

History of the PSG Logo and Website Refresh version 1.0

PSG's first logo was created by Helen Strong, after the first EXCO meeting in 1972 at the Palo Marin banding station in California. The logo was designed almost exclusively for the purpose of PSG letterhead and full-page cover of the Pacific Seabird Bulletin, as it was important, at that time, to have a strong horizontal component. This beautiful artwork can be found on all PSG correspondence, Bulletins, and documents until November 2016.

After several years of discussion between EXCO and PSG members, Anne Francis designed a new logo in the summer of 2016, with suggestions from the EXCO and Communications Committee Coordinator. The idea was to design a logo that would be of a prominent Pacific seabird, appeal to both technical and non-technical audiences, to respect existing members and their deep love for PSG, and inspire others to become members of PSG and support conservation of seabirds, including youth and early career scientists. Six logos were originally created and the final three were given to members for a vote. More than half the members participated in the vote – the highest percentage for any PSG business - and in the fall of 2016, the EXCO approved an albatross design. The new logo appears on the website, letterhead and PSG social media accounts. For more information, please contact Communications Coordinator at: communications@pacificseabirdgroup.org

The new PSG website was designed and built by Joanna Smith and Anne Francis Web Design, with assistance from Jane Dolliver, Nina Karnovsky, Chris Tyson, Kathy Kuletz, Nathalie Hamel, and Beta testers Jessie Beck, Jane Dolliver, Gary Drew, Tony Gaston, Vivian Pattison, Emma Kelsey, and Julie Somerfield.

Original Logo 1972-2016

**Pacific
Seabird
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DEDICATED TO THE STUDY AND CONSERVATION OF PACIFIC SEABIRDS AND THEIR ENVIRONMENT

New Logo 2016



Pacific Seabird Group

Dedicated to the Study and Conservation of Pacific Seabirds and their Environment