

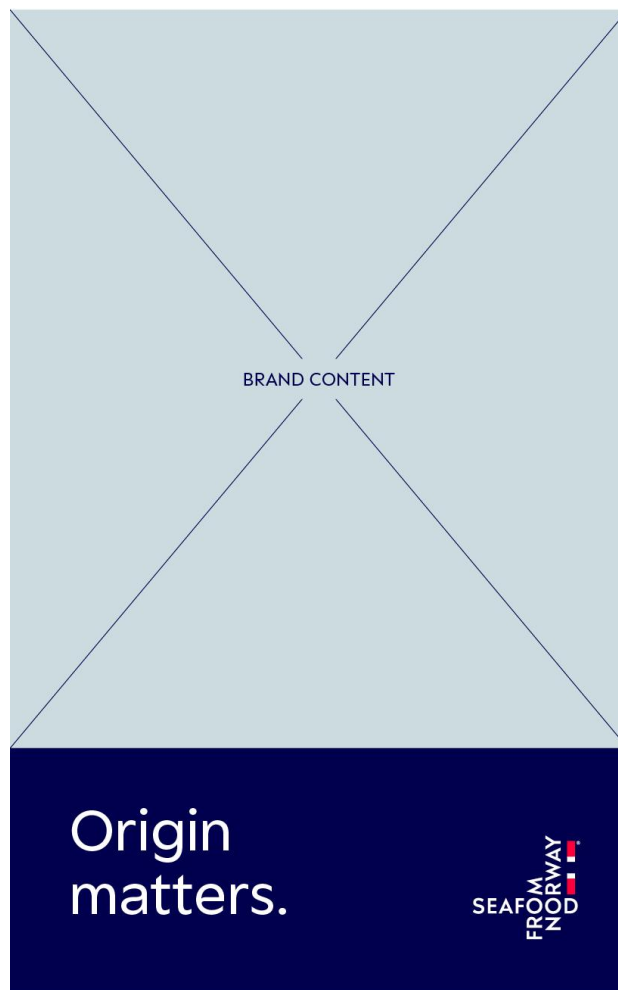


# Design guidelines – Joint Marketing - «Seafood from Norway»

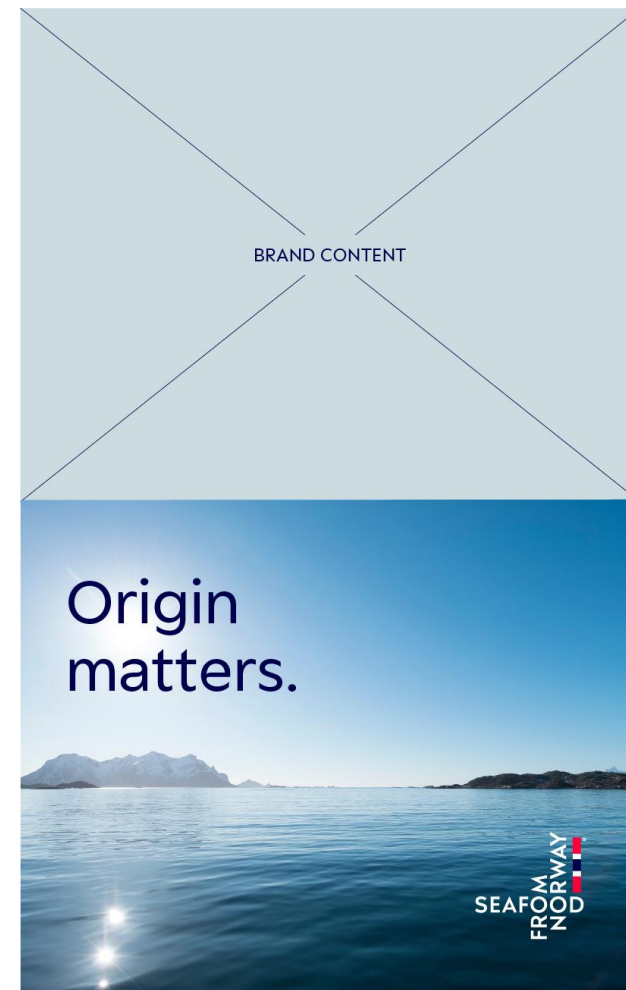
# Percentage share

The NSC's share of co-financing depends on how much of the marketing material is devoted to "Seafood from Norway" communication, compared to the player's own communication.

