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Identity guidelines

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Contents

The Seafish purpose

The Seafish 2018-21 Corporate Plan has been created in partnership with the seafood industry.

Our stakeholders have been clear about their desire to see the UK seafood industry unite behind a common belief in their world-class seafood products.

Our three industry sector panels have identifed the fve key challenges their organisations are facing. They have asked Seafsh to do what it does best and help show everyone that seafood is the way forward.

Our aim is to unite the industry behind this common purpose and build a common voice. The Corporate Plan will create our rallying cry, 'Seafood is the way forward'.

So whatever challenges are faced across trading, safety and skills, consumption or sustainability, our vision of a truly thriving seafood industry will be realised.

Seafood is the way forward

The message

OPTIMISTIC

INSPIRING

FORWARD-LOOKING

INCLUSIVE

The personality

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The Seafish identity The idea

The new Seafish identity aims to communicate our purpose in a distinctive and memorable way.

It achieves this through the use of a shoal of abstract fish shapes that have come together to move forward as one.

The shapes can be seen either as fish, as Seafish stakeholders or as 'everyone'.

The active italic 'i' and 'range right' use of the logo emphasise the sense of forward movement.

Lower case is used so Seafish comes across as less authoritative and more inclusive.

The colours bear a relation to our previous logo but have been slightly darkened.

The intention is that all future design work using the new identity communicates our purpose in some way and fits with our personality.

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5

Text can appear a distance of 0.3X from the first 's' of Seafish.
Exclude any other graphics inside this zone except for text as shown below.

Minimum distance below logo for text - range right if possible

x/2

x

x

x/2

x/3

x

x

Wherever possible, the main logo should be positioned on the right-hand side of a layout.

Its size will depend on the required emphasis.

At smaller sizes, the main logo should be positioned a minimum of 10mm from the edge of the layout.

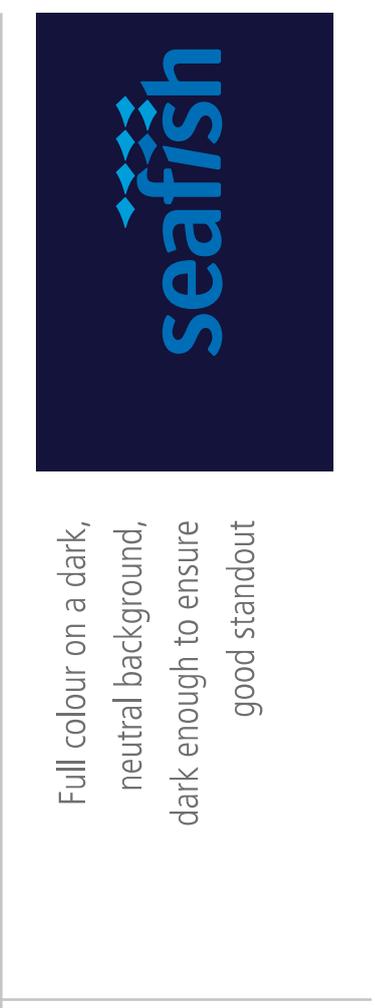See applications in the "Using the identity' section.
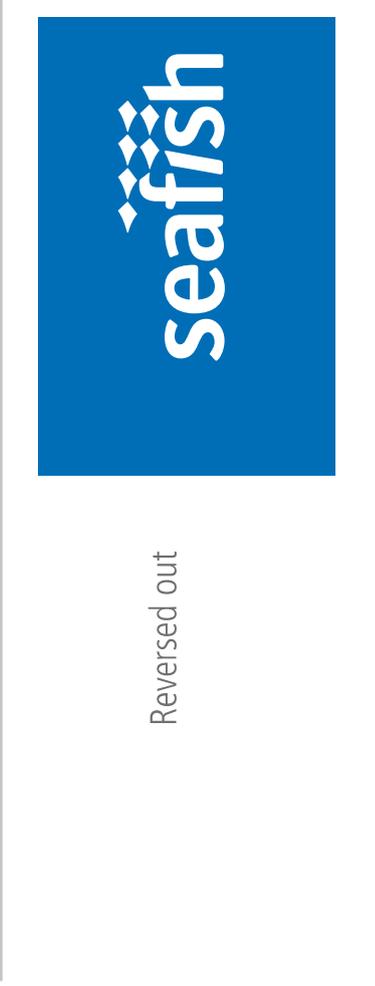
Minimum size. X height = 4mm

The Seafish visual system Main logo - colour

The Seafish logo should ideally be used in full colour and on a white background.

