INDEPENDENT DESIGN CONCEPT

Good days start on the water.

A fresh look at the fish, places and practical knowledge that bring Virginia's tidal waters to life.



KNOW YOUR CATCH

PLAN YOUR DAY

CARE FOR THE BAY

Visual sample only. Not an official VMRC publication or current fishing guidance. Cover artwork is AI-generated and depicts a general coastal scene.

Follow the features.

Start with shape. Look closer at the markings. Four introductory species notes.

01 Striped bass

Morone saxatilis



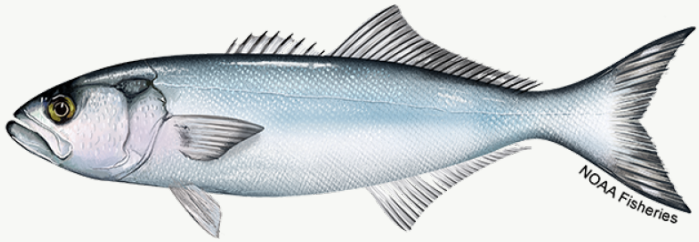
Dark horizontal stripes.

NOAA SPECIES PROFILE >

fisheries.noaa.gov/species/atlantic-striped-bass

02 Bluefish

Pomatomus saltatrix



Blue-green back, silver sides.

NOAA SPECIES PROFILE >

fisheries.noaa.gov/species/bluefish

03 Summer flounder

Paralichthys dentatus



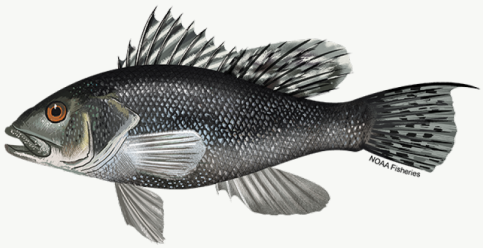
Flat body, both eyes on one side.

NOAA SPECIES PROFILE >

fisheries.noaa.gov/species/summer-flounder

04 Black sea bass

Centropristis striata



Dark body, patterned scales.

NOAA SPECIES PROFILE >

fisheries.noaa.gov/species/black-sea-bass

Illustrations: NOAA Fisheries; striped bass, summer flounder and black sea bass / Jack Hornady. Introductory cues only, not a complete identification key. Fish are not shown to scale.

Built for the bottom.

03 / SUMMER FLOUNDER

Paralichthys dentatus

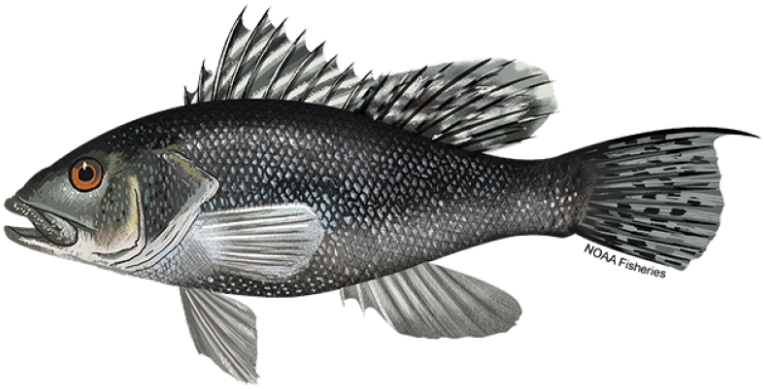


A shape made for the seabed.

Flat-bodied, with both eyes on the left side. Its coloring helps it blend into the bottom.

EXPLORE SUMMER FLOUNDER >

fisheries.noaa.gov/species/summer-flounder



04 / AROUND STRUCTURE

Black sea bass.

Dark patterned scales. Associated with structured habitats, including reefs.

EXPLORE SEA BASS >

fisheries.noaa.gov/species/black-sea-bass

CURRENT VIRGINIA FISHING RULES >

webapps.mrc.virginia.gov/public/reports/swrecfishingrules.php

NOAA Fisheries / Jack Hornady. Concept only; not fishing guidance. Production accessibility not validated.