25 %



50 %



# Colours

## Main



**Flag red**  
HEX: #C8102E  
RBG: 200 | 16 | 46  
CMYK: 2 | 100 | 85 | 6  
PMS: 186 C



**Flag blue**  
HEX: #002058  
RBG: 0 | 32 | 91  
CMYK: 100 | 85 | 5 | 36  
PMS: 281 C

## Support colours



**Signal red**  
HEX: #  
RBG: 255 | 71 | 71  
CMYK: 0 | 90 | 75 | 0



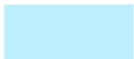
**Salmon pink**  
HEX: #FFAF9C  
RBG: 255 | 175 | 156  
CMYK: 0 | 38 | 32 | 0



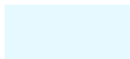
**Background salmon**  
HEX: #FFF1EB  
RBG: 255 | 241 | 235  
CMYK: 0 | 6 | 6 | 0



**Signal blue**  
HEX: #148EFF  
RBG: 20 | 142 | 255  
CMYK: 100 | 15 | 0 | 0



**Clear sky**  
HEX: #BEEEFB  
RBG: 190 | 238 | 252  
CMYK: 25 | 0 | 0 | 0



**Background sky**  
HEX: #E5F9FF  
RBG: 224 | 248 | 255  
CMYK: 8 | 0 | 0 | 0



**Black**  
These are the default colours to be used for copy.



**White**

# Typography

ES Peak is our profile font.

Our font is distinctive and have character, which builds identity. To ensure hierarchy we use different weights in its font family. Capital letters should not be used extensively due to readability.

The examples are meant for guidance only, each communication surface must be adjusted and individually designed.

Where to buy the fonts: [extraset.ch](https://www.extraset.ch)

abcdefghijklmnopqrstuvwxyzæøå  
123456789

abcdefghijklmnopqrstuvwxyzæøå  
123456789

abcdefghijklmnopqrstuvwxyzæøå  
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123456789

saeæ

PS Peak Light  
PS Peak Regular  
PS Peak Medium  
**PS Peak Bold**

Origin matters.  
Origin matters.  
Origin matters.  
**Origin matters.**

Example of hierarchy: Peak light + bold

Seafood from Norway  
**Origin matters**

Example of hierarchy: Peak bold + light

**Seafood from Norway**  
Origin matters

PS Peak ingress Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

PS Peak body copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum.

# Typography other languages

For markets and languages not supported by our main font (ES Peak) we use Noto Sans as a replacement font.

Noto Sans is a collection of high-quality fonts with multiple weights and widths. The Noto fonts are perfect for harmonious, aesthetic, and typographically correct global communication, in more than 1,000 languages and over 150 writing systems.

All Noto fonts are licensed under the Open Font License and can be downloaded here: [fonts.google.com](https://fonts.google.com)

