

# *Style Spec. Standard/Guidelines*

*ALASKA SEAFOOD MARKETING INSTITUTE*

*Issued Date: Januray 2015*



*Wild, Natural & Sustainable®*

# ALASKA SEAFOOD MARKETING INSTITUTE

*A brand is much more than just a logo. It's the promise we make to our customers. From our mission to our personality, voice and design principles, our brand influences every experience we deliver. And that means defining, supporting and protecting the brand is a job for all of us.*



*Wild, Natural & Sustainable®*

# GENERAL INFORMATION

*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.*



***Wild, Natural & Sustainable®***



*Wild, Natural & Sustainable®*

## LOGO GUIDELINES OVERVIEW

### 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:*

### LOGO A: WILD, NATURAL & SUSTAINABLE TAGLINE

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



*Wild, Natural & Sustainable®*

**LOGO B:** *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)



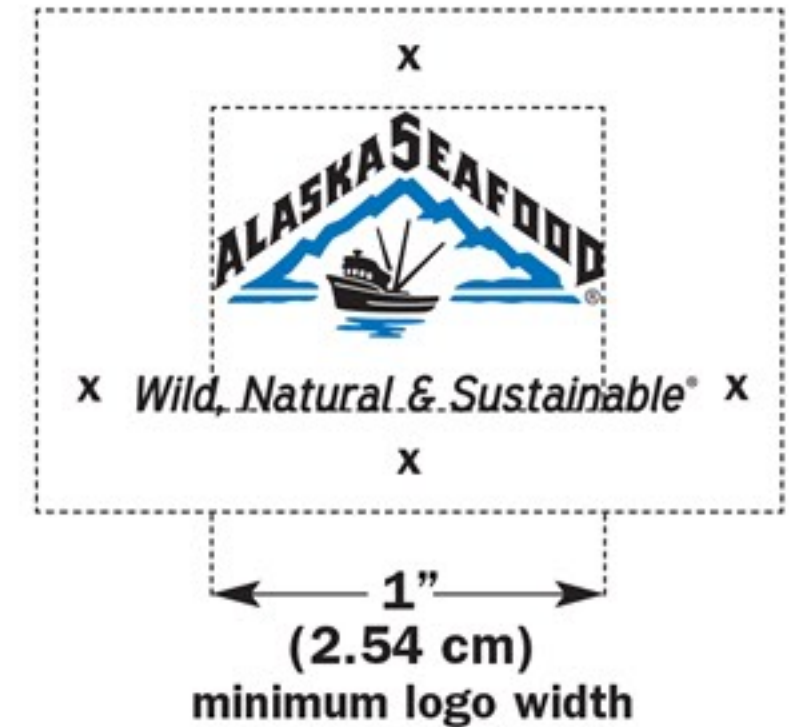
Wild, Natural & Sustainable®

## LOGO GUIDELINES OVERVIEW

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

- *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.*

**x = 1/4 of logo width  
minimum clearance**



Acceptable logo use



Unacceptable logo use



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## LOGO GUIDELINES OVERVIEW

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

### 1 COLOR — BLACK & WHITE



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



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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®

**Colors Palette**

Use our campaign colors as the primary palette



R223, G209, B112  
Hex #DFD170  
CO, M6, Y50, K13  
PMS 609C, 610U



R168, G182, B97  
Hex #A8B661  
C8, M0, Y47, K29  
PMS 577C, 7745U



R84, G104, B51  
Hex #546833  
C19, M0, Y51, K59  
PMS 371C, 364U

**Type Treatment**

**Headline:** ZurichXCn BT  
**Sub-Headline:** A Love of Thunder  
**Body Copy:** Trebuchets MS



WILD ALASKA QUINOA CAKES

Prep Time: 2 Prep  
Time: 25 minutes (not including holding time)  
Cook Time: 15 minutes  
Servings: 8 to 10 appetizer servings

**RECIPE**

- 1 can (14.75 ounces) traditional pack canned salmon or 2 cans (6 to 7.1 oz. each) skinless, boneless canned salmon, drained and chunked
- 4 cups prepared quinoa (white or red)
- 8 large eggs, beaten
- 1 cup panko bread crumbs
- 2 cups finely diced fresh bell peppers (any color or combination)
- 1 cup finely diced red onion
- 1 teaspoon kosher salt
- 1 teaspoon black pepper
- 2 cups sour cream or crème fraiche
- 2 Tablespoons fresh chopped dill (or 2 teaspoons dried dill weed)
- 2 Tablespoons lemon zest
- 2/3 cup canola or olive oil, divided

Combine drained salmon, quinoa, eggs, panko, bell pepper, onion, salt and pepper. Form into patties (1/4 cup each). Cover and refrigerate 20 to 30 minutes, to firm.

