

# Alaska Seafood Marketing Institute

## Brand Identity and Style Guidelines

*Updated January 2021*



Wild, Natural & Sustainable®





# The Power of Identity

A strong brand begins with a thoughtfully executed identity. The components of the identity (logo, color palette, typefaces, and graphic elements) are the visual representation of the brand personality. A well-executed and consistently applied brand system will do more than just identify, it will become synonymous with the values and mission of the corporation.

Our brand was not made overnight. The relationship our identity creates with our consumers and the general public is the result of thoughtful and consistent application.

Consistency establishes familiarity. It provides our audience with a visual reference for Alaska Seafood. The ease at which that experience is provided, along with the quality of the experience, builds brand loyalty. In our case, more and more people will trust Alaska Seafood Marketing Institute and see it as a unique partnership of processors, harvesters and state government, deeply committed to preserving the unrivaled natural quality of wild Alaska seafood.

## USING THIS GUIDE

The most important function of branding is creating recognition. Alaska Seafood Marketing Institute will build recognition by consistently following the recommendations in this guide. In combination with thoughtful messaging strategies, helpful signage, and collateral design and a group of passionate users, the identity will become synonymous with the highest possible quality seafood and sustainable practices.

*Please reference this guide as needed whenever developing communication materials.*

# Importance of Linkage to Alaska Seafood

There are many branded programs and campaigns that exist within the broader Alaska Seafood brand umbrella, and there are others that exist in partnership. These brand guidelines are not meant to overshadow those unique brand languages. Those branded programs all have their unique visual styles as well as tones.

Instead, these brand elements should be used as a unifier of all of these programs as a

“master brand.” A master brand means that it is visibly connected to the entire brand, but not overpowering the program branding. Unifying the branded programs with a common master brand identifier will add strength to our brand and will communicate to the audiences that these programs are part of the bigger, focused picture of Alaska Seafood.

**THE MASTER BRAND  
UNDERScores AND  
VISIBLY CONNECTS  
THE ENTIRE BRAND,  
BUT DOES NOT  
OVERPOWER  
THE PROGRAM  
BRANDING.**

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When you are speaking or designing on behalf of the Alaska Seafood brand, and when you are referencing the Alaska Seafood Marketing Institute, often known as ASMI for short.

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1.0

# Introduction to Our Brand

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# Mission

The Alaska Seafood Marketing Institute (ASMI) is a marketing organization with the mission to increase the economic value of the Alaska seafood resource through:

- Increasing positive awareness of the Alaska Seafood brand.
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry.
- Championing the sustainability of Alaska seafood harvests resulting from existing Alaska fisheries management imperatives. (State of Alaska Constitution and Magnuson-Stevens Fishery Management and Conservation Act).
- Proactive marketing planning to address short and long-term goals while remaining flexible and responsive to a changing environment and economy.
- Quality assurance, technical industry analysis, education, advocacy and research.
- Prudent, efficient fiscal management.

**OUR MISSION  
IS TO INCREASE  
THE ECONOMIC  
VALUE OF THE  
ALASKA SEAFOOD  
RESOURCE.**





# VISION

Alaska Seafood Marketing Institute exists to increase the economic value of Alaska Seafood and we do so by marketing Alaska as the world's most trusted source of premium quality, sustainable seafood.

# Core Values

ASMI exists to serve the entire Alaska seafood industry, harvester and processor alike. It is supported by industry self-assessments and uses available public funds to achieve marketing successes for the common good. ASMI adheres to the following core principles:

- ASMI follows the highest ethical standards in its day-to-day operations and in its business relationships.
- ASMI values its employees and members and insists that all be treated with dignity and respect.
- ASMI conducts business in the open so its actions and decisions are visible to all industry members.
- ASMI tells the truth when it conducts promotions or make claims in the marketplace.
- ASMI conducts marketing activities that provide the largest economic benefit for its industry members.

**WE FOLLOW THE  
HIGHEST ETHICAL  
STANDARDS IN  
OUR DAY-TO-  
DAY OPERATIONS  
AND IN OUR  
RELATIONSHIPS.**



2.0

# Alaska Seafood Brand Story

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Style Guidelines

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# OUR BRAND STORY

Alaska's bountiful waters have sustained families for thousands of years.

Today, this spirit endures. 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. Ensuring fish for future generations honors the Alaskan way of life.

You support this tradition with every Alaska seafood meal. Alaska's waters produce an abundance of sustainable wild seafood species, from succulent salmon, sweet flaky pollock, luxurious crab, hearty halibut and more. Nutrient-rich and delicious, Alaska Seafood is the perfect star of any meal.

## 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.

- **We love what we do and it shows.**

We get excited about our wild and sustainable seafood, and it shows in our communication. The language we use should be positive, passionate and direct – just like the people harvesting, managing and cooking up our seafood.

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- **We're never boastful, we are here to help.**

While we work hard, we don't brag. We are here to provide customers with the best seafood and inspiration for their kitchens. We never take all the credit or talk down to anyone.

---

- **We let flavor lead the way.**

We use words and phrases that bring foods to life by highlighting flavors, textures, aromas, and quality so our customers will be left wanting more.

- **We are proud.**

We've been around a long time, fishing carefully, committed to protecting our seafood for future generations and providing the best quality seafood on the planet. We always communicate confidently and proudly, but not boastfully.

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- **We keep it personal.**

We use language that feels personal and approachable and allows our customers to get to know us and our story.

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- **We talk about what we are, never about what we aren't.**

We are committed to telling the story of wild, sustainable Alaska seafood without comparing to or disparaging our competition.

- **We're never too formal or stuffy.**

We never want to sound overly corporate or stiff, which can come across as cold and impersonal. We represent honest, hardworking, salt-of-the-earth people from Alaska, which our communications should portray.

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- **We keep it simple.**

While we describe our foods in ways that show our passion and leave people wanting a taste, we don't go on and on. We know our customers want clarity and straightforward communication, so we highlight what's important and stick to the key points they need to know.



## 2.1

# Writing Style

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# WRITING STYLE GUIDE

The ASMI Writing Style Guide is intended to establish a uniform brand voice as a means of strengthening the ASMI brand. This guide serves to identify Alaska Seafood's brand writing style, clarify often-misused terms and provide guidance between two 'right' choices to ensure consistent brand messaging.