ノルウェー産のシーフード

노르웨이산 해산물

來自挪威的海鮮

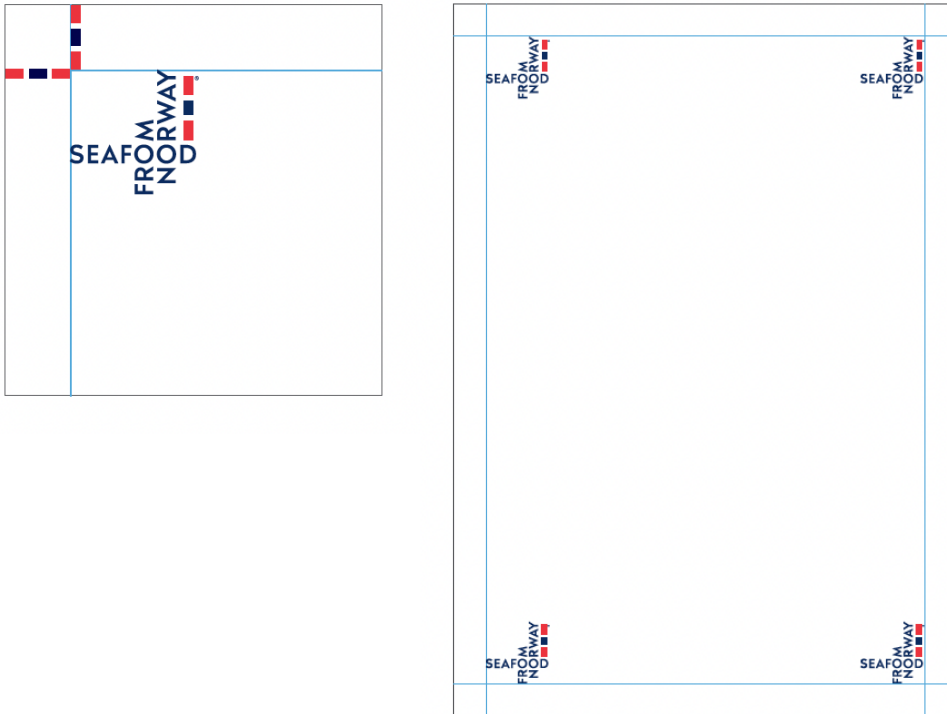
来自挪威的海鲜

היגברונם סי תורפ

ةي رحبلا تالوكأمل  
جي ورنلا نم

# Logo placement and size

The flag indicates the minimum distance to the edge. The logo can be placed in one of the corners with good legibility against the background.



The size of the logo may vary, but a minimum size has been set for printed materials and for digital use. This is to ensure that the logo is easily legible on all surfaces.



# Logo placement and size

The size of the message must always be larger than the logo so that the message comes across well and that text and logo do not visually compete with each other.

Origin  
matters.

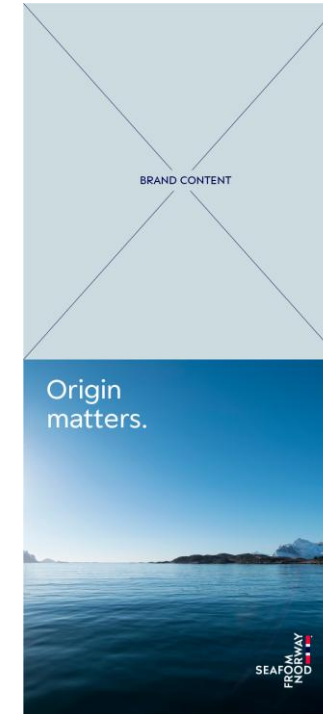
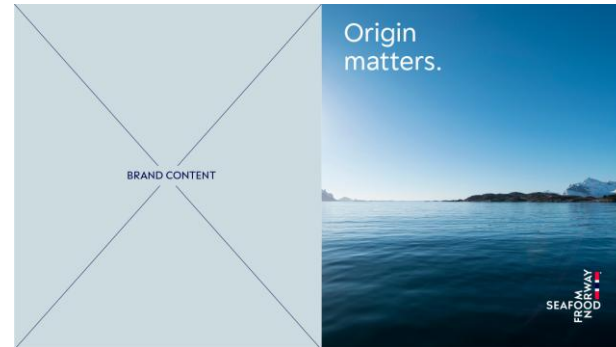
SEA  
FROM  
NORWAY  
NOD

Origin  
matters.

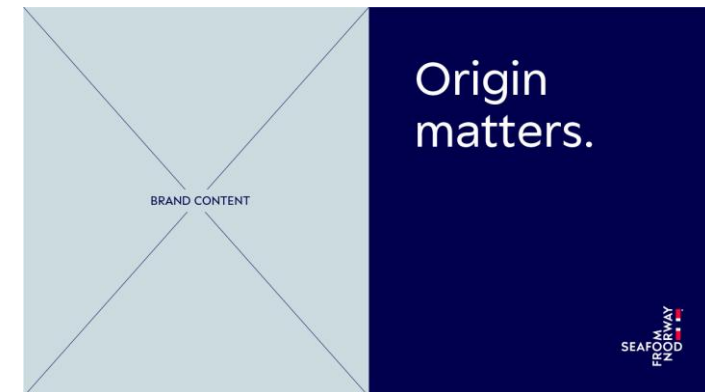
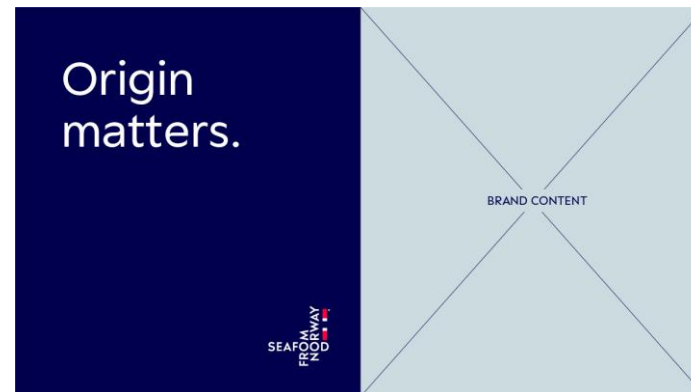
SEA  
FROM  
NORWAY  
NOD

# Vertical/horizontal split

On vertical surfaces we divide in the height, while on horizontal surfaces we divide in the width. This is to get the best space for content on both parties' spaces.