Other options are shown below:

Full colour

Single colour

Reversed out

Reversed out of a
dark image

Full colour on a very
light image

Full colour on a dark,
neutral background,
dark enough to ensure
good standout

The Seafish visual system Typography

All headings and sub-headings use caps at the beginning only. Italics are used within challenge logos but otherwise should not be used anywhere, unless when required to distinguish certain words from others in the text.

Frutiger light condensed (and condensed) is the ideal font for text. It should be used for design applications.

Frutiger light condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567897!+%^(&)
AaBbCc0123

Frutiger condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567897!+%^(&)
AaBbCc0123

Arial narrow should be used for powerpoint and word documents.

Arial is the default web-safe font for use online.

Arial narrow
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567897!+%^(&)
AaBbCc0123

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567897!+%^(&)
AaBbCc0123

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The Seafish visual system   Further shoal symbols

All key elements use a 10 degree shear angle to relate them to the main logo

Gathering shoal

This symbol depicts a larger shoal of abstract fish coming together and moving forward. It can be used with 2 or 3 rows, in full colour gradient or single colour. See 'Main logo – colour' for details and 'Using the identity' for examples.

Dynamic shoal

The abstract fish can be used at larger overlapping sizes to create a more dynamic version of the shoal. Lighter and darker versions are shown here. See 'Using the identity' for examples.

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The Seafish visual system The purpose message

The purpose message graphic should always appear in upper case in the Secca Art Std medium typeface.

This graphic is available in outline, so the font is not required, but it can be created with the font if necessary. It is important, however, that the 10 degree shear angle and letter space are matched accurately.

The purpose message can be used with a full colour gradient, single colour (299c) or white reversed out of a colour or image, at different levels of emphasis. See 'Using the identity' for examples.

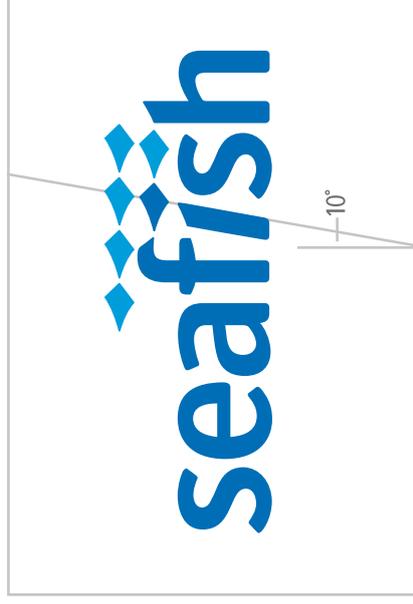*SEAFOOD IS THE WAY FORWARD*

SEAFOOD IS THE WAY FORWARD

SEAFOOD
IS THE WAY
FORWARD

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The Seafish visual system Layout – visual characteristics

The 10 degree shear angle can be used within layout design.

—10°

If the logo or other elements are positioned range right within a layout, appropriate text can 'trail off' to the left. See the stationery section in 'Using the identity'.

Powerpoint and Word documents use a simpler, straight format. See the Powerpoint section in 'Using the identity'.

The Seafish visual system   The 5 challenge logos

CHANGING LANDSCAPE

A family of logos has been designed for the five challenges at the heart of the 2018-21 Corporate Plan.

ENJOY FISH

These should only ever be used as a set of five logos to support generic Seafish marketing, for example, the Seafish Corporate Plan, Seafish newsletters and the Seafish website.

SAFE & SKILLED

The typeface is Secca Art Std medium. Upper case has been used to differentiate the logos from other information. They are italicised by 10 degrees.

GOOD SOURCE & SUPPLY

The colours are fixed except when the logos need to be reversed out of an image.

The type is available in outline, so the font is not required.

DEEP INSIGHT

The size relationship between the symbols and type should not be changed.

They should be used 'range right' where possible to strengthen the link with the main identity.