In a bowl, blend cream, dill and lemon zest.

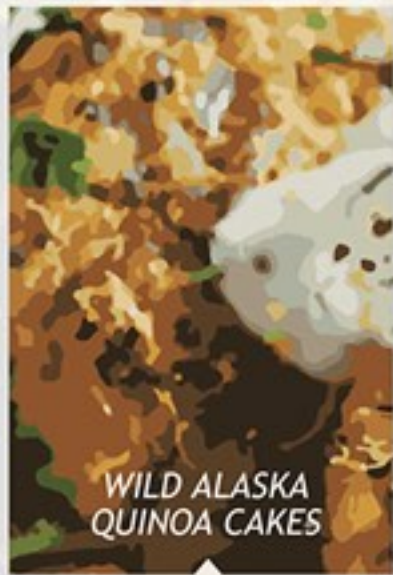
Lightly coat a nonstick pan with oil. Warm over medium heat, then add patties, several at a time, and cook until golden brown on both sides. Keep warm.

For each serving, place three patties on a plate and drizzle with 2 to 3 tablespoons dill sauce.

**Nutrients per serving:** 201 calories, 8g total fat, 3g saturated fat, 35% calories from fat, 42 mg cholesterol, 18g protein, 14.5g carbohydrate, 1g fiber, 536.5mg sodium, 275mg calcium, and 520mg omega-3 fatty acids



Does your training table  
**LOOK THIS GOOD?**



WILD ALASKA QUINOA CAKES



Reward your mind and body with delicious Alaska canned salmon. Training, while exhilarating, puts a great demand on your body. Make sure that your training table delivers the nutrition you need as well as flavor!

Alaska canned pink and red/Sockeye salmon is packed with delicious protein and heart-healthy omega-3s. Nutrient rich Alaska canned salmon contains more vitamin B12, potassium and calcium than many popular canned meats and fish. Plus it helps rebalance electrolytes, relaxes muscles and repairs bone tissue with every mouth-watering bite.

Learn more about the nutritional value of Alaska canned salmon and easy ways to add inspiration to your training table.



Alaska canned salmon has 4x the omega-3s EPA & DHA and 12x the vitamin D as many popular canned meats and fish. It also has 25% of adult RDA for calcium and nearly the daily reference amount for selenium!

For nutritional info: [www.alaskaseafood.org/trainingtable](http://www.alaskaseafood.org/trainingtable)



Buy any brand - just look for Alaska on the lid or label!



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Alaska Canned Salmon

full-ad | 1/3 Recipe Ads layout concept 2

### Colors Palette

Use our campaign colors as the primary palette



R135, G116, B76  
Hex #87744C  
CO, M14, Y44, K47  
PMS 871C, 119U



R112, G24, B180  
Hex #701814  
CO, M79, Y82, K56  
PMS 1815C, 1815U



R135, G116, B76  
Hex #87744C  
CO, M14, Y44, K47  
PMS 871C, 119U

### Type Treatment

Headline: ZurichXCn BT

Sub-Headline: A Love of Thunder

Body Copy: Trebuchets MS

ALASKA SEAFOOD  
MARKETING INSTITUTE



BBQ WILD ALASKA SALMON FLATBREAD

Prep Time: 20 minutes  
Cook Time: 7 minutes  
Servings: 3 flatbreads

### RECIPE

3 packaged flatbreads  
(approximately 4.5" x 11" each)  
3/4 cup barbecue sauce  
1 1/2 cups shredded cheddar cheese  
1 1/2 cups shredded mozzarella cheese  
1 can (14.75 ounces) traditional pack  
canned salmon or 2 cans (6 to 7.1 oz.  
each) skinless, boneless canned salmon,  
drained and chunked  
1 cup caramelized, sliced onions  
2/3 cup cooked and crumbled  
applewood-smoked bacon  
1/4 cup diced tomato  
1/4 cup chopped cilantro  
1/4 cup canned french-fried onions

Heat oven to 400 °F.

Place flatbreads onto baking sheet(s).  
Spread barbecue sauce onto breads; sprinkle  
cheeses evenly over sauce. Top flatbreads  
with drained salmon, caramelized onions,  
crumbled bacon and diced tomato. Bake  
for 5 to 7 minutes, until cheese bubbles.  
Remove from oven; sprinkle with cilantro  
and crispy onions.

