



## CALL FOR LOGO SUBMISSIONS

### WESTERN DIVISION AMERICAN FISHERIES SOCIETY ANNUAL MEETING

April 12 – 16, 2020

Vancouver, British Columbia

<https://wa-bc.fisheries.org/2020-meeting/>

The Washington-British Columbia Chapter and Western Division of the American Fisheries Society invite you to submit a logo design for the 2020 Western Division Annual Meeting to be held in Vancouver, British Columbia, CAN, April 12–16. The meeting theme will be **“Crossing Boundaries and Navigating Intersections,”** and we’d like to spread the word using a meeting-specific logo.

**WHAT:** Please send a hand drawn or computer designed logo to go with the 2020 theme: “Crossing Boundaries and Navigating Intersections.”

**HOW:** Send it as a photo/graphic attachment, to the Executive Committees at [afs.wabc@gmail.com](mailto:afs.wabc@gmail.com) with the subject **“2020 WDAFS Logo Submission.”** Make sure to include your name, e-mail, and telephone number.

**WHEN:** Submissions will be accepted until 11:59 PM (PST) on October 31, 2019.

**WHY:** If your logo is selected, you will win a \$300 cash prize and be recognized during the 2020 Business Meeting.

#### **Our thoughts on the meaning behind the theme:**

In order to advance our understanding and management of fisheries and aquatic ecosystems we will need to boldly cross boundaries and navigate intersections – we will need to go where we have not gone before. Boundaries are divides that may include technology, methodology, mindsets, disciplines, environments, borders, politics, communications, values and the like. Intersections represent pathways where these often-separate factors converge. This meeting will highlight the myriad and successful ways boundaries have been crossed and intersections

navigated in fisheries and aquatic sciences to achieve desired outcomes. A special focus will be given on generating outcomes from the diversity of symposia presented. Outcomes may include publications, proposals, recommendations, agreements, identification or clarification of uncertainties, and other action items. Generating outcomes within our meeting will leverage collective talent and help us to cross boundaries and navigate intersections for the betterment of our fisheries profession and advancement of aquatic culture.

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!

*NOTE: By submitting your logo design, the winner is agreeing that their logo design will become property of the WA-BC Chapter of the American Fisheries Society and may be used for any marketing or branding purpose. Artists will be given full credit for their work.*