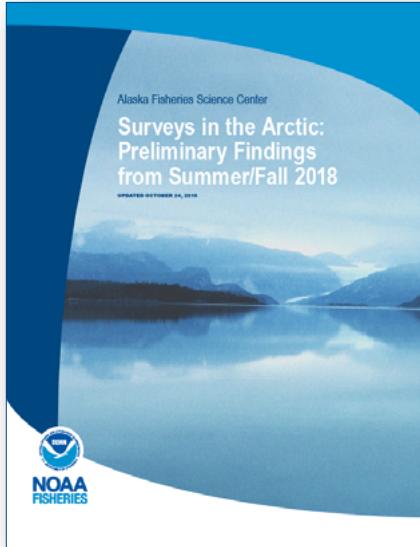


PowerPoint
Template

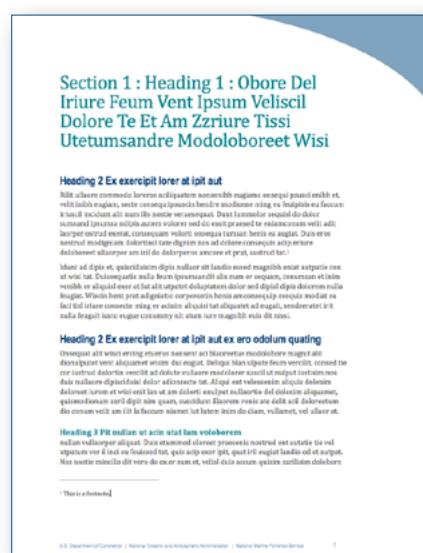
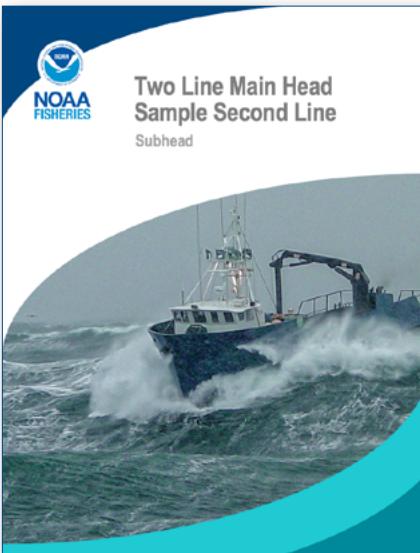