Nutrients per serving: 201 calories,  
8g total fat, 3g saturated fat, 35% calories  
from fat, 42 mg cholesterol, 18g protein,  
14.5g carbohydrate, 1g fiber, 536.5mg  
sodium, 275mg calcium, and 520mg  
omega-3 fatty acids



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For more additional recipes, visit:  
[www.alaskaseafood.org/recipes](http://www.alaskaseafood.org/recipes)



BBQ WILD ALASKA SALMON FLATBREAD

# DOES YOUR TRAINING TABLE LOOK THIS GOOD?

Reward your mind and body with delicious Alaska canned salmon. Training, while exhilarating, puts a great demand on your body. Make sure that your training table delivers the nutrition you need as well as flavor!

Alaska canned pink and red/Sockeye salmon is packed with delicious protein and heart-healthy omega-3s. Nutrient rich Alaska canned salmon contains more vitamin B12, potassium and calcium than many popular canned meats and fish. Plus it helps rebalance electrolytes, relaxes muscles and repairs bone tissue with every mouth-watering bite.

Learn more about the nutritional value of Alaska canned salmon and easy ways to add inspiration to your training table.

Alaska canned salmon has 4x the omega-3s EPA & DHA and 12x the vitamin D as many popular canned meats and fish. It also has 25% of adult RDA for calcium and nearly the daily reference amount for selenium!

For nutritional info: [www.alaskaseafood.org/trainingtable](http://www.alaskaseafood.org/trainingtable)



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## Alaska Canned Salmon New Ad Campaign for 2015 (layout concept 3 was chosen)

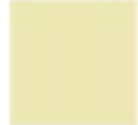
Featured in March through June issues of  
Competitor, Women's Running, Runner's  
World, Bicycling & Triathlete.

### Colors Palette

Use our campaign colors  
as the primary palette



R135, G116, B76  
Hex #87744C  
CO, M14, Y44, K47  
PMS 871C, 119U



R238 G232 B180  
Hex #EEE8B4  
CO, M3, Y24, K7  
PMS 7499C, 614U



R88, G85, B52  
Hex #585534  
CO, M3, Y41, K65  
PMS 7764C, 448U

### Type Treatment

Headline: ZurichXCn BT

Sub-Headline: A Love of Thunder

Body Copy: Trebuchets MS

ALASKA SEAFOOD  
MARKETING INSTITUTE



WILD ALASKA  
QUINOA CAKES

Prep Time: 25 minutes  
(not including holding time)  
Cook Time: 15 minutes  
Servings: 6

#### RECIPE

1 can (14.75 ounces) traditional pack  
canned salmon or 2 cans (6 to 7.1 oz,  
each) skinless, boneless canned salmon,  
drained and chunked  
4 cups prepared quinoa (white or red)  
8 large eggs, beaten  
1 cup panko bread crumbs  
2 cups finely diced fresh bell peppers (any  
color or combination)  
1 cup finely diced red onion  
1 teaspoon kosher salt  
1 teaspoon black pepper  
2 cups sour cream or crème fraîche  
2 Tablespoons fresh chopped dill (or 2  
teaspoons dried dill weed)  
2 Tablespoons lemon zest  
2/3 cup canola or olive oil, divided

Combine drained salmon, quinoa, eggs,  
panko, bell pepper, onion, salt and pepper.  
Form into patties (1/4 cup each). Cover and  
refrigerate 20 to 30 minutes, to firm.

In a bowl, blend cream, dill and lemon zest.

Lightly coat a nonstick pan with oil.  
Warm over medium heat, then add patties,  
several at a time, and cook until golden  
brown on both sides. Keep warm.

For each serving, place patties on a plate  
and drizzle with dill sauce.

Nutrients per serving: 830 calories, 23.5g  
total fat, 4g saturated fat, 25% calories from  
fat, 378mg cholesterol, 49.5g protein, 108g  
carbohydrate, 9.5g fiber, 788mg sodium,  
275.5mg calcium, and 1,350mg omega-3  
fatty acids

FEED YOUR FITNESS *with*

ALASKA CANNED SALMON

For recipes: [www.wildalaskaseafood.com](http://www.wildalaskaseafood.com)



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Buy any brand - just look for  
Alaska on the lid or label!

