



ALASKA SEAFOOD

Logo & Brandmark Standards

OVERVIEW AND GENERAL GUIDELINES

The Alaska Seafood Marketing Institute (ASMI) is a unique partnership of processors, harvesters and state government, deeply committed to preserving the unrivaled natural quality of wild Alaska Seafood. The Alaska Seafood logo and brandmarks signify the Alaska Seafood industry's commitment to this quality. Fishermen and processors go to great lengths to provide the highest quality seafood possible, harvesting and processing their seafood at its peak to ensure that the fresh-caught flavor and firm texture are maintained.

The following parameters have been established to ensure correct and consistent logo and brandmark usage in all communication efforts involving them. **Your use of ASMI's logo and brandmarks signifies your acceptance of these parameters and of ASMI's specific usage guidelines.**

When you use ASMI's logo and brandmarks, they must refer to Alaska Seafood (i.e. seafood that originates in Alaska) or food products in which Alaska Seafood is the predominant ingredient. ASMI's logo and brandmarks may be used only on food for human consumption.

In general, the relationship between the respective logo elements should not be altered. In no case should the logo and brandmarks be distorted to achieve a specific graphic effect, nor should any element be extrapolated and used as a design element for any communication or other collateral materials.

When referring to individual Alaska species or Alaska Seafood in total, the first letter of the words Alaska and the respective species shall always be capitalized, e.g. Alaska Salmon. This indicates both a brand and a proper name, and applies to all materials both internally and externally. In no case shall the names of the species not be capitalized. The preferred terminology is always "Alaska" rather than "Alaskan," e.g. Alaska Salmon, not Alaskan Salmon.

The following usages are also unacceptable: salmon from Alaska and Alaska's salmon.

Note: When translating into other languages, the spirit and intent of these guidelines are to be followed.

It is recommended that eps files be zipped or stuffed before sending as an email attachment.

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Logo and Brandmark Guidelines Overview

This document presents the standards for three different ASMI brandmarks: the ASMI logo, the species brandmarks, and the website logo.

1. ASMI Logo

The logo has the flexibility to be used alone or in combination with the species brandmarks noted below. When used alone, the logo consists of the triangle with the words “Alaska Seafood.” The logo appears as follows:



When the logo and species brandmarks are used together, they should be separated enough so that they do not conflict with one another.

2. SPECIES BRANDMARKS

ASMI has generated a series of species brandmarks to address the multitude of Alaska Seafood products available in the market. Two different brandmark options are available for each species: “Alaska” and “Wild Alaska.” Examples of these brandmarks are as follows:

Alaska
Salmon

Wild *Alaska*
Salmon

3. WEBSITE LOGO

The website logo is comprised of the ASMI logo and the website address. It appears as follows:



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Logo Guidelines



The ASMI logo shall be used on all materials as appropriate, e.g. retail ad applications, foodservice presentations and point-of-sale pieces when use of a specific species landmark may be limiting.

Logo Guidelines:

- When creative directions include Alaska Seafood as text in a design, the logo must be included in the same general area.
- The ASMI logo should always sit on a straight, horizontal baseline; it should never be rotated or positioned on an angle.
- The ASMI logo can be used in various size formats but should not be reduced smaller than 1" (2.54 cm) in width; any smaller and it becomes illegible.
- To ensure high visibility and an uncluttered presentation, always maintain "clearspace" around the logo. A minimum of 25% of the height of the logo should be retained for clearance space; the purpose of this space is to isolate the logo from surrounding elements, thereby giving appropriate prominence to the logo.



- The ASMI logo should always be presented on a background that provides sufficient contrast and maximizes clarity and legibility. Do not alter the logo in any way in order to make it work on an inappropriate background.



Unacceptable logo use



Acceptable logo use

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Logo
Guidelines
(continued)

The ASMI logo is available for reproduction in the following formats, which include reversed-out counterparts for use on dark backgrounds.

1-COLOR — BLACK & WHITE



2-COLOR — BLACK & PMS 2727c (BLUE)



4-COLOR PROCESS — BLACK & BLUE BUILD (80% CYAN, 45% MAGENTA)



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Species Brandmarks Guidelines

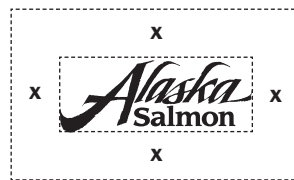
Alaska
Salmon

Wild *Alaska*
Salmon

ASMI has generated a series of species brandmarks to address the multitude of Alaska Seafood products available in the market. Two different brandmark options are available for each species: “Alaska” and “Wild Alaska.”