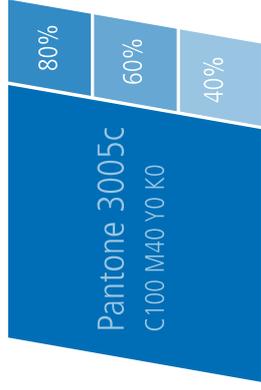**SECCA ART STD MEDIUM**
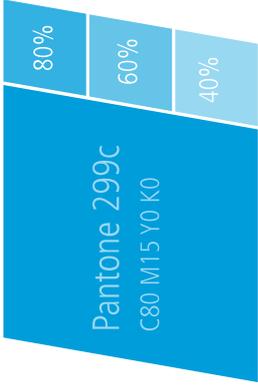**abcdefghijklmnopqrstuvwxyz**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567897!+%^'(&)
AaBbCc0123

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The Seafish visual system Colour palette - specifications

Primary colour palette

seafish dark blue

Pantone 3005c
C100 M40 Y0 K0

80% | 60% | 40%

Seafish light blue

Pantone 299c
C80 M15 Y0 K0

80% | 60% | 40%

Seafish text grey

Pantone 424c
C0 M0 Y0 K70

80% | 60% | 40%

Challenge colour palette

Landscape blue — Pantone 7461c — C93 M36 Y0 K7

Enjoy orange — Pantone 152c — C3 M64 Y100 K0

Safe green — Pantone 320c — C100 M0 Y37 K0

Source green — Pantone 370c — C66 M25 Y100 K9

Insight grey — Pantone 425c — C62 M50 Y47 K40

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The Seafish visual system Imagery - sources and criteria

Sources

Seafish Asset Bank.

Commissioned shots for specific purposes.

Criteria for selection

Does the image help communicate the content of the material being created?

Does it showcase the industry?

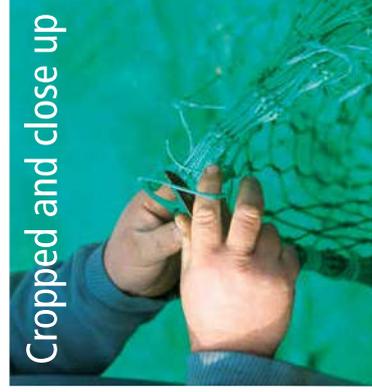Does it reflect the personality? Is it optimistic? Inspiring? Forward-looking? Inclusive?
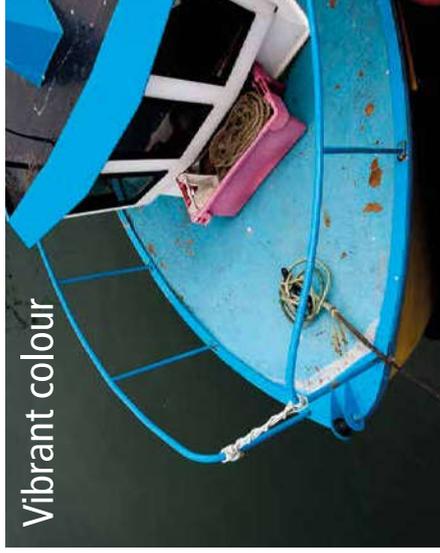
The Seafish visual system Imagery - examples

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People show a real view of the industry

Vibrant colour

Brighter, sunlit where possible

Cropped and close up

Select the most appetising food images
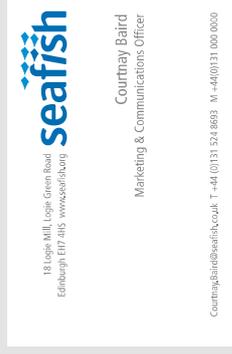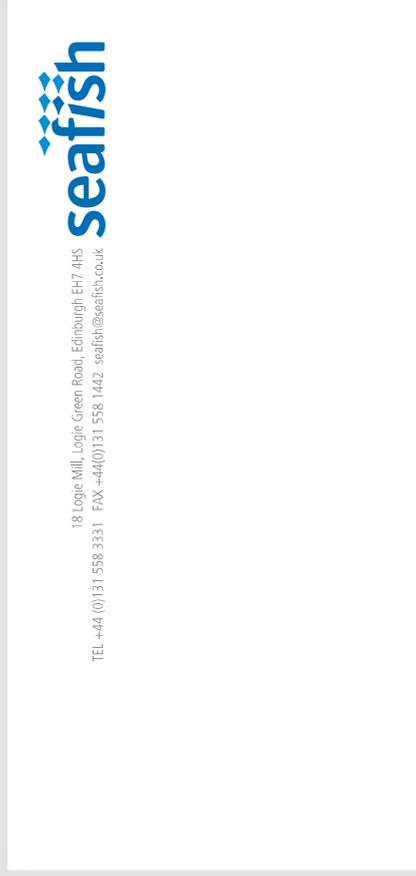
Simpler and stronger

Using the identity Stationery - letterhead

The letterhead includes a continuation sheet.

