

Criteria governing the use of the International Year of the Salmon logo

1. The International Year of the Salmon is a joint initiative of the lead organizations, the North Pacific Anadromous Fish Commission (NPAFC) and the North Atlantic Salmon Conservation Organization (NASCO), with the overall theme of ‘*Salmon and people in a changing world*’. The International Year of the Salmon seeks to advance understanding and awareness of the issues facing salmon around the ‘salmosphere’ (i.e. North Pacific and North Atlantic Oceans and the Baltic Sea) and their implications for communities associated with the resource, through implementation of a programme of new research, collaboration and outreach.
2. The aims of the International Year of the Salmon are to:
 - improve scientific understanding and public and political awareness of the factors driving salmon abundance, the environmental and anthropogenic challenges facing salmon and the measures being taken to mitigate these;
 - generate further support for strategies to conserve, restore and rationally manage salmon;
 - develop a legacy of collaboration among organizations and researchers across disciplines in countries throughout the salmosphere;
 - inspire and support a new generation of researchers and managers;
 - improve understanding and awareness of the ecological, social, cultural and economic values of salmon; and
 - engender a call to action to support research and conservation of salmon and their supporting environments throughout the salmosphere.
3. The International Year of the Salmon Coordinating Committee welcomes the use of the International Year of the Salmon logo by private and governmental organizations focused on outreach and research activities related to wild salmon conservation (e.g. workshops, symposia, exhibits, information packs, scientific projects) at a hemispheric, international, national, regional or local level that are consistent with these aims and the main outreach and research themes of the International Year of the Salmon as shown below.

Outreach, engagement and education themes:

- improving public and political awareness of the status of wild salmon stocks and their cultural, social and economic importance; and
- improving public and political awareness of the challenges facing wild salmon stocks from major environmental changes and a variety of anthropogenic factors and the measures being taken, and additional measures needed, to mitigate these.

Research themes:

- *Status of Salmon:* to understand the present status of wild salmon and their environments;
 - *Salmon in a changing salmosphere:* to understand and quantify the effects of natural environmental variability and anthropogenic factors affecting wild salmon distribution and abundance and to make projections of their future changes;
 - *New Frontiers:* to develop new technologies and analytical methods to advance salmon science and to explore the uncharted regions of the salmosphere;
 - *Human Dimension:* to improve the resilience of people and wild salmon through the connection and collaboration of salmon-dependent communities, indigenous peoples, youth, harvesters and resource managers across the salmosphere; and
 - *Information Systems:* to develop an integrated archive of accessible electronic data collected during the International Year of the Salmon and tools to support future research.
4. There is neither an approval process nor a fee associated with use of the International Year of the Salmon logo but those using it must advise the NPAFC and NASCO of its intent to use the logo. Such organizations are asked to register their activity or project on the International Year of the Salmon website (<http://yearofthesalmon.org/>). Activities that are consistent with the aims of the International Year of the Salmon as detailed in paragraph 2 above are deemed to have permission to use the International Year of the Salmon logo subject to the terms of use detailed in paragraph 5 below.
5. Use of the IYS logo must be in accordance with the Graphics Standard Guide (Annex 1). The lead organizations for the International Year of the Salmon reserve the right to withdraw permission to use the logo where it considers that the activity is not consistent with the aims of the International Year of the Salmon, as detailed in paragraph 2 above, or in cases where there has been a failure to adhere to the Graphics Standards Guide. In such cases the use of the logo must cease immediately and the decision of the lead organizations is final. Where the use of the logo is deemed to be inappropriate or the Graphics Standards Guide (Annex 1) has not been adhered to, the relevant lead organization will contact the offending party and request that they discontinue use of the IYS logo.

Annex 1



GRAPHICS STANDARDS GUIDE

AUGUST, 2017



INTERNATIONAL
YEAR OF THE SALMON

CONTENTS

03

INTRODUCTION

About this guide ~~~~~ 03

04

VISUAL REPRESENTATION OF THE LOGO

Logo and its meaning ~~~~~ 04

Logo versions ~~~~~ 05

Logo size ~~~~~ 08

Colours ~~~~~ 09

Typography ~~~~~ 10

Prohibited uses ~~~~~ 11

12

BRAND IMAGE

Photography ~~~~~ 13

Banner ~~~~~ 14

PowerPoint presentation ~~~~~ 15

Facebook ~~~~~ 16

Report ~~~~~ 17

Poster ~~~~~ 18



03 INTRODUCTION



ABOUT THIS GUIDE

This guide was designed to help the International Year of the Salmon team better understand the brand image and the use of its logo. Its goal is to standardize the use of the logo, colours and typography as well as assist with brand consistency based on clear and concise guidelines. These will help you in different scenarios regarding the logo, its colours, and its uses.