# General 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.



# ALASKA SPECIES

**Use the word Alaska (never Alaskan) when describing seafood from Alaska.** Alaska should be used as an adjective upon first reference and can be dropped in second if desired. *The five species of wild Alaska salmon are king, sockeye, coho, keta and pink.*

Source for acceptable market names:  
[FDA Seafood Database](#)



# Alaska Whitefish

PREFERRED TERM	ALSO CALLED	SPECIES NAME
Alaska halibut	Pacific halibut	<i>Hippoglossus stenolepis</i>
Alaska cod	Pacific cod, true cod, grey cod, cod	<i>Gadus macrocephalus</i>
Alaska lingcod ( <i>Ophiodon elongatus</i> ) belong to the family Hexagrammids. Contrary to their name, they are not true cods, but are greenlings.		
Alaska rockfish	Pacific Ocean perch (longjaw rockfish)*	<i>Sebastes alutus</i>
	dusky rockfish (brown bomber)	<i>Sebastes ciliatus</i>
	yelloweye rockfish (rasphead, turkey-red rockfish, Pacific red snapper)	<i>Sebastes ruberrimus</i>
	northern rockfish*	<i>Sebastes polyspinis</i>
	chilipepper (Pacific red snapper)	<i>Sebastes goodei</i>
	blackspotted rockfish*	<i>Sebastes melanostictus</i>
	rougheye rockfish*	<i>Sebastes aleutianus</i>
	shortraker rockfish*	<i>Sebastes borealis</i>
	shortspine thornyhead (idiot fish, shortspine channel rockfish)*	<i>Sebastes alascanus</i>
	canary rockfish (orange rockfish, Pacific red snapper)	<i>Sebastes pinniger</i>

\*Denotes the most abundant species in the commercial fisheries. Alaska rockfish represents a group of lean, tender fishes with a range of widely appealing flavors.



Dusky Rockfish (Brown Bomber)

# Alaska Whitefish (continued)

PREFERRED TERM	ALSO CALLED	SPECIES NAME
Alaska sole/flounder	Alaska plaice	<i>Pleuronectes quadrituberculatus</i>
	arrowtooth flounder	<i>Artheresthes stomias</i>
	Dover sole	<i>Microstomus pacificus</i>
	flathead sole	<i>Hippoglossoides elassodon</i>
	rex sole	<i>Errex zachirus</i>
	rock sole	<i>Pleuronectes bilineatus</i>
	yellowfin sole	<i>Pleuronectes asper</i>

*Alaska sole, also called flounder, comprise several species of this small, delicate white fish.*

Alaska sablefish	black cod, butterfish	<i>Anoplopoma fimbria</i>
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The FDA accepts only “sablefish” as the acceptable market name. “Black cod” is considered a vernacular name, however due to its prevalence in the marketplace, it may be used in parenthesis after the term sablefish. *Alaska sablefish (black cod) has a high oil content and firm texture.*

Alaska pollock	<i>Gadus chalcogrammus</i>
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The scientific name has been changed from *Theragra chalcogramma* to *Gadus chalcogrammus*. Only *Gadus chalcogrammus* caught in Alaska waters or the exclusive economic zone (as defined in the Magnuson-Stevens Act) adjacent to Alaska can be called Alaska pollock. While this is true in the U.S., in other parts of the world, Russian pollock can also use this name. Always use the term ‘Alaska’ with Alaska pollock. *The company processes salmon, crab and Alaska pollock year-round in the north Pacific.*



*Alaska Sole*



# Alaska Salmon

PREFERRED TERM	ALSO CALLED	SPECIES NAME
Alaska coho salmon	silver salmon	<i>Oncorhynchus kisutch</i>
Alaska keta salmon	chum salmon (avoid using this term) dog salmon (avoid using this term)	<i>Oncorhynchus keta</i>
Alaska king salmon	Chinook salmon (Chinook is capitalized)	<i>Oncorhynchus tshawytscha</i>
Alaska pink salmon	humpy salmon (avoid using this term)	<i>Oncorhynchus gorbuscha</i>
Alaska sockeye salmon	red salmon	<i>Oncorhynchus nerka</i>

*Alaska King Salmon (Chinook)*



# Alaska Shellfish

PREFERRED TERM	ALSO CALLED	SPECIES NAME
Alaska Dungeness crab	Dungeness crab	<i>Cancer magister</i>
Alaska Dungeness crab is known for its distinctive, sweet flavor and tender, flaky white meat. <i>The largest and most flavorful Dungeness crab come from Alaska.</i>		
Alaska king crab	king crab red king crab golden or brown king crab blue king crab	<i>Paralithodes camtschatica</i> <i>Lithodes aequispina</i> <i>Paralithodes platypus</i>
<i>Unmatched in size, quality and appearance, Alaska king crab is the largest and most sought-after of the three Alaska crab varieties.</i>		
Alaska snow crab	bairdi crab opilio crab tanner crab ( <i>avoid using this term</i> )	<i>Chionoecetes bairdi</i> <i>Chionoecetes opilio</i>
There are two species of snow crab, <i>chionoecetes bairdi</i> and <i>chionoecetes opilio</i> . The <i>bairdi</i> is the larger of the two species reaching sizes of 3 to 5 pounds while the <i>opilio</i> only reaches 1.5 to 2.5 pounds. Per the FDA, tanner is a vernacular name and not an acceptable market name and should be avoided. These two species can interbreed.		
Alaska shrimp	coonstripe shrimp sidestriped shrimp	<i>Pandalus hypsinotis</i> <i>Pandalopsis dispar</i>
Alaska spot shrimp	Alaska spot prawn	<i>Pandalus platyceros</i>
Alaska spot shrimp are the largest of the Alaska shrimp species. They are primarily caught in Prince William Sound and the waters of Southeast Alaska. These shrimp are coveted for their large size and sweet taste.		



Alaska King Crab  
(Red King Crab)



# Alaska Shellfish (continued)

PREFERRED TERM	ALSO CALLED	SPECIES NAME
Alaska weathervane scallop	weathervane scallop, giant Pacific scallop	<i>Patinopecten caurinus</i>
The largest available scallop in the world, Alaska weathervane scallops are known for their sweet, mild flavor, firm texture and low moisture level.		
Alaska geoduck		<i>Panopea generosa</i>
Alaska Pacific razor clam		<i>Pandalus platyceros</i>
Alaska Pacific oyster		<i>Crassostrea gigas</i> or <i>Magallana gigas</i>
Alaska sea urchin (red)		<i>Strongylocentrotus franciscanus</i>
Alaska sea cucumber (red)		<i>Parastichopus californicus</i>

*Pacific Oyster*



# Other Alaska Seafood Products

PREFERRED TERM	ALSO CALLED	SPECIES NAME
Alaska herring	Pacific herring sea herring	<i>Clupea pallasii Valenciennes</i>
Alaska surimi seafood	surimi imitation crab (avoid using this term) krab (avoid using this term) crab stick	
Alaska roe	caviar green roe // unprocessed roe ikura // Japanese word for processed salmon roe sujiko // Japanese word for salmon roe in a sac kazunoko // Japanese word for most common form of herring roe mentaiko // Japanese word for spicy processed pollock roe tarako // Japanese word for non-spicy processed pollock roe bottarga // Italian word for salted and cured fish roe	

Alaska herring is usually harvested for use as bait in halibut, groundfish, crab, and salmon troll fisheries. The primary commercial use of Alaska herring is sac roe for foreign markets.

Alaska surimi seafood can be made from many different fish species. The highest quality Alaska surimi seafoods are made with Alaska pollock and flavored with crab, shrimp, scallops, or lobster.

Alaska roe is a high-value product and is supplementary to flesh products. Alaska roe is exported mainly to Japan, South Korea and Eastern Europe. Types of Alaska roe products include salmon roe, herring roe, Alaska pollock roe and cod roe.