## DOES YOUR TRAINING TABLE LOOK THIS GOOD?

WILD ALASKA  
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FEED YOUR FITNESS *with*  
ALASKA CANNED SALMON

For nutritional info: [www.alaskaseafood.org/trainingtable](http://www.alaskaseafood.org/trainingtable)



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Alaska Canned Salmon  
1/3 Recipe Ad

Alaska Canned Salmon / Can Label

Die# 1006  
10 3/4" x 2" TRIM  
11" x 2 1/4" OWS  
1/2" RHL



RENAISSANCE MARK  
DIELINE TEMPLATE

CM JACKSON  
DIE 1003

Die Dimensions 9 3/4 x 4 5/16 w/ 1/2 Right lap

FINAL TRIM SIZE  
BLEED OR OVERWORK 1/8"  
1/16" TOLERANCE LINES - NO TYPE OR ART BEYOND THIS LINE  
LAP 1/2"



PRODUCT: **GOTHAM BOLD**



n 210 g 198 b 161

n 145 g 129 b 91

n 170 g 156 b 115

n 111 g 95 b 61

c 18 m 18 y 40 k 0

c 42 m 42 y 70 k 12

c 35 m 33 y 61 k 3

c 49 m 51 y 79 k 30



WILD ALASKA  
QUINOA CAKES

Prep Time: 25 minutes  
(not including holding time)  
Cook Time: 15 minutes  
Servings: 6

RECIPE

- 1 can (14.75 ounces) traditional pack canned salmon or 2 cans (8 to 7.1 oz. each) skinless, boneless canned salmon, drained and chunked
- 4 cups prepared quinoa (white or red)
- 8 large eggs, beaten
- 1 cup panko bread crumbs
- 2 cups finely diced fresh bell peppers (any color or combination)
- 1 cup finely diced red onion
- 1 teaspoon kosher salt
- 1 teaspoon black pepper
- 2 cups sour cream or crème fraîche
- 2 Tablespoons fresh chopped dill (or 2 teaspoons dried dill weed)
- 2 Tablespoons lemon zest
- 2/3 cup canola or olive oil, divided

Combine drained salmon, quinoa, eggs, panko, bell pepper, onion, salt and pepper. Form into patties (1/4 cup each). Cover and refrigerate 20 to 30 minutes, to firm.

In a bowl, blend cream, dill and lemon zest.

Lightly coat a nonstick pan with oil. Warm over medium heat, then add patties, several at a time, and cook until golden brown on both sides. Keep warm.

For each serving, place patties on a plate and drizzle with dill sauce.

Nutrients per serving: 830 calories, 23.5g total fat, 4g saturated fat, 25% calories from fat, 378mg cholesterol, 49.5g protein, 108g carbohydrate, 9.5g fiber, 788mg sodium, 275.5mg calcium, and 1,350mg omega-3 fatty acids

**FEED YOUR FITNESS** with  
**ALASKA CANNED SALMON**

For recipes: [www.wildalaskaseafood.com](http://www.wildalaskaseafood.com)



Wild, Natural & Sustainable

Buy any brand - just look for Alaska on the lid or label!



Type Treatment

Headline: Trebuchets MS

Body Copy: Trebuchets MS

Tagline: A Love of Thunder



R238 G232 B180  
Hex #EEE8B4  
CO, M3, Y24, K7  
PMS 7499C, 614U



R88, G85, B52  
Hex #585534  
CO, M3, Y41, K65  
PMS 7764C, 448U

Colors Palette for Tagline  
Use our campaign colors  
as the primary palette



**FEED YOUR  
FITNESS**

with

**ALASKA  
CANNED  
SALMON**

(vertical)

**FEED YOUR FITNESS** with  
**ALASKA CANNED SALMON**

**FEED YOUR FITNESS** with  
**ALASKA CANNED SALMON**

(horizontal)



Wild, Natural & Sustainable®

Alaska Canned Salmon

## READY FOR SOME FASTER FOOD?

We'll make this quick. Straight out of the can. Or part of a delicious recipe. Either way, Alaska Canned Salmon instantly delivers pure and natural performance-enhancing fuel. Want to reach your training goals quicker? Well don't just sit there, run to the store and pick some up today!

VIDEO | NUTRITION | RECIPES

With 4X the omega-3s EPA & DHA and 12X the vitamin D as many popular canned meats and fish, Alaska canned salmon also offers 25% of adult RDA for calcium and nearly the daily reference amount for selenium!

**FEED YOUR FITNESS with ALASKA CANNED SALMON**

Buy any brand - just look for Alaska on the lid or label!

ALASKA SEAFOOD  
Wild, Natural & Sustainable®

Alaska Canned Salmon | Nu...

ALASKA SEAFOOD  
Wild, Natural & Sustainable®

Alaska canned salmon is loaded with hill crushing, muscle building protein. And healthy for your heart omega-3 fatty acids. Did we mention the bone-strengthening calcium? Yes, its got plenty of that, too. Look below to see how it stacks up against competitors. Just like your race times - the numbers say it all!

