



# NOAA WEEK

U.S. DEPARTMENT OF COMMERCE National Oceanic and Atmospheric Administration

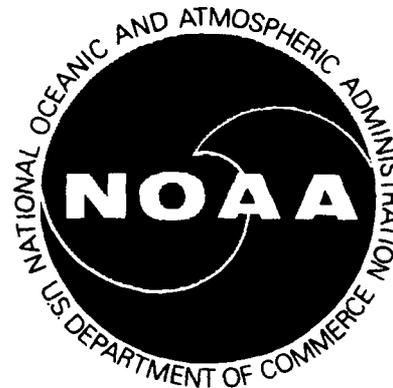
## Candidates for Administration's Official Emblem



1.



2.



3.

## Dr. White Describes Three Possibilities; Asks for Opinions

To the NOAA Family:

In recent weeks, my staff and I have been reviewing literally hundreds of suggestions on the design of a NOAA emblem. We are seeking a design that symbolizes the new agency's major missions in a strong, attractive, and distinctive way.

The three emblems above, designed by the NOAA Visual Services Branch, are among the leading contenders. But before a final decision is made, I want every NOAA employee to have the opportunity to express his opinion on the symbol that will serve as the "trademark" of our programs in future years.

Printed in color, the lined areas in the symbols presented here would be royal blue, the dark areas purple. Lettering is black or white, as shown.

In the first symbol, at left above, a white, gull-like form links the atmosphere to the sea or earth. The earth and the atmosphere and the interrelationships between the two are, of course, major concerns of NOAA. The line defining the top of the gull's wings also resembles the trough of a foaming ocean wave against the blue sky. A creature of sea, land, and air, the gull adds an ecological touch to the earth-sky motif.

The center emblem is inspired by the symbol for a hurricane, with its great bands of clouds swirling counterclockwise into the center or eye. The hurricane, born of the sea, is a major transporter of energy from the ocean to the air and, in the atmosphere, from lower to higher altitudes and latitudes. Sea-air interaction is implicit in this design, while the central circle also can be taken to represent the earth or the sun.

In the third drawing, the ocean and air are once again woven into a pleasing design. The sea is represented in the wave, and meteorologists will recognize it as a stylized illustration of the formation of a cyclone wave in the atmosphere. Both the water wave and the atmospheric wave are appropriate symbols of NOAA's mission to improve man's understanding and uses of the physical environment and oceanic life.

Here, then are three prospects for our emblem. I look forward to hearing your thoughts on these designs or your suggestions for some other appropriate symbol. You may use the simple form provided on page 8 of this issue, or submit an informal note if you need more space.

*Robert M. White*