Alaska salmon roe





# Common Abbreviated Terms

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

**ABC:** Acceptable biological catch

**AFA:** American Fisheries Act

**AFDF:** Alaska Fisheries Development Foundation

**ADFG:** Alaska Department of Fish & Game

**BSAI:** Bering Sea and Aleutian Islands

**CDQ:** Community development quota

**CFEC:** Commercial Fisheries Entry Commission

**CPUE:** Catch per unit effort

**EEZ:** Exclusive Economic Zone

**EIS:** Environmental impact statement

**FAS:** Foreign Agricultural Service

**FDA:** Food and Drug Administration\*

**FMP:** Fishery management plan

**GHL:** Guideline harvest level

**GOA:** Gulf of Alaska

**IFQ:** Individual fishing quota

**IPHC:** International Pacific Halibut Commission

**MT:** Metric ton

**NFMS:** National Marine Fisheries Service

**MAP:** Market Access Program

**MSA:** Magnuson-Stevens Act

**MARAD:** Maritime Administration

**NPFMC:** North Pacific Fishery Management Council

**NOAA:** National Oceanic and Atmospheric Administration\*

**POP:** Pacific Ocean perch

**ST:** Short ton (often used for herring)

**TAC:** Total allowable catch

**UFA:** United Fishermen of Alaska

**USCG:** U.S. Coast Guard\*

**USDA:** U.S. Department of Agriculture\*

\*acronym acceptable on first mention



## 2.2

# Visual Identity

Brand Identity and  
Style Guidelines

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# Typeface

Typography is an essential aspect of our brand identity. Our typographic style contributes to our distinct aesthetic. Following the suggested usage will ensure consistency throughout all communications.

Legibility is important. Legibility stems from typeface style, color and size. We are mindful to have contrast in our typeface from the background and to choose a typeface that does not strain the reader.

- **DO:**

Pay particular attention to the size of the font, adhere to a minimum font size of 10 points. Place smaller fonts on white or light backgrounds so that reversing the font color is not necessary as this is harder to read.

- **DON'T:**

Add additional colors to the typeface or add additional typefaces.

## PRIMARY FONTS

**Primary fonts** are the preferred typefaces for the new brand. They should be used whenever feasible, but especially in milestone work such as websites, brochures, event signage, business cards, advertisements and the like. The primary fonts are unlikely to be available automatically on typical office computers. You may need to download them for a modest charge.

Pluto Sans

Main Headline

TRUE NORTH

Secondary Headline / Sub-headline

Arquitectura

Body Copy

## UNIVERSAL FONTS

**Universal fonts** are typefaces that approximate the look or overall graphic feel of the primary fonts using fonts more readily available on everyday computers. These fonts may be used to substitute for the primary fonts in situations where, for some reason, it is impossible to obtain or use the primary fonts and in situations that are more casual, immediate, or less mission-critical than the examples listed above. Such situations might include internal memos, reports, presentations, and the like.

Corbel

Headline / Sub-headline / Body copy

# Primary Fonts

Main Headline

## Pluto Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789  
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Pluto Sans Light  
*Pluto Sans Light Italic*

**Pluto Sans Bold**  
***Pluto Sans Bold Italic***

Pluto Sans Regular  
*Pluto Sans Italic*

**Pluto Sans Heavy**  
***Pluto Sans Heavy Italic***

Pluto Sans Medium  
*Pluto Sans Medium Italic*

**Pluto Sans Black**  
***Pluto Sans Black Italic***

Pluto Sans is an informal, but straightforward 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 convey the wild and natural nature of the brand.

Body Copy

## Arquitectura

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

Arquitectura Light  
*Arquitectura Light Italic*

**Arquitectura Bold**  
***Arquitectura Bold Italic***

Arquitectura Regular  
*Arquitectura Italic*

**Arquitectura Heavy**  
***Arquitectura Heavy Italic***

Arquitectura Medium  
*Arquitectura Medium Italic*

**Arquitectura Black**  
***Arquitectura Black Italic***

Arquitectura 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.



# Typesetting

The choice of type is instrumental in conveying tone. The audience and the subject matter can vary greatly between different communications/campaigns. In such cases, the recommended typefaces should be explored to convey the appropriate voice.

## Wild, Natural & Sustainable

### *Duis Autem Veleum Iriure Dolor In Hendrerit*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis.

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Headline: 36pt  
Subhead: 26pt  
Body: 12pt

Pluto Sans Medium  
Arquitectura Bold Italic  
Arquitectura Regular

## WILD, NATURAL & SUSTAINABLE

### **Duis Autem Veleum Iriure Dolor In Hendrerit**

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Headline: 35pt  
Subhead: 20pt  
Body: 12pt

True North Black  
Pluto Sans Medium  
Arquitectura Regular

# Universal Font

## Corbel

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

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

Corbel Light

*Corbel Light*

Corbel Regular

*Corbel Italic*

**Corbel Bold**

***Corbel Bold Italic***

Corbel is an acceptable substitute for the licensed fonts when they are impossible to obtain. Corbel should be readily available on any computer.

# Wild, Natural & Sustainable

## Duis Autem Veleum Iriure Dolor In Hendrerit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, diam nonummy nibh euismod tincidunt ut laoreet dolore a magna aliquam erat volutpat. Ut wisi enim ad minim veni am, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse mol estie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim.

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Headline: 46pt  
Subhead: 24pt  
Body: 12pt

Corbel Bold  
Corbel Regular  
Corbel Regular



# Logomark

The Alaska seafood industry goes to great lengths to provide the highest quality seafood possible, harvesting and processing seafood at its peak to ensure that the fresh-caught flavor and firm texture are maintained. The Alaska Seafood logo and brandmarks signify the Alaska seafood industry's commitment to this quality. Treating this symbol with integrity shows the respect we have for our brand.

The logomark consists of three basic elements: the wordmark, the mountains, coast, and sea and the boat.

**The wordmark** is a hand done redrawing of the original. It represents the honest, hardworking, salt-of-the-earth people of Alaska, while showing our longevity and years of experience.

**The mountains, coast and sea**, set in blue, represent the great state of Alaska, our connection to the great outdoors and our respect for the sustainable resource.

**The boat** represents the impeccable quality of Alaska seafood. It's wild caught, processed by hand and packaged immediately. You can't get any fresher than that! This standalone image is versatile and applicable in all usage situations. This version is the preferred logo treatment. Use this version whenever appropriate.



## ALASKA SEAFOOD LOGOMARK

The following parameters have been established to ensure correct and consistent logo and brandmark usage in all communication efforts involving them.

When you use ASMI's logo and brandmarks, they must refer to the Alaska Seafood brand, 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.

The logo 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.

# Logomark Lock-ups

There are two primary logo options, depending on audience. These different variations allow for consistency of brand across audiences and publications. It is recommended to use the full color version with tagline whenever possible.