Per 100g	Calories	Total Fat (g)	EPA + DHA (mg)	Calcium (mg)	Vitamin D (IU)
Alaska Canned Sockeye Salmon, drained solids	167	7.39	1267	232	841
<b>Alaska Canned Salmon, drained solids</b>	<b>138</b>	<b>5.02</b>	<b>1077</b>	<b>283</b>	<b>580</b>
Canned White Tuna, drained solids	128	2.97	862	14	80
Canned Shrimp, Mixed Species	100	1.36	545	145	0
Canned Chunk Light Tuna, drained solids	86	0.96	224	17	47
Canned Blue Crab	83	0.74	168	91	0
Canned Chicken, drained	162	5.72	46	12	0
Canned Turkey, meat only with broth	169	6.86	30	12	11
Canned Luncheon Meat, Pork with Ham (Includes SPAM)	315	26.6	0	0	26
Canned Luncheon Meat, Pork with Chicken (SPAM Lite)	196	13.9	0	39	24
Pacific Sardine, Canned in Tomato Sauce, drained solids	185	10.45	1396	240	193
Canned Jack Mackerel, drained solids	156	6.3	1230	241	292
Atlantic Sardine, Canned in Oil, drained solids with bone	208	11.45	982	382	193

USDA National Nutrient Database, accessible at: <http://www.ndb.nal.usda.gov> Accessed on 11/1/2013

**FEED YOUR FITNESS with ALASKA CANNED SALMON**

Here are some great examples of brand consistency within the digital realm. From print to the digital frontier of the web.

Colors Palette for Tagline

Use our campaign colors as the primary palette.



The vertical tagline may not be used except in a few specific circumstances (like small vertical spaces)

Tagline: typography style

**FEED YOUR FITNESS**  
with  
**ALASKA CANNED SALMON**

(vertical)

**FEED YOUR FITNESS with ALASKA CANNED SALMON**

(horizontal)

Color captures passions, inspires and connects us. Color helps to unify our visual identity and bring emphasis to the message.

**FEED YOUR FITNESS with ALASKA CANNED SALMON**

ALASKA SEAFOOD  
Wild, Natural & Sustainable®

LEARN MORE

**FEED YOUR FITNESS with ALASKA CANNED SALMON**

ALASKA SEAFOOD  
Wild, Natural & Sustainable®

LEARN MORE

Here are another example of Digital Media Ads.

**FEED YOUR FITNESS with ALASKA CANNED SALMON**

ALASKA SEAFOOD  
Wild, Natural & Sustainable®

LEARN MORE

Alaska Seafood  
Marketing Institute

New Trade Full Ad for  
Supermarket News



Wild, Natural & Sustainable®

Colors Palette

Use our campaign colors  
as the primary palette



R252, G116, B78  
Hex #FC744E  
CO, M54, Y69, K1  
PMS 1645C, 119U



R53, G179, B190  
Hex #35B3BE  
C72, M6, Y0, K25  
PMS 7709C, 7710U

Type Treatment

Headline: Roboto Bold  
Body Copy: Roboto Medium Italic

**Don't Let  
\$300M  
in Sales Off the Hook!**

The Alaska Seafood Marketing Institute (ASMI) just completed a comprehensive study of data reaching back two years and what it revealed was nothing short of amazing.

We analyzed the sales performance of three major Alaska seafood categories - wild salmon, cod, and crab (King, Snow, and Dungeness) - in 60 large and mid-sized national food retail chains. Retailers were scored, sorted based on performance, and compared to the ten "Best of Class" (BOC) retailers.

Our data indicates that if all retailers were to adopt the optimal promotion strategies of our BOC retailers, they could stand to improve sales more than \$300 million a year.

Contact Mark Jones at 855-288-8841 to learn how to snag your share of the bounty using BOC methods. And from your friends at ASMI, welcome aboard!



Wild, Natural & Sustainable®

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**Colors Palette**

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**Alaska Seafood Marketing Institute**  
New Trade half Ad for Supermarket News



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From your friends at ASMI... Welcome aboard!

Reel in the Profits

About ASMI Retail

Energize Your Seafood Case

FREE POS by Species

Here are some great examples of brand consistency within the digital realm. From print to the digital frontier of the web.

### Colors Palette

Use our campaign colors as the primary palette.



Here are another example of Digital Media Ads.



In-movie full-ad





*Wild, Natural & Sustainable®*

## *Thank You for your cooperation!*

*If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but by doing this make the brand stronger. If you ever have questions about our visual identity and its application in design, don't hesitate to contact...*