Quick Reference Guide

Brand Identity and Style Guidelines

Updated January 2021

ALASKA SEAFOOD

Wild, Natural & Sustainable®

Quick Reference Guide Overview

Our brand is represented by many people, across many organizations. To quickly assist anyone who is writing and communicating on behalf of the brand we have compiled the key elements into this Quick Reference Guide.

Further usage examples and rationale for each element can be found in the longer format Brand Guideline. We highly recommend that you familiarize yourself with the full guidelines before using the Quick Reference Guide.

WE GET EXCITED ABOUT OUR WILD AND SUSTAINABLE SEAFOOD, AND IT SHOWS IN OUR COMMUNICATION.

Our Brand Story In One Sentence

Generations of Alaska fishermen and fishing families work side by side among the rugged, pristine beauty of the last frontier to responsibly harvest the world's finest wild seafood.

Our Brand Personality

PASSIONATE

VIBRANT, ENTHUSIASTIC, AND HARD-WORKING, BUT NEVER OVER THE TOP

EXPERIENCED

SMART AND KNOWLEDGEABLE, BUT NEVER A KNOW-IT-ALL

HONEST

TRANSPARENT AND DEDICATED TO CONTINUOUS IMPROVEMENT, BUT NEVER COMBATIVE

CONFIDENT

STRONG AND PROUD, BUT NEVER ARROGANT

Our Voice

Our voice is an external reflection of our personality and represents how we should sound in every element of our brand dialog and messaging. The following voice guidelines help us create a consistent tone throughout all of our communication.

01 WE LOVE WHAT WE DO AND IT SHOWS.

02 WE ARE PROUD.

03 WE'RE NEVER TOO FORMAL OR STUFFY.

04 WE'RE NEVER BOASTFUL, WE ARE HERE TO HELP.

05 WE KEEP IT PERSONAL.

06 WE KEEP IT SIMPLE.

07 WE LET FLAVOR LEAD THE WAY.

08 WE TALK ABOUT WHAT WE ARE, NEVER ABOUT WHAT WE AREN'T.

Alaska Seafood Logo: Consumer-facing

Wild, Natural & Sustainable®

This is the primary logo used for Alaska Seafood consumer-facing products & brand communications. The versions here allow for a variety of uses, including packaging, web and digital.

Use of the Alaska Seafood logo requires approval which may be obtained by contacting ASMI directly.

For further options and more details on the logo in use, please refer to the full brand guide.

|	VERTICAL	HORIZONTAL	STACKED
Color		Wild, Natural & Sustainable®	Wild, Natural & Sustainable®
One Color		Wild, Natural & Sustainable®	Wild, Natural & Sustainable®
Reversed		Wild, Natural & Sustainable®	Wild, Natural & Sustainable®
Enclosed	Wild, Natural & Sustainable®	Wild, Natural & Sustainable®	Wild, Natural & Sustainable®

Incorrect Use of The Logomark

A. Do not alter, change or add other elements to the logo.

B. Do not alter the dimensions, skew, or rotate the logo or elements.

C. Do not change the typeface.
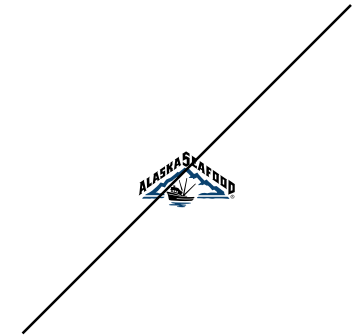
D. Do not use the logo smaller than the recommended size. Refer to the complete brand guide.

E. Do not change the colors.

F. Do not add extra wording to the logo.

G. Do not use the logo on a busy or low contrast background.

H. Do not apply any filter affects to the logo, i.e. drop shadow or glow.

Primary Fonts

Main Headline

Pluto Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
.,/;'[]\=-()*&^%$#@ !~`<>?:"{}|+-_

Pluto Sans Light	**Pluto Sans Bold**
Pluto Sans Light Italic	***Pluto Sans Bold Italic***
Pluto Sans Regular	**Pluto Sans Heavy**
Pluto Sans Italic	***Pluto Sans Heavy Italic***
Pluto Sans Medium	**Pluto Sans Black**
Pluto Sans Medium Italic	***Pluto Sans Black Italic***

Pluto Sans is an informal, but straight forward geometric sans serif. This contemporary type family compliments Alaska Seafood's personality by providing a personal, yet honest voice.

It is used for headings and hero typography throughout the brand. The wide letterforms and open tracking, evoke a sense of freedom and space.