Reports

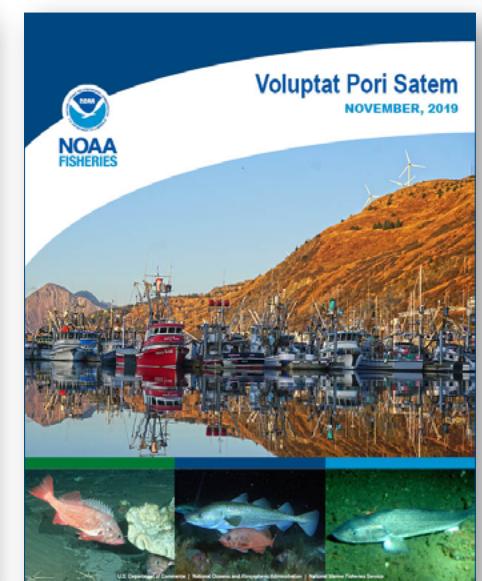
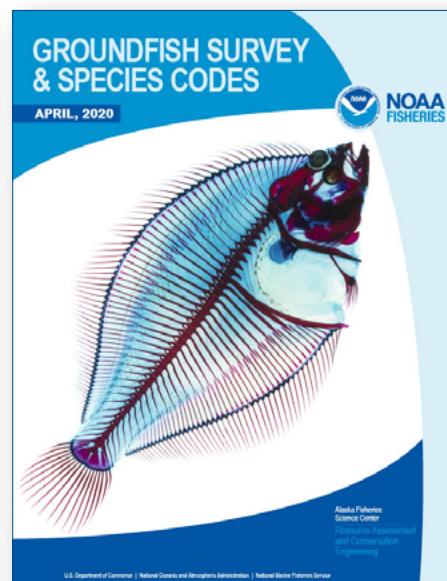
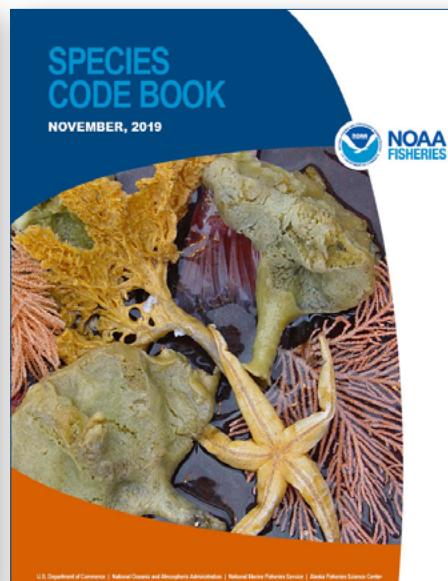
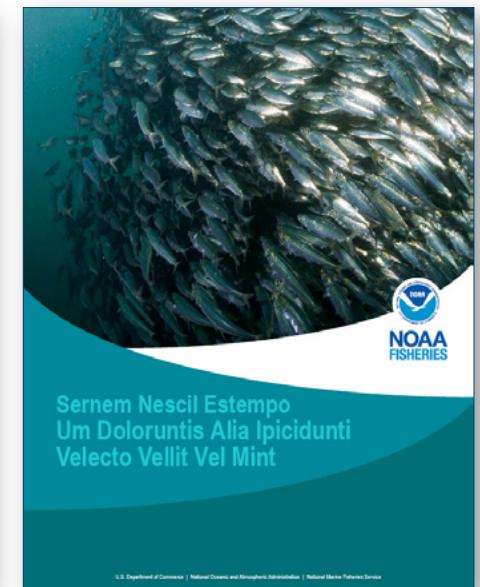
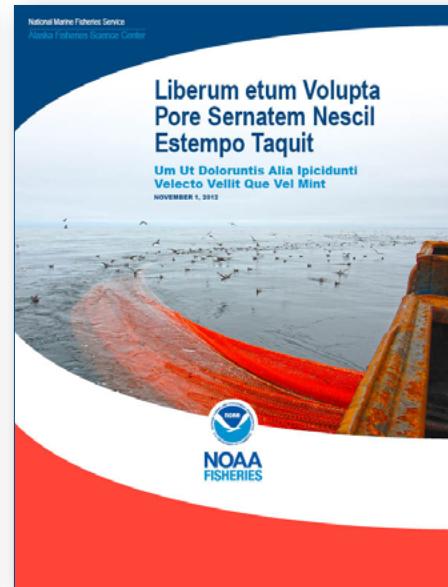
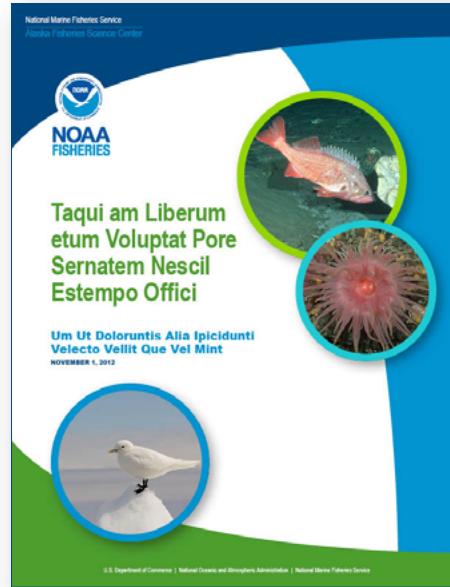
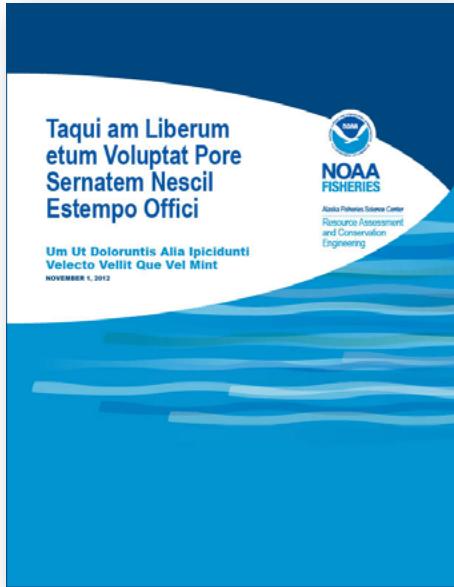
InDesign Template