Alaska Seafood Logo



**Wild, Natural & Sustainable®**

## PRIMARY: CONSUMER-FACING

This is the preferred and primary version of the logomark when communicating about the Alaska Seafood brand. Note the addition of the tagline. Also note this version is our consumer-facing logo. Acceptable variants are available on the following pages.

Alaska Seafood  
Marketing Institute Logo



**Alaska Seafood Marketing Institute**

## PRIMARY: ORGANIZATION-FACING

This version of the logo is available for use in documents produced by Alaska Seafood Marketing Institute for industry. Note this version is the organization-facing logo. Acceptable variants are available on the following pages.



## LOGOMARK STANDALONE

The logomark without tagline can be used in cases where the tagline or institute name cannot be accommodated. The use of this version should be the exception, not the rule.



# Alaska Seafood Logo: Consumer-facing













This logo pairing is the primary logo used for consumer-facing products or brand communications. The versions here allow for a variety of usages, including packaging, web and digital use.

The enclosed version is for limited use by our partners on external material such as packages and menus to ensure our logo retains legibility. See examples on page 59.

	VERTICAL	HORIZONTAL	STACKED
Color			
One Color			
Reversed			
Enclosed			

# Alaska Seafood Marketing Institute Logo: Organization-facing

The organization-facing logo is used on items that communicate about the Alaska Seafood Marketing Institute as an organization, including annual reports, fleet outreach, etc.

	VERTICAL	HORIZONTAL	STACKED
Color			
One Color			
Reversed			
Enclosed			



# Clearspace and Minimum Size

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.



Clearspace

x = 1/4 of logo width (minimum clearance)



Minimum Width

1 Inch (2.54 cm), 100px

# Incorrect Use

The following examples represent unacceptable uses or modifications of the Alaska Seafood logomark.



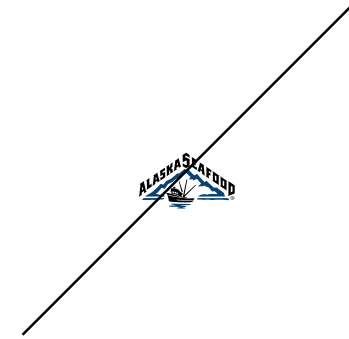
A. Do not alter, change or add other elements to the logo.



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. See page 32.



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.



# Alaska Seafood Logo Alternate: Consumer-facing with Website

Maintain consistency across communications, by following these guidelines for font, size and placement, whenever pairing the logomark and tagline with the website url.



**Wild, Natural & Sustainable<sup>®</sup>**  
**websitename.com**

The website should be set in Pluto Sans Medium at the same size of the tagline and horizontally centered.

# Logo Alternate: Logomark with Species

Whenever pairing the logomark with the species name, to maintain consistency across communications, be sure to follow these guidelines for font, size and placement.



**Wild Alaska  
Pollock**

The species name should be centered directly beneath the logo, one-eighth the relative height of the logo; and set in the font Pluto Sans, Medium; with the cap at one-eighth the relative height the logo.



**Wild Alaska  
Salmon**

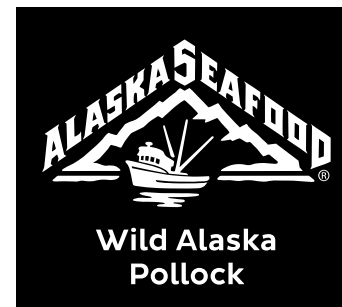
The species name should not expand beyond the width of the logo. In such cases use a double line format.

## VARIATIONS



**Wild Alaska  
Pollock**

One Color



**Wild Alaska  
Pollock**

Reversed



**Wild Alaska  
Pollock**

Enclosed



# 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.

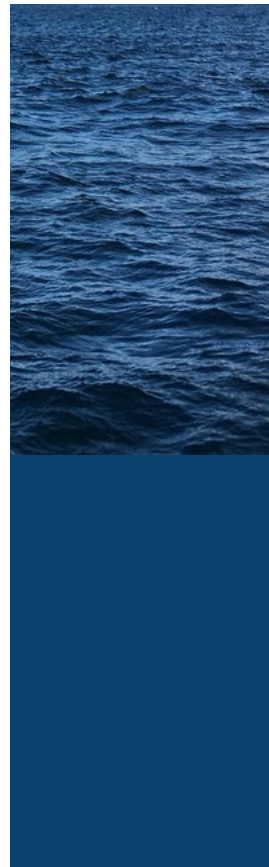
**PMS** - are also called "spot" colors, used for "one-color" processes.

**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

# Color Usage

Color has an immense impact on the mood we set for our audience. To ensure that our palette is used correctly, we have provided a set of example color ratios dictating different moods and tones for specific communication categories.

For consumer targeted communications, we suggest a scheme that is uplifting, colorful and image rich.

With these subtle changes in color ratio, we start to create definitive visual styles for each audience, allowing the palette to break out into sector-specific identities, without losing the essence of the wider brand.

The color ratios provided here should be used for reference when creating branded content.

## Tints

To create more variety and flexibility, the brand colors may be used in various tints. Please refer to the recommended tints indicated to the right.

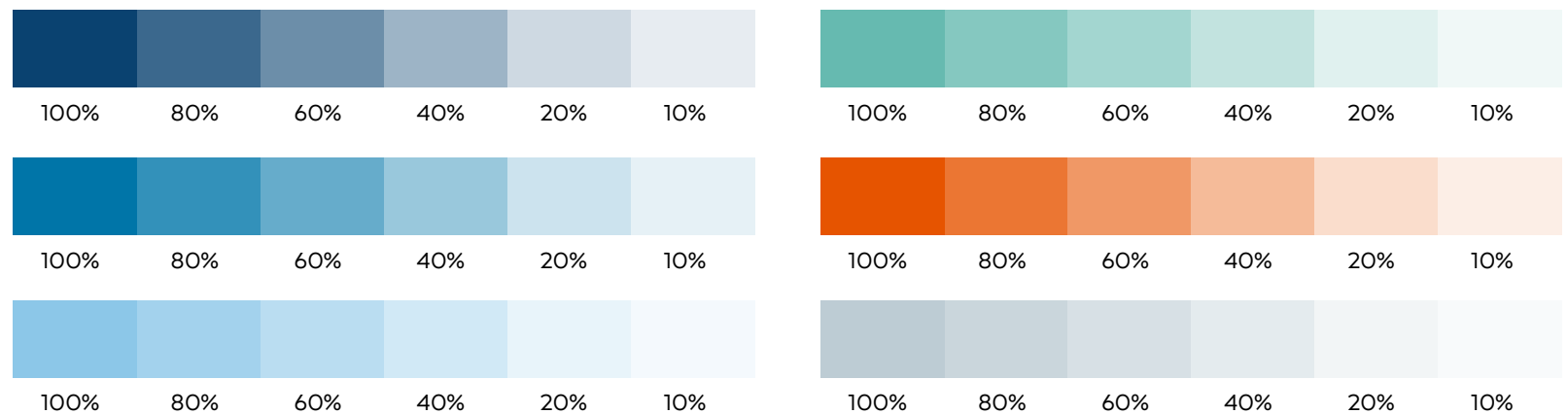
### ORGANIZATION-FACING



### CONSUMER-FACING



### RECOMMENDED TINTS







# 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 – harvesting (action), fishermen, and scenic photography to tell a multidimensional story.