For consistency, you must follow the graphic standards in this guide. Its use and the resulting success depends on your collaboration. The guidelines must be followed to maintain a consistent brand.

Any user or provider who reproduces the International Year of the Salmon's visual representation agrees to do so according to the standards in this guide.

O4 VISUAL REPRESENTATION OF THE LOGO



INTERNATIONAL
YEAR OF THE SALMON

OFFICIAL VERSION

LOGO AND ITS MEANING

Using clean graphic lines, this logo combines a simplified, stylized salmon, the ocean, and a caring hand forming the shape of the globe, which conveys the international scope of both the research and the outreach of IYS. Each element is dynamic in its symbolism. In the top half, the fish represents all species of salmon, and the Northern Hemisphere.

Separated by the flowing waves, the hand below portrays the human and cultural aspect of the IYS. In unison, there is cyclical feel of movement, visually communicating the idea of “salmon and people in a changing world”. The splash of two shades of aqua contrasting the dark blue, brings the logo to life, as well as highlighting the initiative in the word treatment.

05

VISUAL REPRESENTATION OF THE LOGO



VERTICAL VERSION



HORIZONTAL VERSION



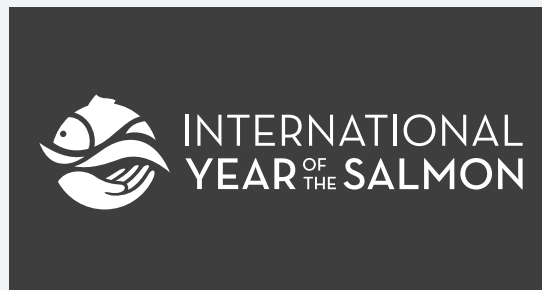
STAMP-LIKE VERSION

LOGO VERSIONS

A logo is the cornerstone of visual identity. For maximum impact, the logo must be consistent with its original form. It is essential to always use authorized versions. The following examples show the acceptable versions of the logo. The logo and each of its components cannot be altered in any way.

06

VISUAL REPRESENTATION OF THE LOGO



BLACK VERSION

REVERSED VERSION

LOGO VERSIONS

In specific cases where colour cannot be used, the International Year of the Salmon logo can be replicated in black or white.

On a white or pale background, the logo will be in its black version. On a dark background, the reversed version is preferred for optimal contrast.

07

VISUAL REPRESENTATION OF THE LOGO



STAMP-LIKE BLACK VERSION



STAMP-LIKE REVERSED VERSION

LOGO VERSIONS

The same procedure can be applied to the stamp-like version or the International Year of the Salmon logo. Assure optimal readability by using solid colours and avoiding busy photo backgrounds.

08

VISUAL REPRESENTATION OF THE LOGO



VERTICAL VERSION
0.75"



HORIZONTAL VERSION
1"



STAMP-LIKE VERSION
0.625"

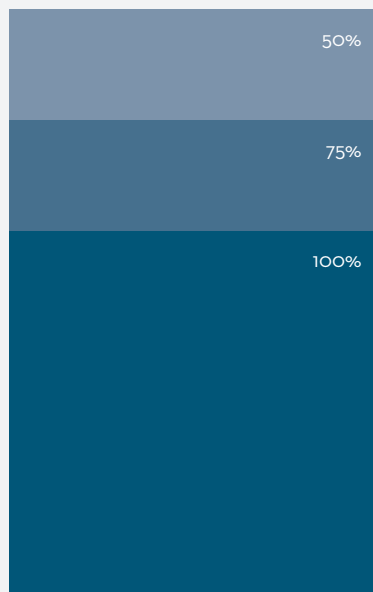
LOGO SIZE

In its original vertical form, the logo must not be smaller than 0.75", as shown above. When the logo is used in a horizontal format, it must be at least 1". The stamp-like version must be at least 0.625".

