



BRAND IDENTITY
GUIDELINES



BRISTOL BAY
ALASKA'S SOCKEYE SALMON

bristolbaysockeye.org



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We love what we do, and we want it to show.

Our logo is the most visible element of our identity—a universal signature across all Bristol Bay Salmon marketing communications. It's a guarantee of quality that unites our unique product. We use the same version in print, on screen, and on the side of our buildings. It's simple. Easy to understand. No drop shadows, no glossy reflections, no flashy graphic effects. Our logo is a bold, simple, graphic statement. It signifies a touchpoint, and a connection. The logo is made up of two elements: the symbol and the logotype. While it is a simple logo, we must treat it nicely. The following pages cover the correct usage to ensure the logo always looks its best.

Introduction



The Bristol Bay commercial driftnet salmon fishery is made up of 1,800 permit holders who hail from 37 states across the United States. Each boat represents a private, independent business, and each boat employs an additional 3-4 crew members, meaning that Bristol Bay's salmon fishery is over 7,000 jobs strong just on deck, not to mention the over 7,000 more jobs it supplies in this rural region of Alaska.

A National Treasure

Bristol Bay is the world's most valuable remaining wild salmon fishery and Bristol Bay fishermen take care of the salmon because they know the salmon take care of them. Each year, the commercial fishery, which dates back to the 1870s, supports more than 14,000 jobs and generates more than \$1.5 billion in revenue. It's an economic engine that not only sustains the region, but thousands of American families as well.

The Bristol Bay Sockeye Salmon Brand

I'd like to include something here about what the brand stands for, and how we see the brand experience. We should also include something about the audience to which this brand will appeal most.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus non justo nec libero elementum fringilla. Maecenas ac massa eu lacus euismod aliquet ac blandit lacus. Sed auctor nisl urna, eu finibus sapien porta ac. Praesent molestie consequat magna, sit amet feugiat nisl elementum sit amet. Duis ultrices placerat augue, non mattis enim sollicitudin ut.

Primary Logo (Monoline Stacked)

The first way we signify the presence of Bristol Bay Sockeye Salmon is with our Primary Logotype. It's the clearest way we can identify our product visually. Wherever a simplified one color logo is necessary, we encourage the use of our Primary Logo (figures 3-6).

1 STACKED MONOLINE LOGO - COLOR 2




1) Primary Logo on light background
2) Primary logo on light background

3 STACKED LOGO ON DARK BACKGROUNDS 4



3) White logo on red background
4) White logo on dark background







5 STACKED LOGOS - GRAYSCALE 6



5) 90% black logo on white background
6) White logo on 90% black background

Primary Logo (Solid Stacked)

Wherever a heavier weight logo is necessary, we encourage the use of our primary alternative logo, the solid stacked variation. The monoline and solid variations of the logo can be used at any time, depending on the needs of the application.

1	STACKED SOLID LOGO - COLOR	2	<ul style="list-style-type: none">1) Primary Logo on light background2) Primary logo on light background
			
3	STACKED SOLID ON DARK BACKGROUNDS	4	<ul style="list-style-type: none">3) White logo on red background4) White logo on dark background
			
5	STACKED SOLID LOGOS - GRAYSCALE	6	<ul style="list-style-type: none">5) 90% black logo on white background6) White logo on 90% black background
			







Secondary Logo (Monoline Horizontal)

If it's impossible to use the stacked logotype for some reason, you have the option of using the horizontal logotype.

1	HORIZONTAL LOGO - COLOR	2		
				<ul style="list-style-type: none">1) Blue Logo on light background2) Red logo on dark background
3	REVERSE HORIZONTAL LOGO ON COLOR	4		
				<ul style="list-style-type: none">3) White logo on red background4) White logo on dark background
5	HORIZONTAL LOGOS - GRAYSCALE	6		
				<ul style="list-style-type: none">5) 90% Black logo on white background6) White logo on 90% black background

Secondary Logo (Solid Horizontal)

The solid variation of the horizontal logo may be used on any application where a heavier weight horizontal logo is appropriate.