Word Template



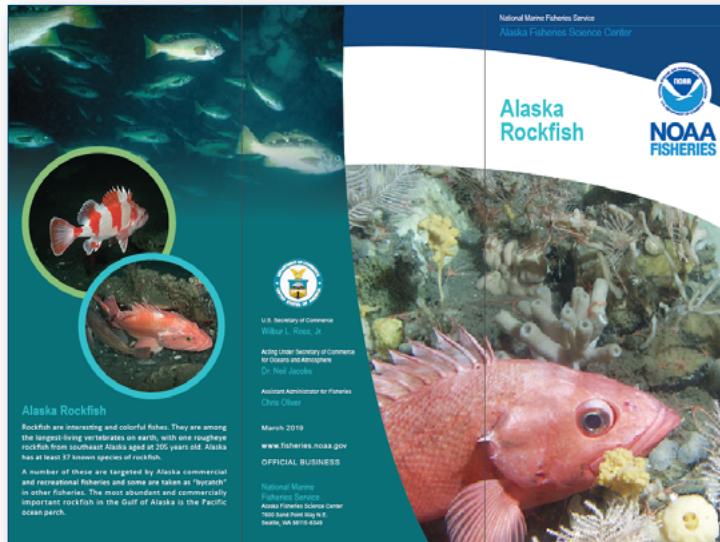
Report Cover Gallery



Posters



Tri-Fold Brochures



What's unique about rockfish reproduction?

Typically slow growing, most rockfish don't reproduce until 8-10 years old. Other rockfish tend to congregate like black-spotted rockfish don't reproduce until they are over 27 inches long.

Adult rockfish give birth to live young. Scientists suspect that young fish survival is closely linked to environmental factors such as temperature, currents and food availability.

Research by NOAA Fisheries scientists in Alaska reveals that female rockfish are becoming more successful at raising their young. By saving their effort for years with better conditions for larvae to grow, female rockfish can invest more energy into their own growth and survival to increase reproductive success.

Ways to protect rockfish

- When targeting non-rockfish, avoid pensacles, buoys or other rockfish aggregations. These are areas where rockfish tend to congregate.
- If a rockfish has been unintentionally caught, move it to a different area. The best protection is always avoidance.
- Use release-friendly tackle. Single circle hooks are less likely to cause injury by being deeply swallowed.
- Avoid rough handling and touch the fish as little as possible to avoid removal of the fish's protective slime coat.
- Return the fish to the depth of capture or no less 60 feet to ensure complete recompression. Descending devices like "lip clippers," weighted hooks, or "drop baskets" help to quickly and safely return fish to capture depth.

For more information on rockfish visit the Alaska Fisheries Science Center website: http://www.afsc.noaa.gov/education/Activities/2012_rockfish.htm

Learn more: www.afsc.noaa.gov



What We Know About Octopus Reproduction

Giant Pacific octopus live to be 5-6 years old and reproduce only once. To make the most of this opportunity, a female giant Pacific octopus will lay over 100,000 eggs.