Sub-headline / Substitute Headline

TRUE NORTH

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789
.,/;'[]\=-()*&^%$#@ !~`<>?:"{}|+- _

TRUE NORTH
TRUE NORTH BLACK

TRUE NORTH INLINE
TRUE NORTH INLINE BLACK

TRUE NORTH ROUGH
TRUE NORTH ROUGH BLACK

This vintage inspired, all-caps font may be a little rough around the edges, but carries a playful spirit. Its hand drawn design conveys a sense of adventure and the great outdoors.

It is used for secondary headings and in some cases a substitute for the hero typography to covey the wild and natural nature of the brand.

Body Copy

Arquitecta

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
.,/;'[]\=-()*&^%$#@ !~`<>?:"{}|+-_

Arquitecta Light	**Arquitecta Bold**
Arquitecta Light Italic	***Arquitecta Bold Italic***
Arquitecta Regular	**Arquitecta Heavy**
Arquitecta Italic	***Arquitecta Heavy Italic***
Arquitecta Medium	**Arquitecta Black**
Arquitecta Medium Italic	***Arquitecta Black Italic***

Arquitecta mixes a rational geometric typeface with humanist proportions suitable for text layout and continuous reading. Its rounded appearance promotes an inviting and approachable feel, allowing the human nature of the brand to shine through.

It is used for all secondary and body copy. A variety of weights allows the brand to communicate expressively.

Color Palette

Our color palette is a fundamental component of the Alaska Seafood brand. It's used to capture the essence of who we are and set the tone for how different audiences perceive us.

Our palette is made up of six tones, which are inspired by Alaska's natural environment. The individual tones within the palette have been carefully selected to complement each other and allow for versatility in designs. Above all, the tones support the underpinning values of the Alaska Seafood brand.

The various color numbers shown are for different production processes.

PMS – are also called "spot" colors, used for "one-color" processes.

CMYK – profile is for printing with inkjet and "process" printers.

RGB – is the color profile used for screens and monitors and anything web-related or digital.

HEX – is the color profile used for screens and monitors and anything web-related or digital.

PRIMARY
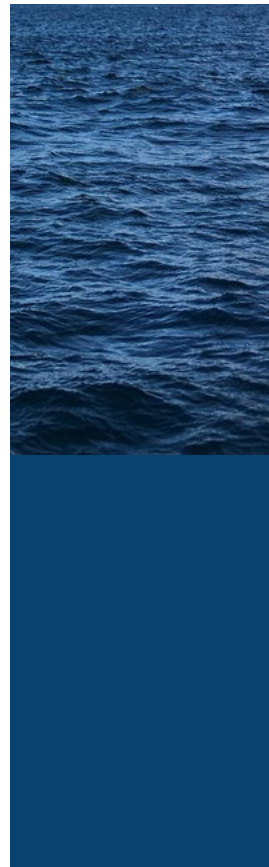
PMS	7694
CMYK	100, 80, 30, 16
RGB	10, 66, 111
HEX	#0A426F

ACCENT

PMS	563
CMYK	60, 5, 36, 0
RGB	101, 186, 175
HEX	#65BAAF

PMS	7690
CMYK	88, 48, 14, 0
RGB	0, 117, 169
HEX	#0075A9

SUPPORTING

PMS	166
CMYK	5, 82, 100, 0
RGB	230, 83, 0
HEX	#E65300

PMS	2905
CMYK	42, 8, 0, 0
RGB	141, 198, 232
HEX	#8DC6E8

PMS	5455
CMYK	25, 13, 11, 0
RGB	190, 204, 213
HEX	#BECCD5

Photography/ Video

Vibrant and captivating photography is an important part of the Alaska Seafood brand. The overall photographic look is a blend of food and wild Alaska imagery to tell a multidimensional story.

IMAGERY USED BY ALASKA SEAFOOD

• Has character and authenticity

• The food is pure, delicious and adventurous

• Should not look like advertising imagery

• Is visually compelling, engaging and consistent

• Demonstrates credibility

• Shows an overwhelming respect for the ocean and all its creatures

• Suggests an active place, rather than a static place

• Is diverse. It does not suggest the stereotypical image of Alaska, standard food and dining and not simply one or two cultures, but many

General Writing Guidelines

Alaska vs. Alaskan

- **Alaska:** the state, and an adjective. *Alaska vacation, Alaska lake, Alaska seafood. Wild Alaska seafood is a healthy addition to your menu!*

- **Alaskan:** a noun referring to a person who lives in Alaska. Never an adjective except in a proper name. *Alaskans who have lived in the Last Frontier until a ripe old age are sometimes called 'sourdoughs.'*

Alaska Seafood vs. Alaska seafood

- **Alaska Seafood** refers to the brand representing seafood from Alaska; the Alaska Seafood brand. *Alaska Seafood is the #1 ranked brand on menus.*

- **Alaska seafood** refers to the seafood from Alaska; the fish and shellfish harvested in Alaska. *Alaska seafood is caught in Alaska and tastes great.*

acronyms

For clarity, avoid using acronyms that are industry-specific. Spell out all but universally accepted and understood acronyms (see list below) in the first usage.