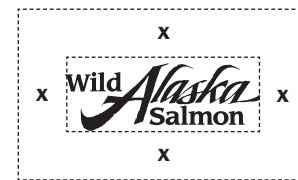
- When mentioning a specific species in a headline or similar usage in a point-of-sale piece, e.g. brochure, banner, or poster, the appropriate species brandmark should be used. This is the preferred method.
- The species brandmarks should always sit on a straight, horizontal baseline; they should never be rotated or positioned on an angle.
- The species brandmarks may be used in various size formats but should not be reduced to less than 1" (2.54 cm) in width; any smaller and the brandmark becomes illegible.
- To ensure high visibility and an uncluttered presentation, always maintain “clearspace” around the species brandmark. A minimum of 25% of the width of the stylized Alaska script in the species brandmark should be retained for clearance space; the purpose of this space is to isolate the brandmark from surrounding elements, thereby giving appropriate prominence to the species brandmark.

$x = 1/4$ of brandmark width
minimum clearance



1"
(2.54 cm)
minimum brandmark width

$x = 1/4$ of brandmark width
minimum clearance



1"
(2.54 cm)
minimum brandmark width

- The species brandmarks should always be presented on a background that provides sufficient contrast and maximizes clarity and legibility. Do not alter the brandmark in any way in order to make it work on an inappropriate background.



Unacceptable brandmark use



Acceptable brandmark use

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Species
Brandmarks
Guidelines
(continued)

The preferred usage of the respective species brandmarks are shown below.

The species brandmarks are available for reproduction in a one-color format or reversed to white for use on dark backgrounds. The font used for species names is ITC Leawood Bold.

1-COLOR

Alaska
Seafood

Alaska
Surimi
Seafood

Alaska
Salmon

Alaska
Clams

Alaska
Canned
Salmon

Alaska
Crab

Alaska
Whitefish
Varieties

Alaska
Dungeness
Crab

Alaska
Black Cod

Alaska
King Crab

Alaska
Cod

Alaska
Snow Crab

Alaska
Halibut

Alaska
Oysters

Alaska
Pollock

Alaska
Prawns

Alaska
Rockfish

Alaska
Scallops

Alaska
Sole

Alaska
Shrimp

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Species
Brandmarks
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(continued)

REVERSE — FOR DARK BACKGROUNDS

Alaska
Seafood

Alaska
Surimi
Seafood

Alaska
Salmon

Alaska
Clams

Alaska
Canned
Salmon

Alaska
Crab

Alaska
Whitefish
Varieties

Alaska
Dungeness
Crab

Alaska
Black Cod

Alaska
King Crab

Alaska
Cod

Alaska
Snow Crab

Alaska
Halibut

Alaska
Oysters

Alaska
Pollock

Alaska
Prawns

Alaska
Rockfish

Alaska
Scallops

Alaska
Sole

Alaska
Shrimp

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**WILD OPTION
1-COLOR**

Wild *Alaska*
Seafood

Wild *Alaska*
Sole

Wild *Alaska*
Salmon

Wild *Alaska*
Crab

Wild *Alaska*
Canned
Salmon

Wild *Alaska*
Dungeness
Crab

Wild *Alaska*
Whitefish
Varieties

Wild *Alaska*
King Crab

Wild *Alaska*
Black Cod

Wild *Alaska*
Snow Crab

Wild *Alaska*
Cod

Wild *Alaska*
Prawns

Wild *Alaska*
Halibut

Wild *Alaska*
Scallops

Wild *Alaska*
Pollock

Wild *Alaska*
Shrimp

Wild *Alaska*
Rockfish

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Species

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WILD OPTION

REVERSE — FOR DARK BACKGROUNDS

Wild *Alaska*
Seafood

Wild *Alaska*
Sole

Wild *Alaska*
Salmon

Wild *Alaska*
Crab

Wild *Alaska*
Canned
Salmon

Wild *Alaska*
Dungeness
Crab

Wild *Alaska*
Whitefish
Varieties

Wild *Alaska*
King Crab

Wild *Alaska*
Black Cod

Wild *Alaska*
Snow Crab

Wild *Alaska*
Cod

Wild *Alaska*
Prawns

Wild *Alaska*
Halibut

Wild *Alaska*
Scallops

Wild *Alaska*
Pollock

Wild *Alaska*
Shrimp

Wild *Alaska*
Rockfish

ALASKA SEAFOOD MARKETING INSTITUTE

Website
Logo
Guidelines



The ASMI website logo is available for reproduction in the following formats, which include reversed-out counterparts for use on dark backgrounds. The font used for the website address is ITC Franklin Gothic Demi. Please refer to “Logo Guidelines” section for further details on logo specifications.

1-COLOR — BLACK & WHITE



2-COLOR — BLACK & PMS 2727C (BLUE)



4-COLOR PROCESS — BLACK & BLUE BUILD (80% CYAN, 45% MAGENTA)