She begins laying eggs in late summer when they are most active. Males die after mating. Curiously, females store the sperm until the eggs are ready to be fertilized several months later during late winter to early spring.

After laying her eggs, the female strings them along the reef and waits for them to hatch in small balloons. She provides oxygen to the eggs by gently pushing water over them. Using her siphon, she draws clean water from the surface of the eggs. This process can last many months. Females will die while taking care of their eggs and usually die after they hatch.

How to Study Octopus

The giant Pacific octopus often occurs too deep below the surface of the ocean to study in their natural habitat. Relying on the octopus' love of hiding places, scientists found a way to safely capture octopus so they could be studied in a lab. They used a long line with many small plastic buckets and wood boxes. These were attached several feet apart along a long line, similar to longline fishing gear, and launched from a small vessel. After several hours under the ocean, the line would be pulled back to the surface, with the hope a few unsuspecting octopuses would make these made dens their new home.

Commercial fishermen help scientists in their work too. Fishermen are required to log their catch to NOAA, whose job is to collect data about the fisherman's catch, which is used to manage the fishery. Some observers were involved with a special project to determine how capture in the longline fishery affects the octopus. If the octopus is not injured by fishing gear, is handled carefully, and quickly returned to the water, chances are good

White Papers

 **NOAA FISHERIES**

**Alaska Fisheries Science Center
Communications Program
Strategic Plan**

Published October 2015

Mission
The mission of the Alaska Fisheries Science Center's Communications Program is to support the Center mission and its scientists by translating our science into high quality communications products and services for both internal and external audiences to inform, educate and inspire

Overview and Role of Communications Program
The Communications Program is part of the Alaska Fisheries Science Center's (AFSC) Operations, Management, and Information Division. The Communications Program Plan is implemented with the support of the AFSC Board of Directors.
 The Communications Program supports the Center's scientific mission by clearly and effectively communicating its science and activities to a diverse audience through a variety of communications media, products and services.
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsa praeterea sequitur. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consecetur adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum, qui recidiscimus doloribus et restringuntur.
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U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service | Alaska Fisheries Science Center 1

 **NOAA FISHERIES** Alaska Fisheries Science Center Communications Program Strategic Plan

Mission
The mission of the Alaska Fisheries Science Center's Communications Program is to support the Center mission and its scientists by translating our science into high quality communications products and services for both internal and external audiences to inform, educate and inspire

Who We Want to Reach: Our Audience

External	Internal
North Pacific Fishery Management Council	AFSC staff
Fishing industry	Alaska Fisheries Regional Office
Alaskan communities	NOAA
Alaska Native organizations	Department of Commerce
Research/Scientific community	
Educational community	
Congress	
State and Federal organizations	
General Public	
Media	
Non-Government Organizations	

Who We Want to Reach:
Our Audience

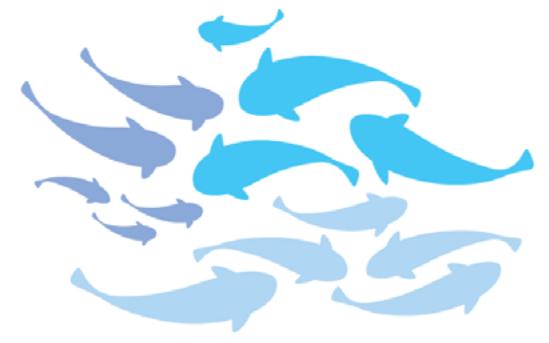
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U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service | Alaska Fisheries Science Center 1

 **NOAA FISHERIES**

**Alaska Fisheries Science Center
Strategic Science Plan**



Flyers and Briefs

NOAA FISHERIES
National Marine Fisheries Service
Alaska Fisheries Science Center

Diversity Training

Announcement Title Goes Here

Tuesday, June 13 – 10 am
Traynor Seminar Room 2076

Bacon ipsum dolor amet duis adipiscimus jerky, meatball frankfurter fugiat eu cow ipsum pork loin t-bone doner consequat incididunt biltong. Fugiat pork belly ullamco, doner veniam picanha minim velit pancetta. Turkey venison et, esse landjaeger prosciutto turducken id in tri-tip veniam excepteur. Ball tip jerky drumstick enim fatback ea incididunt occaecat pork belly irure pork loin.