# Photography and Video Style

The image of Alaska Seafood is not just a logo. It is a design scheme, concept, idea and identity composed of a number of core elements that come together to create a distinctive look and feel.

We use original photography and video as much as possible. We use only photos with permission and credit them.

Stock photos should be used minimally. Instead, it is ok to be creative, to go outside the box. When a photo shoot is involved, it is very important to create a sense of naturalness and to avoid clichéd poses or effects. All our photography should support our brand attributes through characteristics of the people, their actions and their environments. Always think how the imagery can tell a larger story about Alaska.

## IMAGERY USED BY ALASKA SEAFOOD

- Has character
- Has authenticity
- Understands “local”
- Includes scenic, harvesting, food and species, but is still specific to place
- Should feel like Alaska when possible
- Should not seem ubiquitous
- The food is pure, delicious and adventurous
- Should not look like advertising imagery
- Has a consistent look over time
- Is visually compelling, engaging and consistent
- Demonstrates credibility
- Considers visual metaphors
- Should be clean and free of blood, rust, or grime that would infer unsafe food handling
- Is distinct (even unusual, but not inappropriate and not off-message)
- Is used heavily throughout all marketing material
- Is something that locals recognize as “ours”—represents the fisherman, the state, the conscious minded community
- Shows an overwhelming respect for the ocean and all its creatures
- Highlights the aspects that most people around the world don’t get to see
- Is thoughtful and intentional
- Is not just for a local audience, it is connected internationally
- 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 one or two cultures but many



# Scenic

Use images that highlight Alaska's unique and wild landscapes like glaciers, mountains, ocean and animals. Environments need to be real and honest and not feel contrived or staged, portraying a wild and artisanal sense to our audience.



# Food Photography

Food/recipe photography should be mouth-watering and inspiring in all recipe applications. Hero images are of the seafood species alone, raw or cooked and looking delicious. Recipe images feature Alaska seafood in a variety of formats, from simple to aspirational, highlighting the seafood as the center of the dish. Photography is set in natural environments, not overly propped, and feels inviting. Plating and background elements should be appropriate to target audience.







# Harvesting & Fishing

## Do Show

- The hard working, dedication of Alaska's fishermen and fishing families
- Action shots of harvesting
- From harsh weather, big rough seas to sunny gorgeous days
- Varieties of areas, harvesting types
- Natural setting shots

## Don't Show

- Standing on fish, poor treatment of fish, blood, rust, grime, oil, fishermen smoking, perceived alcohol misuse
- Limit use of posed fishermen on boats or docks with no fish in hand. Instead focus on fishermen in natural work environments, posed or working, with fish in hands



## Species

Whether raw or cooked, whole fish or fillets, seafood should always look delicious and convey premium quality. Food should always be the hero; use simple, clean backgrounds, surfaces, and do not over prop.





# Illustration/ Iconography

Our visual brand identity is supported with icons, graphs and illustrations. These elements need to be approachable, yet straightforward, convey a premium quality and have an optimistic feel.

We strive to be simple, clear and timeless, not trendy, abstract or too cartoony. The icons, graphs and illustrations should help build the story - they are not intended to be the story. They should be seen as a supporting element, i.e. industry product/process (not recipes or people, which should be reflected in photography). The supporting artwork should reflect the brand personality outlined on page 11.

**...ICONS,  
GRAPHS AND  
ILLUSTRATIONS  
SHOULD HELP  
BUILD THE  
STORY...**

3.0

# Practical Application

Brand Identity and  
Style Guidelines

page 47-60



Wild, Natural & Sustainable®





# Practical Application

The following pages are visual examples of how all of the elements work together for specific examples of communication. Some examples are available as templates, and they also serve as directional templates for communication elements that we have not addressed. In many of those cases, your creativity is expected in using these brand elements to effectively communicate the content and subject matter with consideration for the audience. As we stressed upfront in this guide – you are expected to employ thoughtful consideration of good design principles, effective communication practices and consistency across brand communication elements that follow these usage guidelines.

If you have questions about usage of any of the branding elements, we expect you to first consult this section in its entirety. If questions remain, we encourage you to contact your ASMI representative or the ASMI Communications Program staff.

The number one objective for all who communicate on behalf of Alaska Seafood and the Alaska Seafood Marketing Institute is to unite around our mission to increase the economic value of the Alaska seafood resource. Remaining true to that mission and adhering to the brand guidelines will improve the understanding and perceptions of the brand by all who encounter it.

# Stationery

Delivering consistency across business communications is as important as it is to our marketing communications. A Microsoft Word template has been created for use in all business letters. The letterhead can also be used for meeting agendas with internal and external participants.

**ALASKA SEAFOOD** Wild, Natural & Sustainable®

Alaska Seafood Marketing Institute  
311 N. Franklin Street, Juneau, AK 99801-1147  
907-465-5560 / 800-478-2903  
info@AlaskaSeafood.org

August 28, 2020

**SUBJECT: Lorem Ipsum Dolorsit Amet**

Dear Consectetur Adipiscing,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Bibendum ut tristique et egestas quis. Feugiat vivamus at augue eget arcu dictum varius duis. Eu mi bibendum neque egestas. Ligula ullamcorper malesuada proin libero nunc. Malesuada bibendum arcu vitae elementum. Pharetra magna ac placerat vestibulum lectus mauris. Sit amet tellus cras adipiscing. At lectus urna duis convallis convallis tellus id interdum velit. Tristique et egestas quis ipsum suspendisse ultrices gravida dictum fusce. Phasellus egestas tellus rutrum tellus pellentesque eu. Pharetra massa massa ultricies mi quis hendrerit dolor magna. Commodo sed egestas egestas fringilla. Orci sagittis eu volutpat odio facilisis mauris. Nunc sed augue lacus viverra vitae congue. Suspendisse interdum consectetur libero id. Feugiat vivamus at augue eget arcu dictum varius duis. Dictumst quisque sagittis purus sit amet. Ut etiam sit amet nisl purus in mollis. Sed blandit libero volutpat sed cras ornare arcu dui vivamus. Elit ullamcorper dignissim cras tincidunt lobortis.