AP style

ASMI uses AP style except where noted. Writing should be clear, use active voice, and support the brand. Keep your audience in mind.

brand tone

The ASMI brand tone is helpful and informative, not boastful. We are proud of Alaska and always seek to speak about what we are, never about things we are not.

capitalization

Proper nouns, like Dungeness crab, Alaska pollock or Chinook salmon, should be capitalized in all instances. All other species names (salmon, halibut, crab) should be lowercase.

Chinook vs. chinook

Chinook salmon is capitalized. *Alaska king (or Chinook) salmon are the largest species of salmon from Alaska.*

commas

Use commas to separate elements in a series, but do not put a comma before the conjunction in most simple series. Include a final comma in a simple series if omitting it could make the meaning unclear.

fillet vs. filet

Fillet is the preferred term. Both a noun and a verb. ("Filet" is the French spelling of the term and in English is generally used in reference to cuts of meat; petit filet.)

fisherman vs. fisherwoman

Fisherman is the acceptable and preferred term for a person who fishes. While fisherwoman is occasionally used, fisher is more versatile. Or use a plural alternative for both genders: fishermen and women.

lists

Bullets are acceptable to ASMI to introduce individual sections of a list. Capitalize the first word following the bullet. Use periods, not semicolons, at the end of each section, whether it is a full sentence or a phrase Use parallel construction for each item in a list.

Magnuson-Stevens Act

The Magnuson-Stevens Fishery Conservation and Management Act, commonly known as the Magnuson-Stevens Act, is the primary law governing marine fisheries management in U.S. federal waters. Magnuson-Stevens Act is acceptable.

Native vs. native

- **Alaska Native:** when capitalized, refers to an Alaskan who is either Northwest Coast Indian, Inupiat, Yupik, Aleut or Athabascan. *Paul is an Alaska Native whose family has fished together for generations. Many Alaska Native cultures depend on fish and marine life for subsistence.*

- **native Alaskan:** when lowercase, refers to a person born in the state who may or may not be an Alaska Native. *Samantha is a native Alaskan; she was born in Anchorage and still lives there.*

- **non-native Alaskan:** someone who was born outside of Alaska but lives there now. *Ethan is a non-native Alaskan who was born in Kansas but now lives in Juneau.*

programs

Program names (domestic marketing program, ASMI communications program) are not capitalized.

species

Species is both the singular and plural form of the word. "Specie" should not be used.

State of Alaska vs. state of Alaska

- **state of Alaska:** lowercase when referring to the geographical location. *The state of Alaska has over 34,000 miles of coastline.*

- **State of Alaska:** Capitalize when referring to the legal or political entity. *The State of Alaska mandates sustainability of renewable resources in its Constitution.*

titles

Confine capitalization to formal titles used directly before an individual's name. *Executive Director Kelly Reynolds.* Lowercase and spell out titles when they are not used with an individual's name.

U.S.

Nearly always with periods. *The U.S. fisheries are among the best-managed in the world.* The exception is headlines.

Brand Checklist

The following is a short checklist that you can use against your communication and marketing element to assure that you are "on brand." Please be familiar with the standards to make sure you have a good understanding of the brand and how it should be represented. This checklist is just the essentials; it doesn't address specifics. If you have any challenges beyond those listed below, we encourage you to contact your ASMI representative or the ASMI Communications Program staff.

LOGO

• Are you using the correct logo?

• Are you following the clear space regulations?

• Are you following the guidelines around the logo don'ts?

For more details, pg. 29-36 in the full brand guide.

TYPEFACE

• Are you using

_____ Pluto Sans?

_____ True North?

_____ Arquitecta?

_____ Corbel?

For more details, pg. 25-28 in the full brand guide.

COLOR PALETTE

• Is the brand's primary color the hero of the communication/marketing element?

• Have you used the accent and supporting colors properly?

For more details, pg. 37-38 in the full brand guide.

PHOTOGRAPHY

• Are you using photography that is inline with the stated brand style: proud, heroic, progressive, confident and dramatic depth of field?

• Do you have the rights to the photo and the people in the photography?

For more details, pg. 39-44 in the full brand guide.

PERSONALITY

• Does it show passion?

• Does it show our experience?

• Is it honest?

• Does it show our confidence?

For more details, pg. 11 in the full brand guide.

VOICE

• Does it show our love for what we do?

• Does it show our pride?

• Does flavor lead the way?

• Does it sound too formal or stuffy?

• Does it show that we're boastful, or are we here to help?

• Is it simple and easy to understand?

• Does it feel personal?

• Does it talk about what we are rather than what we aren't?

For more details, pg. 12 in the full brand guide.

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