

STYLE GUIDELINES

PULL UPS



INTERNATIONAL
YEAR OF THE SALMON



'To ensure salmon and people are resilient in a changing world'

RESOURCE GUIDE

We hope that this resource will support your efforts to bring people together, share and develop knowledge, raise awareness and make progress towards ensuring salmon and people are resilient in a changing world. The extraordinary life histories of salmon in the Northern Hemisphere expose them to many environmental and human-caused factors influencing their health and abundance. Through the International Year of the Salmon (IYS) we can raise awareness of what humans can do to ensure that salmon and their habitats are conserved and restored.

Make sure your activity is registered on the IYS website yearofthesalmon.org. It just takes a moment to register your event or project and it will help promote it and inspire others to get involved!

THE IYS AIMS TO:

- develop a better understanding of the factors driving salmon abundance and the challenges facing them;
- encourage scientists, decision-makers and the public to work towards solutions that overcome the challenges salmon face;
- support conservation and restoration strategies to help manage salmon in the face of climate change;
- enable collaboration among organizations and researchers in countries throughout the Northern Hemisphere;
- inspire and support a new generation of researchers, managers, and conservationists;
- help create a greater awareness of the ecological, social, cultural and economic value of salmon; and
- support research and conservation of salmon species and their environments throughout the Northern Hemisphere.

The IYS Co-ordinating Committee welcomes the use of the IYS resources and logo by any interested party. Outreach and research activities using the IYS logo must be related to wild salmon conservation 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.

Criteria for the logo use can be found [here](#). It is not permitted to use this resource for commercial purposes.

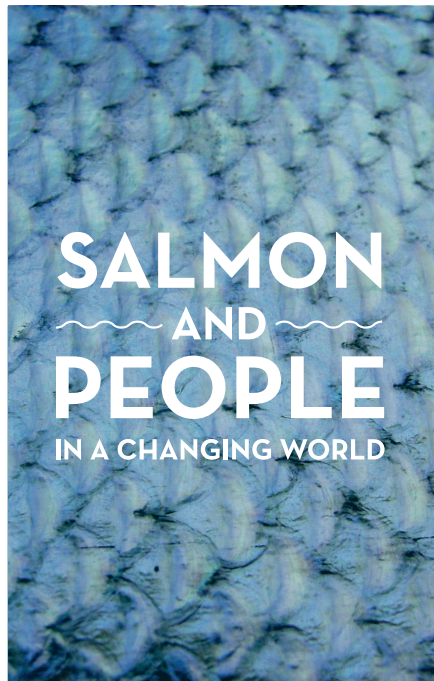
For more information on the International Year of the Salmon and contact details please visit the website: yearofthesalmon.org

POP UP BANNERS

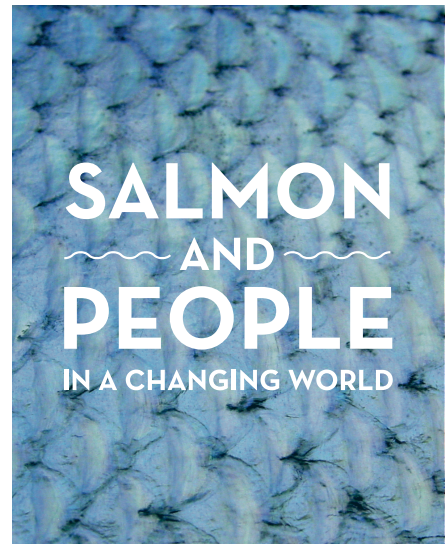
Artwork for these banners is provided in standard dimensions. If necessary, a manufacturer can resize the artwork to fit their dimensions. One of the banners in the resource file has space to be customised with your own message, or in your own language. You, or your manufacturer, should use the Neutra Text typeface for this text. If this is not possible, Josefin Sans should be used, or Roboto.

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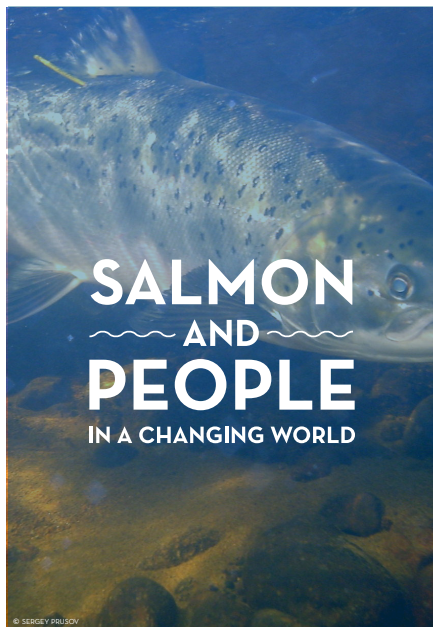
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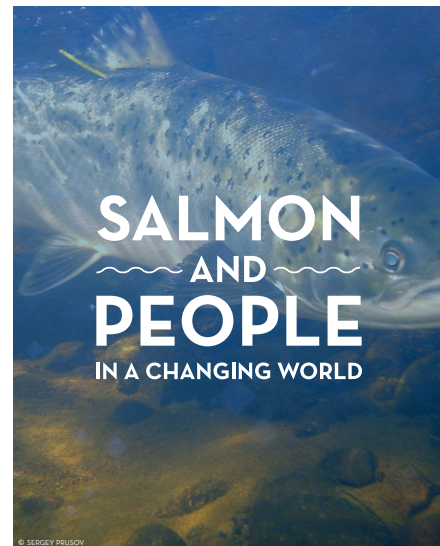
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