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Best regards,

Placerat Vestibulum,  
Lectus Mauris Ultrices Eros

[AlaskaSeafood.org](http://AlaskaSeafood.org)

**ALASKA SEAFOOD**

Name Last Name  
Title To Go Here  
nlastname@alaskaseafood.org

Office 907-465-5577 Alaska Seafood Marketing Institute  
Office 800-478-2903 311 N. Franklin Street, Suite 200  
Call 907-209-5555 Juneau, AK 99801-1147

Wild, Natural & Sustainable®  
AlaskaSeafood.org

**ALASKA SEAFOOD**

Alaska Seafood Marketing Institute  
311 N. Franklin Street, Juneau, AK 99801-1147

**ALASKA SEAFOOD** Wild, Natural & Sustainable®  
AlaskaSeafood.org





# Email Signature



**Name Last Name**

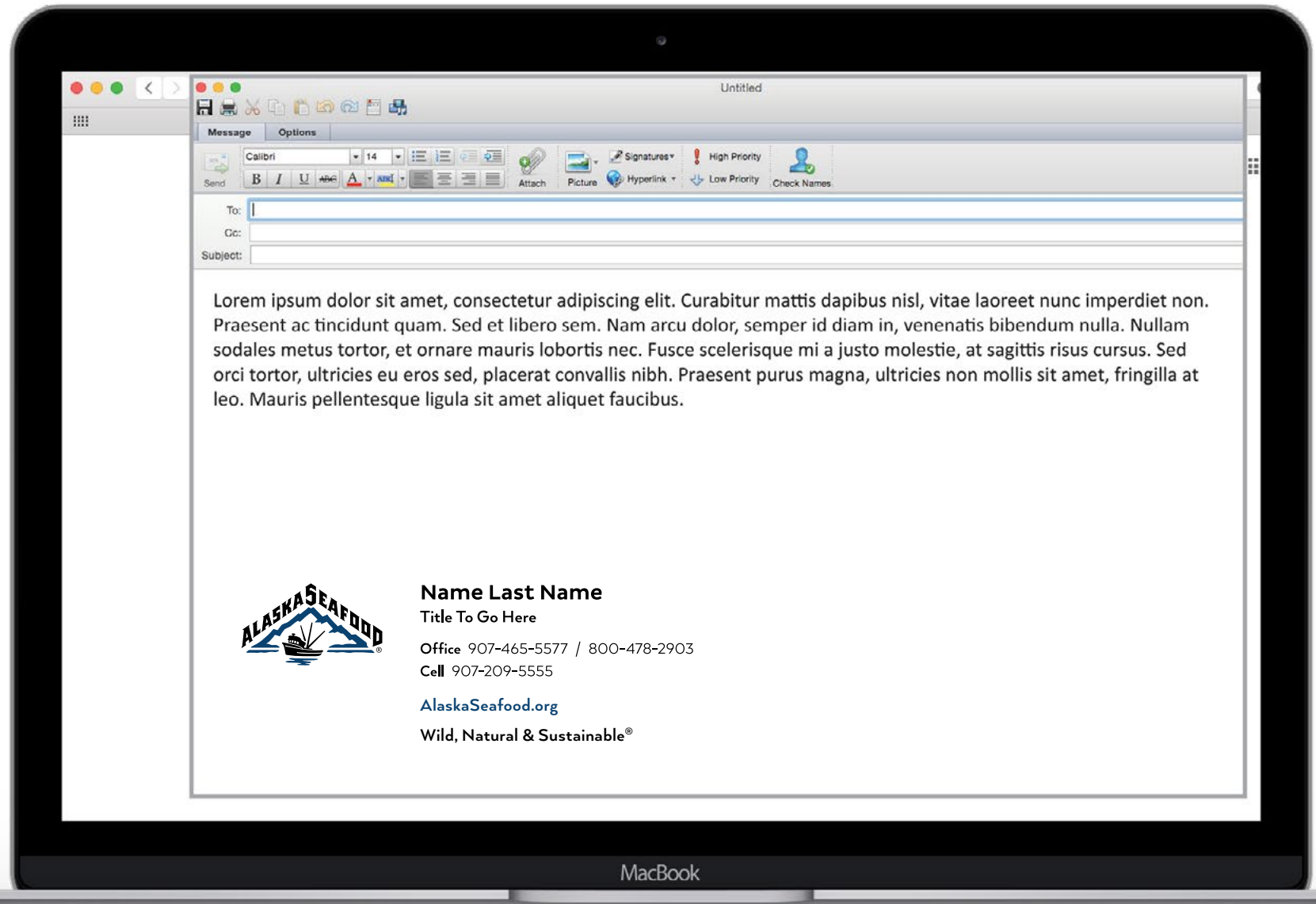
Title To Go Here

Office 907-465-5577 / 800-478-2903

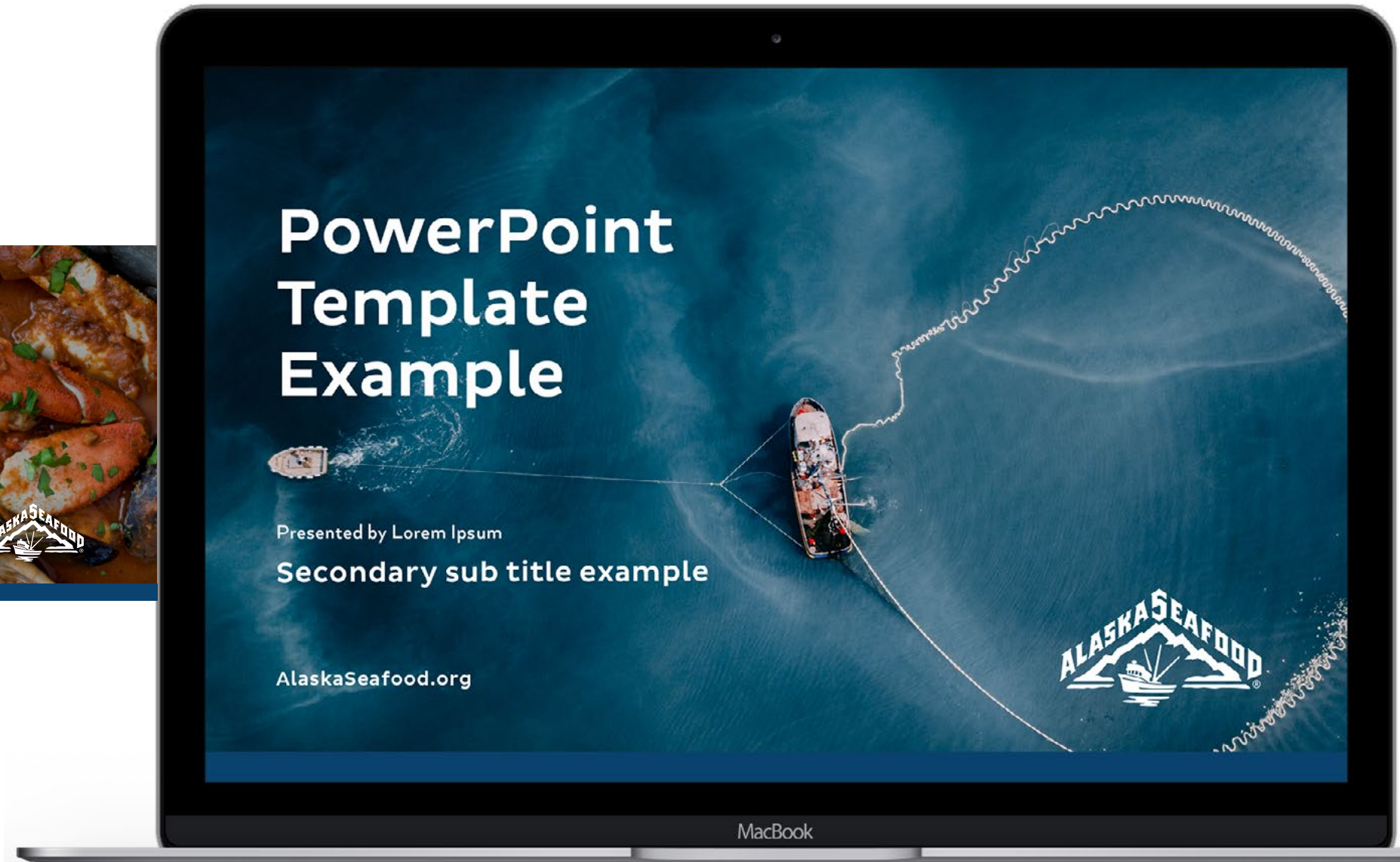
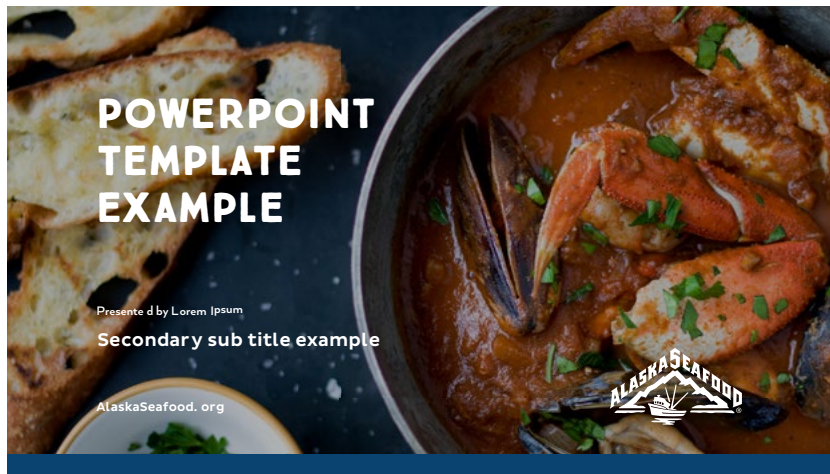
Cell 907-209-5555