WebEx connections and access to NOAA Sand Point by previous arrangement.
Seminars are held in Building 4 of NOAA's Western Regional Center 7600 Sand Point Way NE, Seattle, WA 98115

For more information contact Fname.Lname@noaa.gov

Conference Line:
866-762-5555
(5678910)

NOAA FISHERIES
National Marine Fisheries Service
Alaska Fisheries Science Center

Council Meeting

Announcement Title Goes Here

Tuesday, June 13 – 10 am
Traynor Seminar Room 2076

Bacon ipsum dolor amet duis adipiscimus jerky, meatball frankfurter fugiat eu cow ipsum pork loin t-bone doner consequat incididunt biltong. Fugiat pork belly ullamco, doner veniam picanha minim velit pancetta. Turkey venison et, esse landjaeger prosciutto turducken id in tri-tip veniam excepteur. Ball tip jerky drumstick enim fatback ea incididunt occaecat pork belly irure pork loin.

Conference Line:
866-762-5555
(5678910)

WebEx connections and access to NOAA Sand Point by previous arrangement.
Seminars are held in Building 4 of NOAA's Western Regional Center 7600 Sand Point Way NE, Seattle, WA 98115

For more information contact Stephen.Kasperski@noaa.gov

NOAA FISHERIES
National Marine Fisheries Service
Alaska Fisheries Science Center

Research Brief

Biennial Survey
Northeastern Bering Sea

August 3rd – August 27th 2019

Background
NOAA Fisheries' Alaska Fisheries Science Center is planning our biennial survey of bottom-dwelling fish, crab and other marine life on the northeastern Bering Sea shelf beginning in August 2019. This survey is scheduled to occur every two years, funding permitting, with the goal of producing an ecosystem time series—a series of snapshots that we can piece together to detect and quantify changes in abundance and distribution of the fish, crab, and other marine life dwelling near the bottom in the region. The information will allow us to monitor the effects of climate change and effect of diminishing annual sea ice on marine food webs, from bottom-dwelling creatures to their whale, seal, and sea bird predators, as well as potential impacts on commercial or subsistence harvesters in the region.

The information will also help to generate a more comprehensive picture of what is happening to the marine food web across the eastern Bering Sea shelf. With this information, Alaska Native communities, scientists, and managers would better able to predict and respond to changes, ensuring food security and protection of marine species.

Who is conducting the research?
Scientists from the Alaska Fisheries Science Center will be leading the survey effort with participation from the Nome Board of Education, Development Corporation of the Bering Sea (DCBS), International Pacific Halibut Commission (IPHC), and regional universities.

How close to shore will you get?
The research will be conducted in bottom depths ranging from 35 to 260 feet; the closest stations are 8 nautical miles from shore. Most of the stations will be conducted outside of traditional hunting areas—30 or more miles off shore.

What kind of gear will be used?
Sampling will be done using a multi-purpose trawl, called an ST-1212 trawl, which is smaller and lighter weight than commercial fisheries trawls. The survey is based on sampling a systematic 20 × 20 nm grid using standardized techniques. This survey is similar to the Northeastern Bering Sea shelf survey, which has been conducted in the same manner since 1982. Scientists will sample 144 stations during the survey hours. Fish gear will be measured, sexed and sampled for stomach contents, maturity stage and age structure. We also plan to take measurements of water column profiles at each survey location using a trawl-mounted temperature and salinity probe.

When can we expect to hear back from scientists on results of the research?
The Alaska Fisheries Science Center will send a report of our survey activities to the tribal offices along the coast in the study area within 60 days after the survey. We also will be participating in various local and regional communication activities.

