



*Wild, Natural & Sustainable®*

# **ALASKA SEAFOOD**

## **Logo 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 signifies 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 usage in all communication efforts involving them. Your use of the Alaska Seafood logo signifies your acceptance of these parameters and of ASMI's specific usage guidelines.

***All uses of the Alaska Seafood logo on packaging and marketing materials (such as advertisements, collateral materials, POS materials, and video footage) must be reviewed and approved in advance of printing.***

When you use the Alaska Seafood logo, it must refer to Alaska Seafood (i.e. seafood that originates in Alaska) or food products in which Alaska Seafood is the predominant ingredient. The Alaska Seafood logo 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 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.

# ALASKA SEAFOOD MARKETING INSTITUTE

## Logo Guidelines Overview

This document presents the standards for two different logos: the Alaska Seafood logo, and the website logo.

### 1. ALASKA SEAFOOD LOGO

The logo has the flexibility to be used alone or in combination with the “*Wild, Natural & Sustainable*” tagline noted below. When used alone, the logo consists of the triangle with the words “Alaska Seafood.”

**Use of the logo with the “*Wild, Natural & Sustainable*” tagline is encouraged whenever possible:**



*Wild, Natural & Sustainable*

### 2. WILD, NATURAL & SUSTAINABLE TAGLINE

The font used for the tagline is Tuffy Regular Italic with a 1 pt. stroke.

### 3. WEBSITE LOGO

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



[www.alaskaseafood.org](http://www.alaskaseafood.org)

# ALASKA SEAFOOD MARKETING INSTITUTE

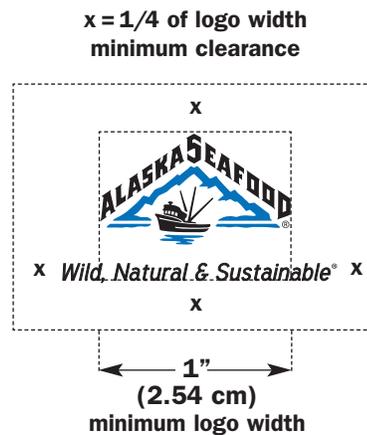
## Logo Guidelines



The Alaska Seafood logo shall be used on all materials as appropriate, e.g. retail ad applications, foodservice presentations and point-of-sale pieces.

### Logo GUIDELINES:

- When creative directions include Alaska Seafood as text in a design, the logo must be included in the same general area.
- The Alaska Seafood logo should always sit on a straight, horizontal baseline; it should never be rotated or positioned on an angle.
- The Alaska Seafood 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 Alaska Seafood 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

# ALASKA SEAFOOD MARKETING INSTITUTE

## Logo Guidelines (continued)

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

### 1 COLOR — BLACK & WHITE



*Wild, Natural & Sustainable®*



*Wild, Natural & Sustainable®*

### 2 COLOR — BLACK & PMS 2727c (BLUE)



*Wild, Natural & Sustainable®*



*Wild, Natural & Sustainable®*

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



*Wild, Natural & Sustainable®*



*Wild, Natural & Sustainable®*

### 1 COLOR — PMS 2727c (BLUE)



*Wild, Natural & Sustainable®*



*Wild, Natural & Sustainable®*

# 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



www.alaskaseafood.org



## 2 COLOR — BLACK & PMS 2727C (BLUE)



www.alaskaseafood.org



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



www.alaskaseafood.org



## 1 COLOR — PMS 2727c (BLUE)



www.alaskaseafood.org