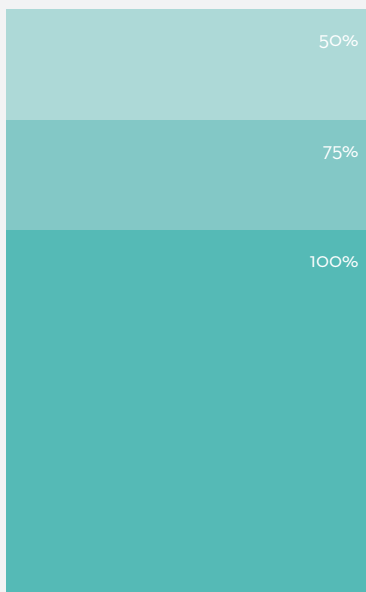
Any smaller and the representation is not optimal and is illegible. Furthermore, its visual appearance is at risk of being deformed.

09

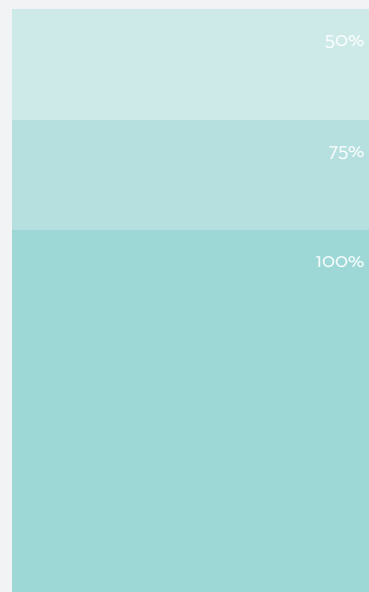
VISUAL REPRESENTATION OF THE LOGO



PANTONE 7701 C
C100 M62 Y35 K15



PANTONE 7472 C
C63 M5 Y32 K0



PANTONE 324 C
C37 M0 Y17 K0

COLOURS

An integral part of the logo, the range of colours presented above is used systematically in the International Year of the Salmon's communications. The chosen colours give the brand a unique character and are easily identifiable.

The International Year of the Salmon's logo must always be reproduced in its official colours.

10

VISUAL REPRESENTATION OF THE LOGO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

PRIMARY FONT

NEUTRA TEXT

TO BE USED FOR MAIN HEADINGS AND DISPLAY USE,
PREFERABLY ALL IN UPPERCASE.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

SECONDARY TEXT

AAUX NEXT

TO BE USED FOR BODY COPY TEXT.

TYPOGRAPHY

Typography is a crucial identifying element of a brand since it helps to give a distinctive look. In the case of the International Year of the Salmon, we have chosen a selection of versatile fonts to be used in written communications. These fonts are accessible and easily readable.

11

VISUAL REPRESENTATION OF THE LOGO



CHANGING COLOURS



ADDING EFFECTS



APPLYING NON-AUTHORIZED COLOURS



MOVING VISUAL ELEMENTS



DEFORMING OR SLANTING



SUPERIMPOSING ON A BUSY BACKGROUND

PROHIBITED USES

The logo must always correspond to its original form. It is prohibited to modify, at any time, whole or in part, the elements forming the visual representation. Always use the master files provided. Here are a few examples of prohibited uses.

12 BRAND IMAGE



Photograph courtesy of Gilbert van Ryckevorsel.

BRAND IMAGE

This Graphics Standards Guide enables the International Year of the Salmon to present a consistent and unifying brand image—a brand image that stands out and is influential. Rigorous application of each of the guidelines in these pages is essential to maintain and strengthen the International Year of the Salmon's brand image. Any user or provider who reproduces the International Year of the Salmon's visual representation agrees to do so according to the standards in this guide.

This document outlines general guidelines. However, it is impossible to foresee all graphic uses of the brand image. If you are doing a project with unspecified graphics or wish to obtain digital versions of the logo, please contact the **North Atlantic Salmon Conservation Organization (NASCO)** for projects in the North Atlantic or Baltic, the **North Pacific Anadromous Fish Commission (NPAFC)** for projects in the North Pacific, or both **NASCO** and **NPAFC** for joint projects. Contact information is provided at the end of this document.

13 BRAND IMAGE



Photograph courtesy of
Gilbert van Ryckevorsel



GOOD PHOTOS OPTIONS

PHOTOS TO AVOID

PHOTOGRAPHY

There are several species of salmon but the species portrayed in published photographs associated with the IYS should be limited to the eight species shown below:

North Atlantic and Baltic: Atlantic salmon (*Salmo salar*)

North Pacific: pink salmon (*Oncorhynchus gorbuscha*), chum salmon (*O. keta*), sockeye salmon (*O. nerka*), coho salmon (*O. kisutch*), Chinook salmon (*O. tshawytscha*), cherry salmon (*O. masou*) and steelhead trout (*O. mykiss*).