How will the information be used?
The data will be used by scientists to track abundance and distribution trends of fish, crab and other bottom-dwelling marine species over time. We can then combine this data with historical survey data, scientific studies of marine mammals, whales and seals and traditional knowledge and information from Alaska Native hunters and fishers to generate a more comprehensive picture of marine food webs through time. All data will be publicly available.

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service

Proposed Operations for the Northeastern Bering Sea Biennal Survey, August 2019

Event	Date
Surveyors arrive for survey mobilization in Nome, AK	August 1st
Very vessels depart Nome, AK	August 3rd
Very operations begin	August 4th
Very operations end	August 22nd
Vessel arrives in Dutch Harbor, AK to demobilize	August 24th
Mobilization complete and scientists depart	August 27th

Seminar Series Title

Announcement Title Goes Here

Tuesday, June 13 – 10 am
Traynor Seminar Room 2076

Bacon ipsum dolor amet duis adipiscimus jerky, meatball frankfurter fugiat eu cow ipsum pork loin t-bone doner consequat incididunt biltong. Fugiat pork belly ullamco, doner veniam picanha minim velit pancetta. Turkey venison et, esse landjaeger prosciutto turducken id in tri-tip veniam excepteur. Ball tip jerky drumstick enim fatback ea incididunt occaecat pork belly irure pork loin.

WebEx connections and access to NOAA Sand Point by previous arrangement.
Seminars are held in Building 4 of NOAA's Western Regional Center 7600 Sand Point Way NE, Seattle, WA 98115

For more information contact Fname.Lname@noaa.gov

Conference Line:
866-762-5555
(5678910)

U.S. Secretary of Commerce
Wilbur Ross

Administrator of National Oceanic and Atmospheric Administration and National Marine Fisheries Service
Dr. Timothy Gallaudet

Assistant Administrator for Fisheries
Chris Oliver

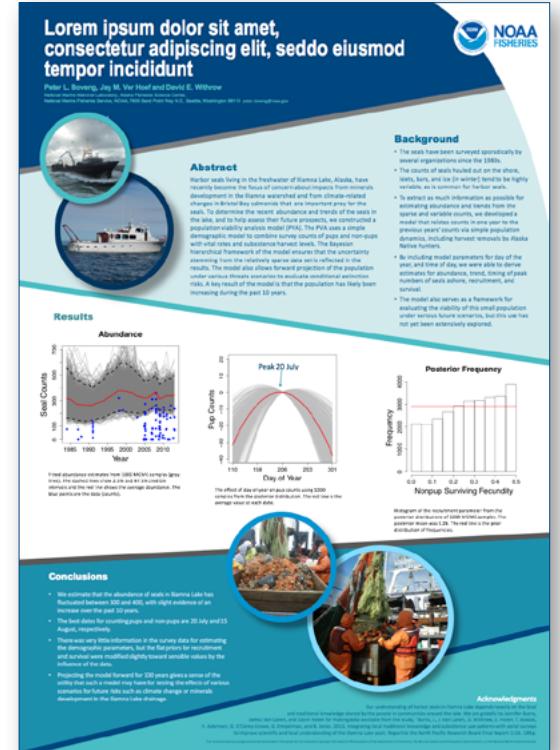
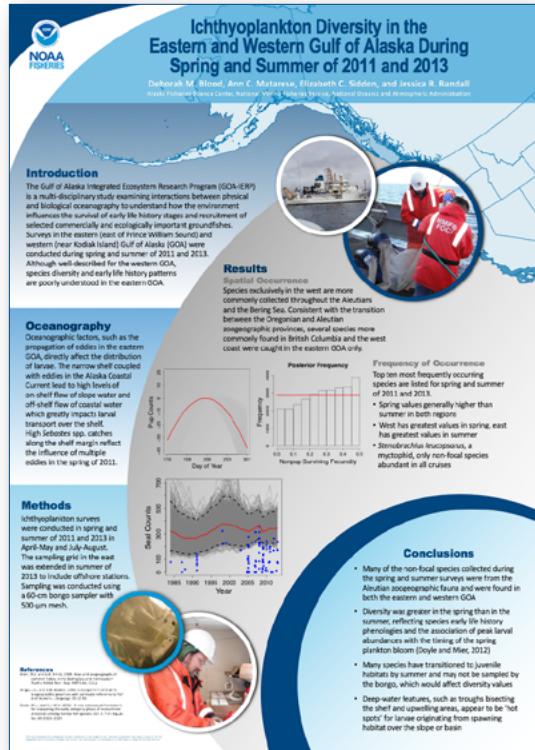
November 2018
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National Marine Fisheries Service
1315 East West Highway
Silver Spring, MD 20910-3350
Seattle, WA 98133
Email: NMFS@NOAA.gov

