



AMERICAN FISHERIES SOCIETY
41st Annual Meeting of the
Washington-British Columbia Chapter
April 8 - 11, 2019
Kitsap Conference Center, Bremerton, WA

<https://wa-bc.fisheries.org/2019-meeting/>

<https://www.kitsapconferencecenter.com/>

CALL FOR LOGO SUBMISSIONS

The Washington-British Columbia Chapter of the American Fisheries Society invites you to submit your logo ideas for the 2019 Annual General Meeting to be held in Bremerton, Washington, USA, April 8 - 11. The theme this year will be **“Feast and Famine from the Headwaters to the Sea”**, and we’d like to spread the word of this important topic using a meeting-specific logo.

WHAT: Please send a hand drawn or computer designed logo to go with the 2019 theme: “Feast and Famine from the Headwaters to the Sea.”

HOW: Send it as Word or PDF attachment, or as a photo attachment, to the Executive Committee at afs.wabc@gmail.com with the subject **“2019 AGM Logo Contest”**. Make sure to include your name, e-mail, telephone number, and how you found out about the logo contest.

WHEN: Submissions will be accepted until 11:59 PM (PST) on December 1, 2018.

WHY: Selected logos will be recognized during the 2019 AGM Business Meeting and the creator of the selected logo will receive one WA-BC swag item showcasing their logo design plus their choice of a **complimentary registration** to the meeting OR a **complimentary exhibitor table** in our Trade Show (total value up to \$350, including banquet ticket).

NOTE: By submitting your logo ideas, you are agreeing that the final logo design will become property of the WA-BC Chapter of the American Fisheries Society and may be used for any marketing or branding purposes deemed appropriate. Artist will be given full credit for their work.

[Our thoughts on the meaning behind the theme](#)

Being an aquatic organism in the Pacific Northwest is a constant struggle, whether one inhabits the headwaters or the sea. Some, like sea lions, are enjoying a moment of “feast” where populations are stronger than ever, perhaps even to the detriment of other species. But others, like Southern Resident Killer Whales and steelhead, are on the losing side experiencing

“famine” and facing extinction. We invite speakers to discuss potential causes for recent population trends, brainstorm ways we can help tip the scales for populations stuck in a cycle of famine, and share their experiences on the best ways to communicate this critical information to policy-makers.

When designing the logo, it may help to keep in mind some current hot topics that are likely to be discussed at the meeting:

Pacific Northwest, proactive fisheries management, Southern Resident Killer Whales, aquaculture/net pens, dam removal, invasive/exotic species, threatened and endangered species, effective science communication

Here are some characteristics of a great logo:

1. **Simple:** Simple logos are the ones people can recognize at a glance and remember the most.
2. **Scalable:** A great logo should be simple enough that it can be made larger or smaller and still look good. This means not using too many colors that make it too expensive to print, and avoiding too many details that would be lost if the image was shrunk.
3. **Memorable/Impactful:** A great logo should make an impact. You want to capture your viewer’s attention and leave an impression.
4. **Versatile:** A great logo should look equally good on any web device and on any kind of print material

We are excited to see what you come up with!