[AlaskaSeafood.org](http://AlaskaSeafood.org)

Wild, Natural & Sustainable®

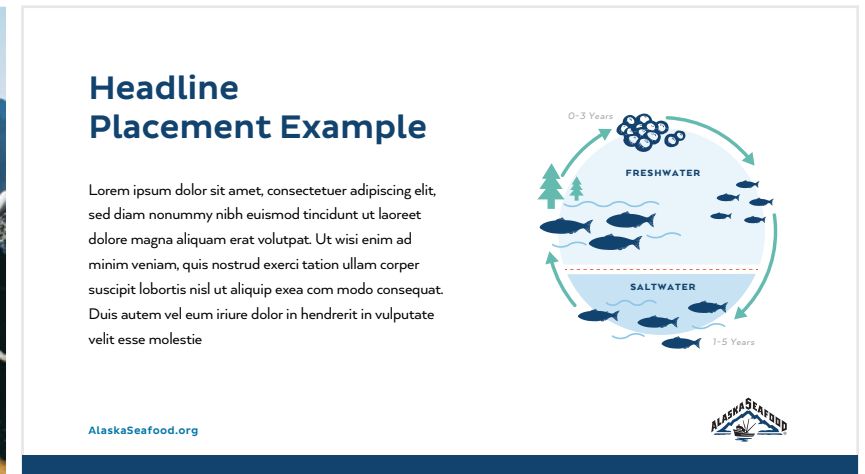
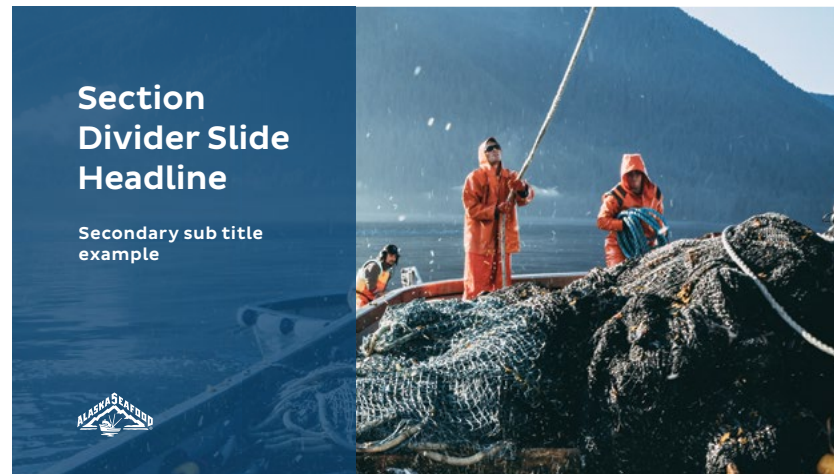


# PowerPoint Template





# PowerPoint Template



# PowerPoint Template

## Divider Slide Headline

AlaskaSeafood.org

**BLOCK QUOTE EXAMPLE  
FOR QUOTES OR A  
SINGLE STATEMENT/  
SENTENCE OF GREATER  
IMPORTANCE.**



## Headline Placement Example

AlaskaSeafood.org

- Lorem ipsum dolor sit amet, consectetur
- Adipiscing elit sed diam nonummy nibh
- Euismod tincidunt ut laoreet dolore magna
- Aliquam erat volutpat wisi enim ad
- Minim veniam quis nostrud exercitation



## Headline Placement Example

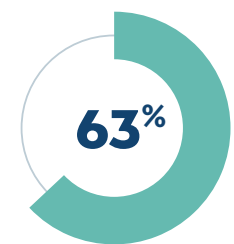
AlaskaSeafood.org

- Lorem ipsum dolor sit amet, consectetur
- Adipiscing elit sed diam nonummy nibh
- Euismod tincidunt ut laoreet dolore magna
- Aliquam erat volutpat wisi enim ad
- Minim veniam quis nostrud exercitation



## Large single statement or title placement example

AlaskaSeafood.org





# Swag



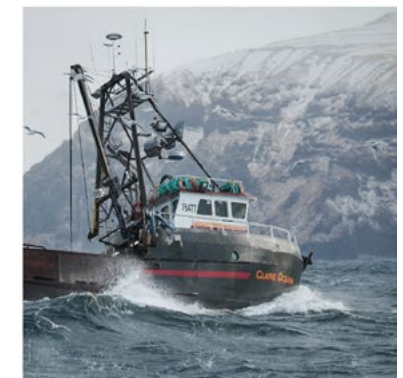
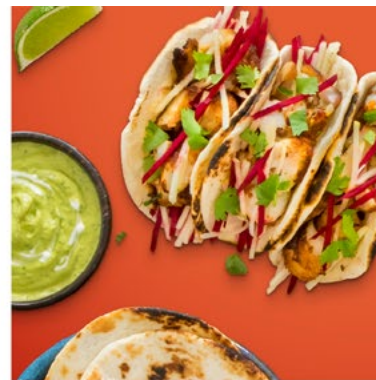
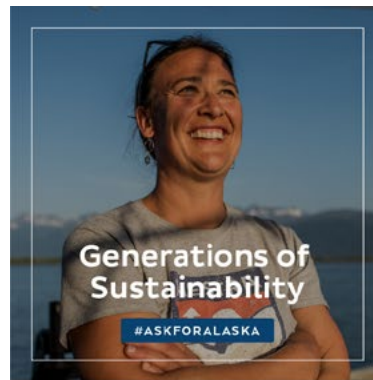


# Swag






# Social Media






# Print Ads



## Wildly Good!

Give your customers what they want — real food that’s healthy, delicious, and sustainable. There’s no end to what’s good about wild-caught seafood from Alaska.

