

Brand Guidelines

Follow these guidelines to create materials for internal and external communications and engagement



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About

The American Fisheries Society has one connecting element within the society, and that is fish, yet as a society, we are a complex blend of disciplines, professions, and people. This is how the connections and complexities of who we are is depicted in our new logo.

The first prominent element of the new logo is a **fish**. It is a generic fish that is in motion—a nod to our science that is always moving forward toward better solutions.

The second element of the logo is the **water**. The power of water is seen in the environments it shapes. It also plays a central role in shaping the diverse array of perspectives, backgrounds, and vocations of all AFS members. Some of us specialize in water quality, several focus on climatic conditions, while still others specialize in data analysis. Whatever the focus, water connects the work of all of our members in some way.

The final element incorporated in the logo is color. Three distinct colors represent the extreme diversity of us as individuals within our community and of the ecosystems in which we work.



A **Freshwater Ecosystems:** The darker blue signifies the range of **freshwater** systems that include streams, rivers, reservoirs, lakes, and ponds.

F **Marine & Coastal Ecosystems:** The turquoise blue signifies the **saltwater environments** that span from the deep ocean to the transition zones of marshes and estuaries.

S **Habitats:** The green signifies the **connection of land to water** and the linkages within our aquatic system—from headwaters to rivers, from springs to lakes, from wetlands to deltas, from coral reefs to the deep ocean.

Big Picture

- All units and subunits MUST incorporate the new AFS logo into their logo.
- AFS will provide original AFS art.
- Units can use the colored or black and white logo.
- Unit logos should use complimentary colors if using the colored logo.
- The Master Logo should not be manipulated in any way.



Master Logo



Logo Variations



American Fisheries Society



American Fisheries Society



American Fisheries Society



American Fisheries Society

Logo Variations

Note: inclusion of the tagline is optional



No Tagline



Color Palette



PANTONE 7691 C
RGB 0 105 148
HEX/HTML #006994
CMYK 93 31 21 0



PANTONE 7703 C
RGB 0 161 181
HEX/HTML #00A185
CMYK 75 2 24 0



PANTONE 7730 C
RGB 71 142 88
HEX/HTML #478E58
CMYK 67 14 69 0



PANTONE 425 C
RGB 95 93 92
HEX/HTML #5F5D5
CCMYK 0 0 0 60

Complimentary Color Palette



PANTONE 7627 C
RGB 148 43 0
HEX/HTML #942B00
CMYK 0 71 100 42



PANTONE 7622 C
RGB 161 0 28
HEX/HTML #A1001C
CMYK 0 100 83 37



PANTONE 7664 C
RGB 142 71 125
HEX/HTML #8E477D
CMYK 0 50 12 44



PANTONE 446 C
RGB 80 82 95
HEX/HTML #50525F
CCMYK 16 14 0 63

Example of Complimentary Color Palette

- *Other complimentary colors are acceptable*
- *Complimentary colors are not needed if using black and white AFS logo*



PANTONE 7664 C
RGB 142 71 125
HEX/HTML #8E477D
CMYK 0 50 12 44



PANTONE 446 C
RGB 80 82 95
HEX/HTML #50525F
CCMYK 16 14 0 63

Typography for AFS Logo

- *Fonts of AFS logo should not be changed.*
- *Additional fonts can be used in overall logo, but please note that too many fonts is not recommended.*



American Fisheries Society

Gabo Drive

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:;'"(!?)+-*/=

Arial Narrow

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:;'"(!?)+-*/=

Specific guidelines

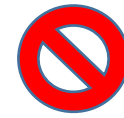
- Use AFS fonts for AFS logo. Minimize number of fonts in unit logos.
- Use AFS colors only for the AFS logo.
- Use AFS colors and complimentary colors for unit logo elements if using colored AFS logo.
- Preserve the AFS logo.
- AFS logo files can be found [here](#). Please do not pull images from websites or other media.

Note that all unit and sub-unit logos MUST incorporate the AFS logo.

Preserve AFS logo



Maintain distance from AFS logo



Do not twist or distort the AFS logo



Do not overwrite the AFS logo with text or images



Approval Process

- There is no approval process if all guidelines are followed.
- If you have creative exceptions, those can be submitted for approval.
- Historical logos can be kept next to AFS logo until the end of 2023.



- The Communications Committee understands that this isn't going happen overnight and we expect that units will need time to adopt the new logo. If you can't complete the transition by the end of 2023, please let us know.

Questions and exceptions should be sent to Beth Beard, bbeard@fisheries.org to be forwarded to the Communications Committee.

Resources for creating your unit logo

- Tips for creating a good logo
- Examples

Tips for creating a good logo

Your logo is the first thing that your members and others will see in many cases. You need to speak to that audience and convey who your unit is as an organization. It is important that the logo is meaningful.

Keep it simple. While a logo needs to be eye-catching and memorable, highly complex designs and numerous colors and fonts should be avoided. These can be difficult and expensive to reproduce clearly when the logo is small or appears on mugs or apparel.

Get social - think about how the logo will look on various social media platforms. For example, Twitter logos will be smaller and round.

Examples of Acceptable New Logo Use

Before

...

After



Designer and Acknowledgements

Edy Santoso



A creative designer who has more than 20 years in the field of graphic design, animation, photography, audio and video editing.

Contact:

<https://99designs.com/profiles/978101>

Portfolio:

<https://99designs.com/profiles/978101>

<http://www.hatchwise.com/designer-smarttaste-13516>

<https://www.designhill.com/member/kangmasedy>

<https://www.freelancer.com/u/smarttaste.html>

Thanks to...

Logo small group

Beth Beard

Julie Claussen

Julie DeFilippi Simpson

Brand guidelines small group

Zoe Almeida

Ron Essig

Kerry Flaherty-Walia

Julie DeFilippi Simpson

Special thanks to those that reviewed logo options including Governing Board members, staff, and officers, especially Brian Murphy. Additional thanks to those unit leaders that reviewed this guide: Abigail Archer, Lee Benaka, Sam Betances, Paul Kusnierz, Karen Murchie, Carolyn Richards, Melissa Wuellner, and Lauren Yancy.

Contact Information

Questions, comments, and requests should be sent to Beth Beard,
bbeard@fisheries.org to be forwarded to the Communications Committee.