1	HORIZONTAL SOLID LOGOS - COLOR	2		
				1) Color Logo on light background 2) Color logo on light background
3	REVERSE HORIZONTAL SOLID - DARK BACKGROUNDS		4	
				3) White logo on red background 4) White logo on dark background
5	HORIZONTAL SOLID LOGOS - GRAYSCALE		6	
				5) 90% Black logo on white background 6) White logo on 90% black background

Minimum Logo Sizes

HORIZONTAL SOLID & MONOLINE LOGOS

Minimum print size 2.25 in wide



STACKED SOLID & MONOLINE LOGOS

Minimum print size 1.25 in height



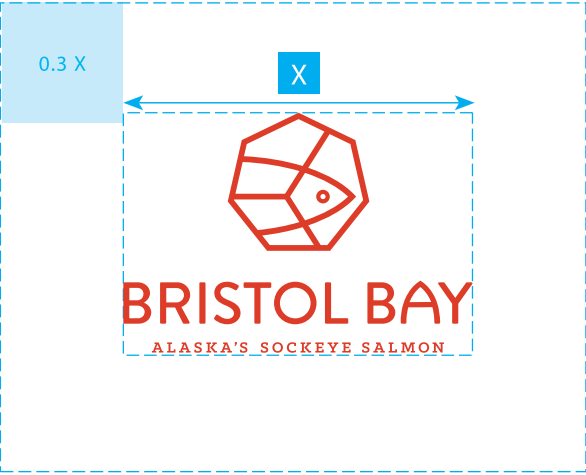
Clearspace

CLEARSPACE



In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 0.5 of the height of the logotype.

CLEARSPACE



EXAMPLE ON COLOR BACKGROUND



Background Image Application

Our logo may also be used on an image background with sufficient contrast. Use a dark-colored logo on light-colored backgrounds, and an all-white version for dark backgrounds.

When placing the logo onto imagery, please ensure that it is placed within an uncluttered image area to allow for maximum legibility and visibility.



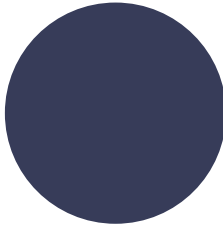
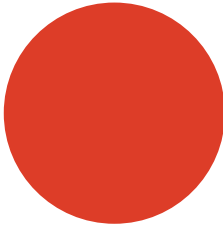
DO:
LIGHT-COLORED LOGO
ON UNCLUTTERED IMAGERY



DON'T:
DO NOT USE A DARK-COLORED LOGO
ON A DARK-COLORED IMAGE.

Color Palette

PRIMARY COLORS



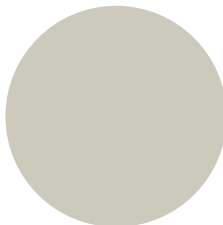
SOCKEYE RED

C:7 M:91 Y:98 K:0
PMS: 1795U
RGB/HEX: DD3E28

MARINE BLUE

C:50 M:40 Y:0 K:70
PMS: 533U
RGB/HEX: 373C59

NEUTRALS



STONE

C:4 M:3 Y:4 K:0
PMS: 25% 7535U
RGB/HEX: F2F0EE

KHAKI

C:20 M:16 Y:24 K:0
PMS: 7535U
RGB/HEX: CCC9BD

Typography

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.

Our headline typeface for all materials is Klinik Slab (available for purchase at losttype.com). Our primary typeface for all materials is Gotham (available for purchase at typography.com). We use the Light weight for standard copy and the Semibold weight for anything more important than that. And finally, we sometimes use the script typeface Selfie (available for purchase at creativemarket.com). We use Selfie very sparingly, but it is present in a handful of our marketing materials.