The Alaska Seafood Marketing Institute is your resource for wild seafood — nutrition, merchandising materials, training, recipes and more. Visit [alaskaseafood.org](http://alaskaseafood.org)




### LOREM IPSUM DOLOR SIT AMET CONSECTET



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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad mi nim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nis, lorem ipsum dolor sit amet, consecte tuer adipiscing elit, sed diam nonummy.




## Keep Alaska’s Fisheries 100% Sustainable

Responsible fisheries management is a partnership between the commercial fishing industry and state and federal agencies. Alaska’s seafood stakeholders appreciate your fine work to keep Alaska’s fisheries sustainably managed.




### LOREM IPSUM DOLOR SIT AMET, CONSECTETUER?



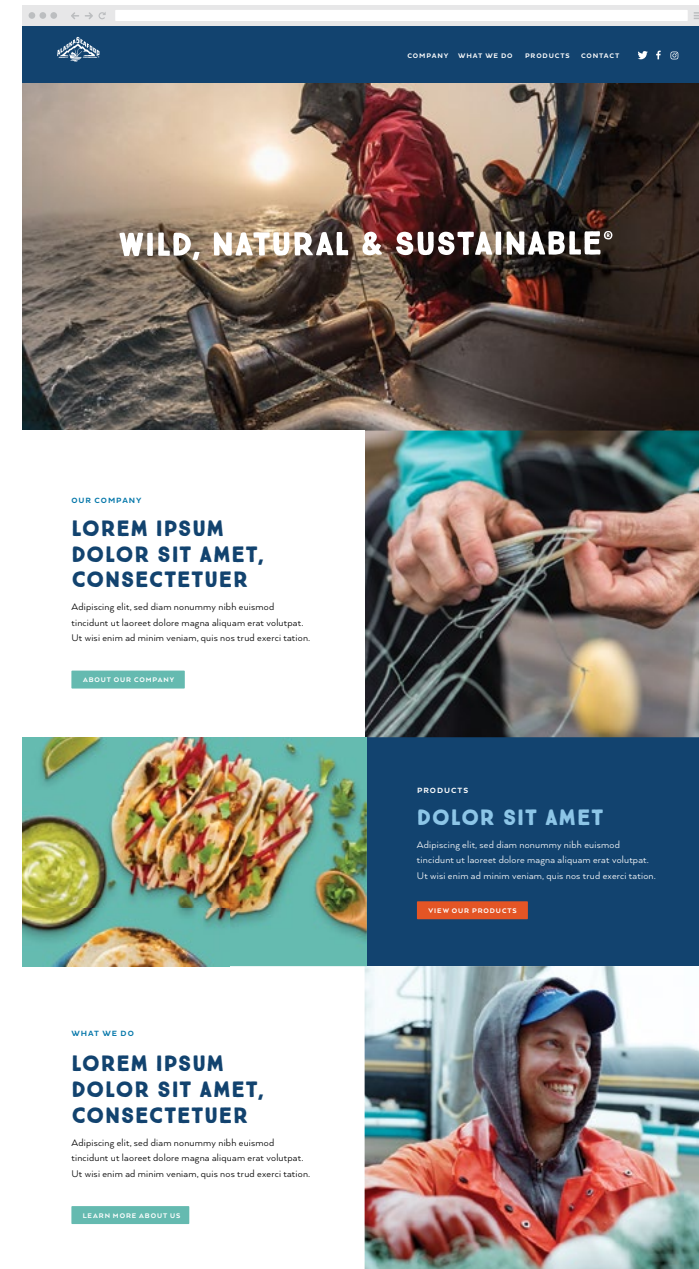
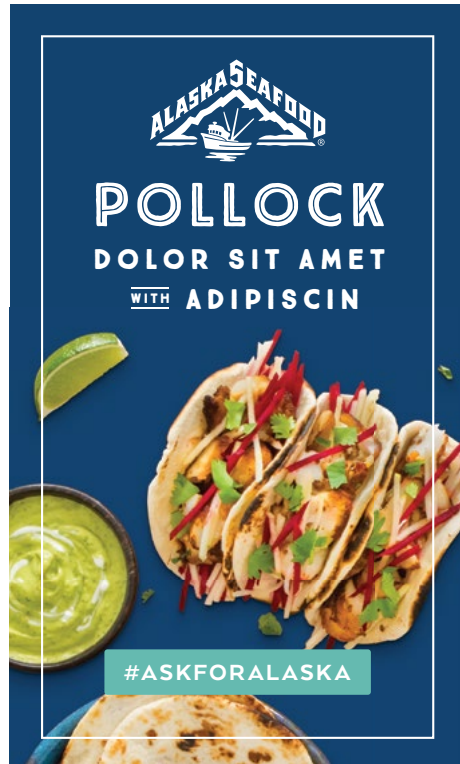
#### Lorem Ipsum Dolor Sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos trud exerci tation ullamcorper suscipit lobortis nis ut aliquip ex ea commodo consequat.

Wild, Natural & Sustainable®



# Web





# Point of Sale

**Alaska Salmon**  
100% WILD / 100% SUSTAINABLE / 100% DELICIOUS

**Alaska Pollock**  
100% WILD / 100% SUSTAINABLE / 100% DELICIOUS

Wild, Natural & Sustainable™

#AskForAlaska



**Wild Alaska Pollock**  
100% WILD / 100% SUSTAINABLE / 100% DELICIOUS

**Wild Alaska Sockeye Salmon**  
#ASKFORALASKA

Wild, Natural & Sustainable™

From responsibly managed fisheries in Alaska

Adheres to internationally accepted seafood standards

Sustainability is written into the Alaska state constitution

Lorem ipsum dolor sit amet



# External Partners / Third-party



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



# Video

Delicious Recipes with Alaska Seafood



Cook It Frozen! How-to Series



Alaska Seafood 101







**Wild,  
Natural &  
Sustainable®**

Alaska Seafood Marketing Institute  
311 N. Franklin Street, Suite 200  
Juneau, AK 99801-1147

(907) 465-5560  
(800) 478-2903  
[info@alaskaseafood.org](mailto:info@alaskaseafood.org)