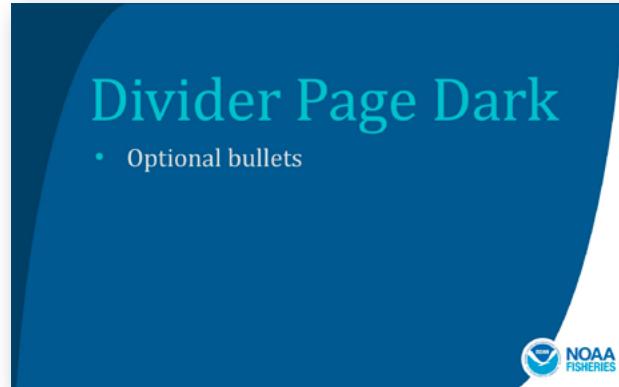
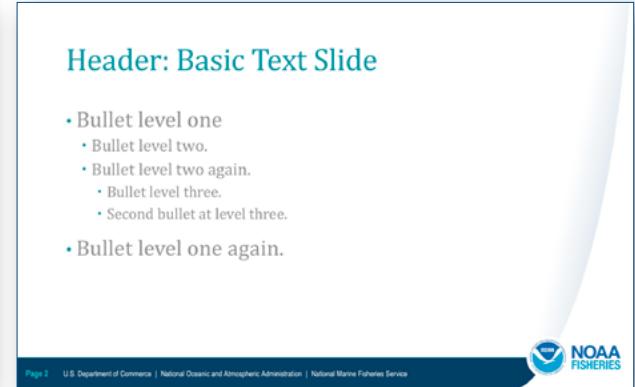
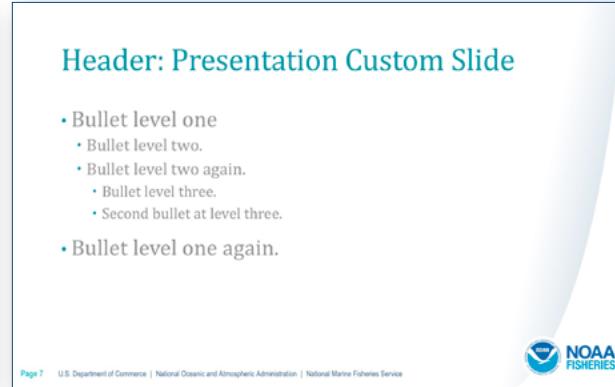
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Left photo: Survey coordinator Eastern Bering Sea shelf and northern Bering Sea bottom trawls Resource Assessment and Conservation Engineering (NACCE) Division, Alaska Fisheries Science Center 1315 East West Highway Silver Spring, MD 20910
Right photo: NMFS survey vessel

Scientific Posters



Slide Presentation





U.S. Secretary of Commerce
Wilbur L. Ross, Jr.

Acting Under Secretary of Commerce
for Oceans and Atmosphere
Dr. Neil Jacobs

Assistant Administrator for Fisheries
Chris Oliver

June 2019

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JUNE 1, 2019