LOGO TYPEFACE (TO BE USED ONLY IN THE LOGO)

BRANDON GROTESQUE

(some letterforms in the logo are customized)

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY TYPEFACES

Klinik Slab

(logo tagline)

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham

(body copy)

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

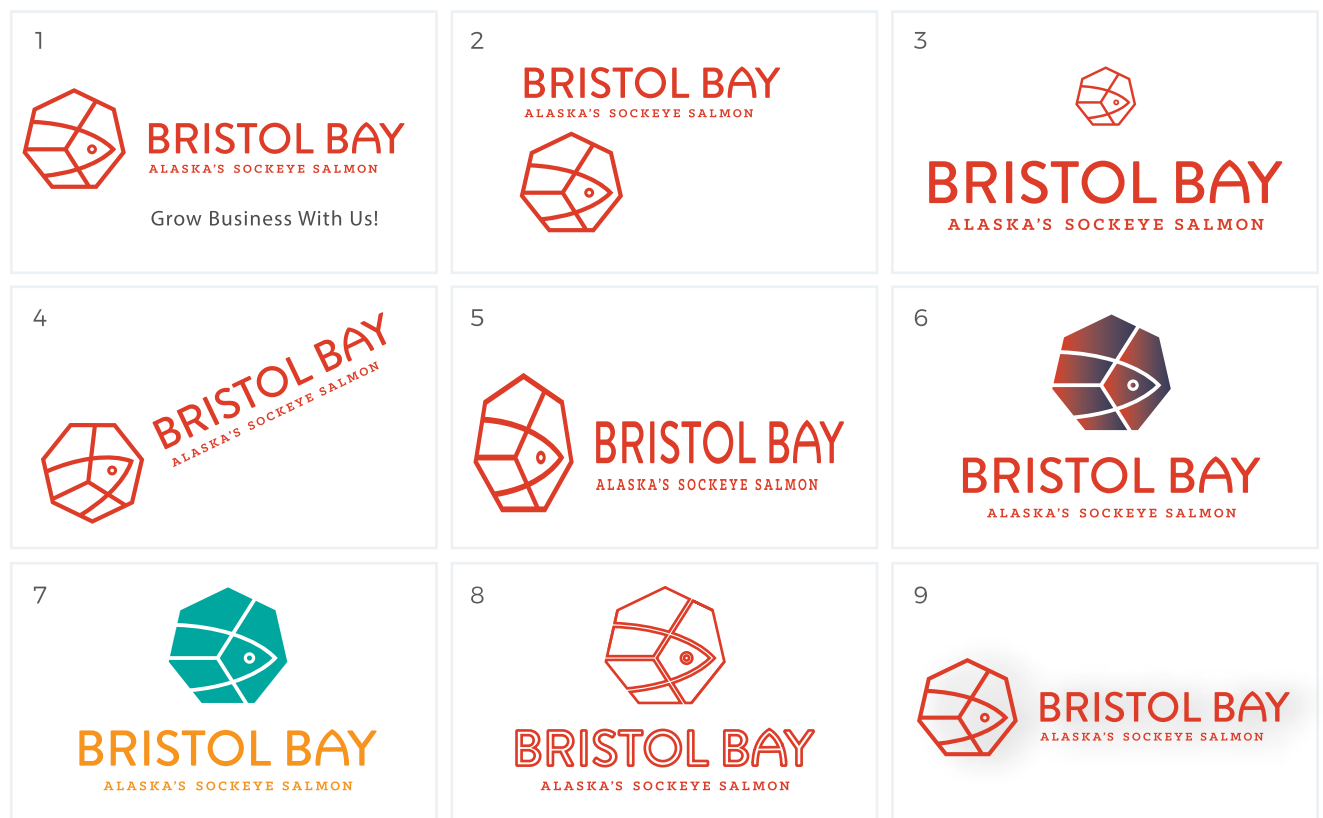
Selfie

(headline display, used very occasionally)

*ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Logo Don'ts

To maintain the integrity of the TSC logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuses of the TSC logo that should be avoided.



1. DON'T create a logo lockup with text.
2. DON'T rearrange the logo elements.
3. DON'T change the proportions between the symbol and logo text.
4. DON'T rotate the logo.

5. DON'T stretch or compress the logo.
6. DON'T create a gradient logo.
7. DON'T use non-approved colors
8. DON'T outline the logo.
9. DON'T add a drop shadow to the logo.



Thank you for helping us take care of
the Bristol Bay Sockeye Salmon brand.