Photographs used should complement the look of the IYS branding created. Photographs of salmon should be clear and show healthy fish in their natural environments.



BANNER

15 BRAND IMAGE



POWERPOINT PRESENTATION

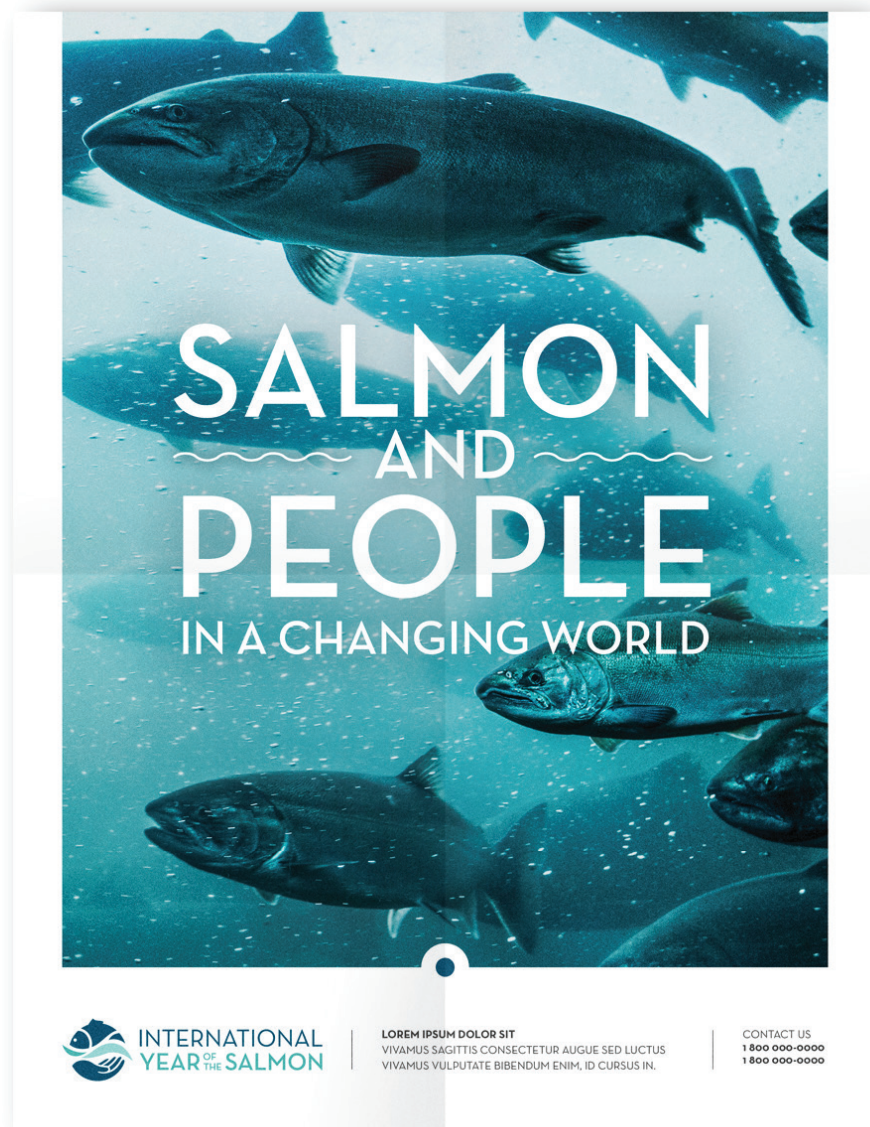
16 BRAND IMAGE



FACEBOOK ~~~~~



18 BRAND IMAGE



POSTER



INTERNATIONAL YEAR OF THE SALMON

**NORTH PACIFIC ANADROMOUS
FISH COMMISSION
(NPAFC)**

Suite 502, 889 West Pender Street
Vancouver, B.C. V6C 3BC
Canada
T +1 604.775.5550
F +1 604.775.5577
secretariat@npafc.org

**NORTH ATLANTIC SALMON
CONSERVATION ORGANIZATION
(NASCO)**

11 Rutland Square
Edinburgh EH1 2AS
United Kingdom
T +44 (0)131.228.2551
F +44 (0)131.228.4384
hq@nasco.int

WWW.YEAROFTHE SALMON.ORG