



COOK IT FROZEN!™

Logo & Brandmark Standards



OVERVIEW AND GENERAL GUIDELINES

Proper Usage of the COOK IT FROZEN!™ Logo and COOK IT FROZEN! Brandmark

COOK IT FROZEN! is a brand name for a carefully-researched program for teaching consumers different techniques to prepare frozen Alaska seafood portions. Proper use of the Alaska Seafood Marketing Institute's COOK IT FROZEN! logo and brandmark are essential for effective brand name use. The following parameters have been established to ensure correct and consistent logo and brandmark usage in all communication efforts involving them. **Your use of the COOK IT FROZEN! logo and brandmark signifies your acceptance of these parameters and of ASMI's specific usage guidelines.**

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.**

COOK IT FROZEN!

Logo

Guidelines

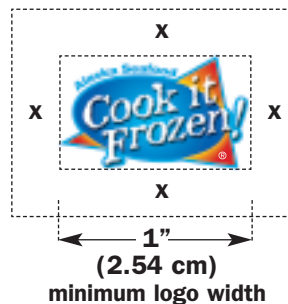


The COOK IT FROZEN! logo shall be used on all materials as appropriate, e.g., retail ad applications, food packaging and point-of-sale pieces, to promote the purchase and consumption of frozen Alaska Seafood portions.

LOGO GUIDELINES:

- When creative directions include the COOK IT FROZEN! landmark as text in a design, the logo must be included in the same general area.
- Maintain the same angle as indicated in the logo file.
- The COOK IT FROZEN! 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.

**x = 1/4 of logo width
minimum clearance**



- The COOK IT FROZEN! 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

COOK IT FROZEN!

Logo Guidelines (continued)

COOK IT FROZEN! Logo GUIDELINES

- Always use the logo as provided, without changes.
- Do not modify any of the colors, words or design elements of the logo.
- Use the logo only in connection with products that originated in Alaskan waters or food products in which Alaska Seafood is the predominant ingredient, and are intended for human consumption.

The COOK IT FROZEN! logo is available for reproduction in 4-Color Process, 2-Color Spot (PMS 485 & PMS 2945), and Black & White.

4-COLOR PROCESS



2-COLOR SPOT



PMS 2945



PMS 2945
(60% Screen)



PMS 485

BLACK & WHITE



COOK IT FROZEN!

Brandmark Guidelines

COOK IT FROZEN! BRANDMARK

- Always use the words in all caps or small caps, in quotes or Italics or some other way to set it off from surrounding text.
- Always use the COOK IT FROZEN! brandmark with the exclamation point.
- Always use the COOK IT FROZEN! brandmark in fonts, formats or colors that set it apart from surrounding text.
- Use the “TM” symbol next to the COOK IT FROZEN! brandmark the first time it is used in each advertisement, brochure, label, etc.
- Never use the COOK IT FROZEN! brandmark in captions or other text as anything except an adjective modifying nouns such as “Techniques”, “Program” or “Recipes”. Always use it as a brand name and never as an ordinary expression.
- Use the COOK IT FROZEN! brandmark only in connection with products that originated in Alaskan waters or food products in which Alaska Seafood is the predominant ingredient, and are intended for human consumption.

ACCEPTABLE BRANDMARK USE

- Try “COOK IT FROZEN!™” Techniques Soon!
- Try **Cook It Frozen!™** Techniques Soon!
- Try *Cook It Frozen!™* Techniques Soon!

UNACCEPTABLE BRANDMARK USE

- Try Cook It Frozen! Techniques Soon!
- Try Cook it frozen Techniques soon!
- Learn how to “cook it frozen”
- Why not cook it frozen?
- If you “Cook It Frozen!” you’ll save time!

ALTERNATIVES TO USING THE PHRASE “COOK IT FROZEN” IN COPY INCLUDE:

- “Prepare meals quickly with frozen Alaska seafood”
- “Prepare frozen Alaska seafood without thawing”
- “Skip thawing before preparing frozen Alaska seafood”
- “Use recipes for frozen Alaska seafood”