



recfishwest

Reel News

THE EVOLUTION OF THE RECFISHWEST LOGO

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Recfishwest is developing a Communications Strategy in order to more effectively engage with Recreational Fishers in Western Australia. As part of that process, the Recfishwest logo has had a much needed make-over!



For a bit over ten years our logo has featured an illustration of a tailor (previous to that it was a tuna) against an oval background, coloured yellow and blue. Yellow representing sunny skies and blue, representing the ocean and waterways of Western Australia.

Whilst the logo has served us well over the years, the feeling amongst our members has been that it does not readily identify with recreational fishing in Western Australia. In fact, when a recreational fisher attending the Mandurah Boat and Fishing Show was shown the logo and was asked if they knew who Recfishwest was, their response was a commercial fish processor!

It was clear that the Recfishwest logo had to better reflect who and what Recfishwest is about. So a generic image of a fish covering ocean, estuarine and freshwater on the end of a line, along with the map of WA unmistakably represents recreational fishing in Western Australia. We feel that this new logo will serve us well into the future and meaningfully reflect Recfishwest's objective of representing the interests of recreational fishers in Western Australia.

The new logo was launched last week at a fishing media briefing which also included information on artificial reefs – outcomes of this will be featured in a future Reel News article.



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FISH TODAY FOR TOMORROW