A Word template is provided. The type size, style and colours must not be changed.

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18 Logie Mill, Logie Green Road, Edinburgh EH7 4HS
TEL +44 (0)131 558 3331 FAX +44(0)131 558 1442 seafish@seafish.co.uk

Any Person
12 Anystreet
Anytown
A12 3CD
3 February 2018

Dear Sir / Madam,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, 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 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 dolore te feugait nulla facilisi.

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

Yours sincerely,

www.seafish.org
www.fishisthedish.co.uk

@seafishUK
@fishisthedish

Using the identity Stationery - compliments slip & business cards

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18 Logie Mill, Logie Green Road
Edinburgh EH7 4HS www.seafish.org

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Marketing & Communications Officer

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TEL +44 (0)131 558 3331 FAX +44(0)131 558 1442 seafish@seafish.co.uk

Using the identity Powerpoint presentation

A Powerpoint template is provided for a range of different chart types. It is vital that these templates are followed accurately to retain a sense of consistency across multiple presentations. Individual customization should be avoided.

Brand collateral to be updated
28 MARCH 2018

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Dark cover page

Brand collateral to be updated
28 MARCH 2018

seafish

Light cover page

seafish

Using the identity Powerpoint presentation

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Context

○ Vision: a seafood industry that is truly thriving

○ Our purpose: it's been a journey

○ The foundation: CP1821 and the five challenges

○ Pulling it together: our identity, communicating it loud and clear

Bullet point page

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Bring both sides together
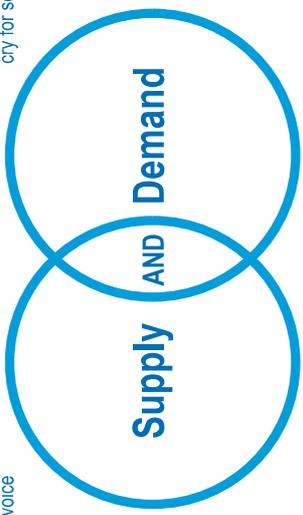
Give seafood a
common voice

Create a rallying
cry for seafood

Supply AND **Demand**

Unite everyone in seafood
behind a common cause

More people eating more
seafood more often

Chart page

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Our vision for the seafood industry

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A thriving industry.

A seafood industry where businesses across the supply chain are flourishing, seizing opportunities and managing risk; where product sales are growing to meet a near doubling in seafood demand; where our workforce is skilled and safe; where UK responsible sourcing is setting the global benchmark; and where a future-focused sector is built upon a solid foundation of collaboration, insight and innovation.

A thriving seafood sector will also bring benefits beyond the supply chain, creating prosperity , bringing job opportunities, and contributing to sustainable communities. The nutritional impact of the 'two a week' campaign will support our health and wellbeing and deliver substantial health cost savings.

Encouraging dialogue.

On science and innovation across the seafood sector . Establishing a new multi-stakeholder group to facilitate business access to science and innovation relevant to the seafood sector Engaging with local industry groups and their networks to examine short-term priorities for action and providing a link to the research community to enable these priorities to be progressed.

Liaising with existing platforms (e.g. Fisheries Innovation Scotland, Food Innovation Network, Fisheries Science Partnerships) to leverage existing science and innovation initiatives for the benefit of the seafood sector as a whole. Establishing a new multi-stakeholder group to facilitate business access to science and innovation relevant to the seafood sector.

6

Text heavy page

A sector that competes

seaf*i*sh

A thriving industry.

A seafood industry where businesses across the supply chain are flourishing, seizing opportunities and managing risk; where product sales are growing to meet a near doubling in seafood demand; where our workforce is skilled and safe.

6

Text and image page

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