

Appendix K

DRAFT Creative Brief for the International Year of the Salmon (IYS)

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The International Year of the Salmon

The IYS is a new initiative for a collaborative, international framework to raise the capacity of outreach, engagement and research to meet the challenges salmon and people face in a rapidly changing world.

IYS overall theme

Rallying people for salmon in a changing world.

Target audiences

As an outreach initiative, the widest audience is people in the Northern Hemisphere that may not directly rely on salmon resources and therefore may not have an interest in the status of wild salmon populations or understand the importance of the resource ecologically, socially, culturally, or economically. Other target audiences include groups that have an interest in the status of wild salmon and may wish to become involved in the initiative in either an outreach or research capacity. These groups include Indigenous peoples, conservation groups, government agencies, universities, aquariums, commercial fishers, sport fishers/outdoor recreation groups, scientists and seafood industries.

IYS keywords

Salmon, people, outreach, research, science, collaboration, international, engagement, integration, urgency, strategy, safeguarding, conservation, restoration, connectivity, climate change, recovery, healthy environments, future generations, stewardship, awareness.

IYS vision

Salmon have an extraordinary life history that puts them at risk from a number of environmental and human-caused factors. Through outreach efforts, the IYS seeks to raise awareness of what people can do to better ensure salmon and their varied habitats are conserved and restored against the backdrop of increasing environmental variability. The IYS also seeks to stimulate new investment in research and outreach to leave a legacy of data, knowledge and tools that equip a new generation of people better equipped to inform the conservation, restoration, and rational management of salmon. The enduring presence of salmon in our rivers, coastal waters and the high seas will be the most obvious and compelling indicator of a healthy relationship between people, salmon and the environment.

IYS scope

At the largest geographic scale, the IYS will cover the entire range of salmon in the Northern Hemisphere. Outreach and research will occur mainly at the basin (Pacific, Atlantic, Artic, and Baltic) and jurisdictional level but also at the hemispherical scale. Focal species will be Pacific salmon (pink, chum, sockeye, coho, Chinook, and cherry salmon and steelhead) in the North Pacific and Atlantic salmon in the North Atlantic and Baltic.

Identity design project objective

The objective is to generate strong interest, widespread support, and cohesion for the IYS, and to compel target audiences to participate in the IYS. Target audiences will feel they have the capability to positively affect the future of wild salmon.

Tone

International, clean, and modern

Identity design project

To establish the “look and feel” of the IYS and create a logo and brand standards taking into account the options below:

- Logo:
 - Includes text “International Year of the Salmon”
 - Conveys salmon, people, and a hemispheric scope, and other keywords
 - Unique from NPAFC, NASCO, key partner’s, and previous “International Year of the X” logos
 - Not to be confused with other existing international organisations (*e.g.* FAO, UNICEF, UN)
 - Designed to be flexible for a variety of applications (*e.g.*, colour b&w, web and print applications)
- Brand Standards
 - Guidelines for logo use
 - Typography
 - Colour palette (international, contemporary colours)
 - Photography guidelines [subjects are inclusive; no models; real working people]
 - Stationary (business cards, letterheads, and envelopes → easily downloadable and available in black and white for printing purposes)
 - Banners for meetings
 - Templates (*e.g.* PowerPoint, brochures, posters)