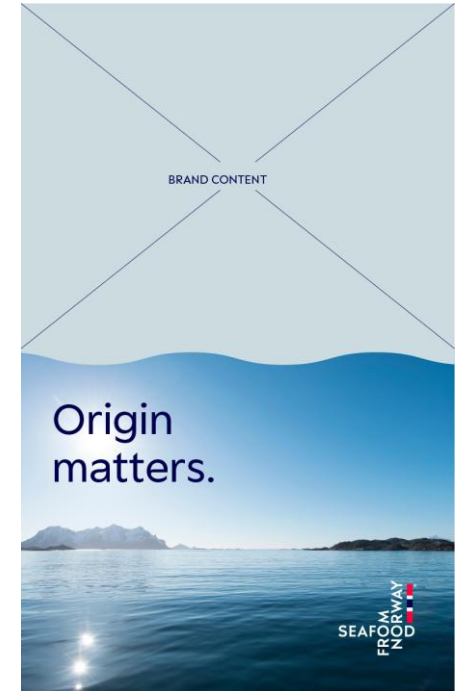
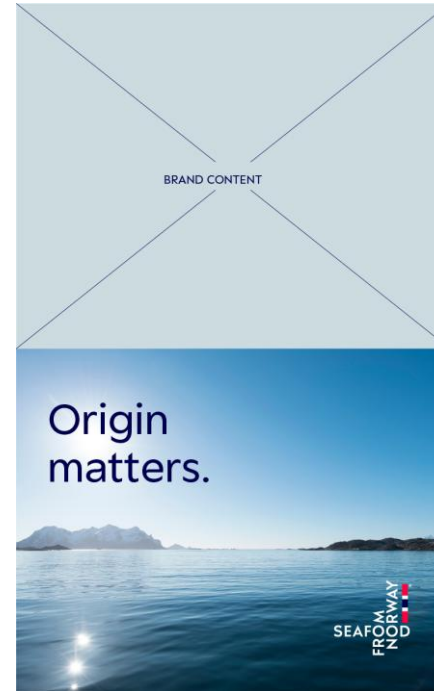
For small sizes where the image is very small (for example stickers) you can use a plain background.





# Different types of division

We have three ways of dividing the content. Straight line, wavy and graded. It is recommended to use a straight line, as waves and gradients are not part of the Norwegian Seafood Council's marketing toolbox.



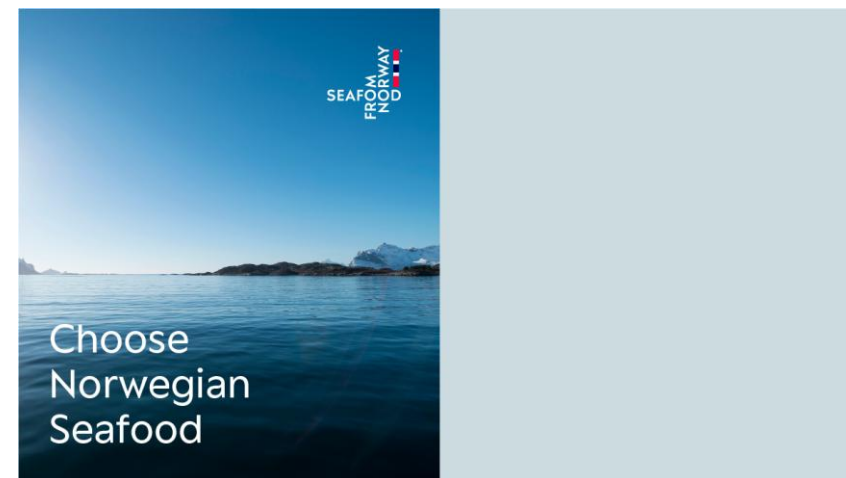
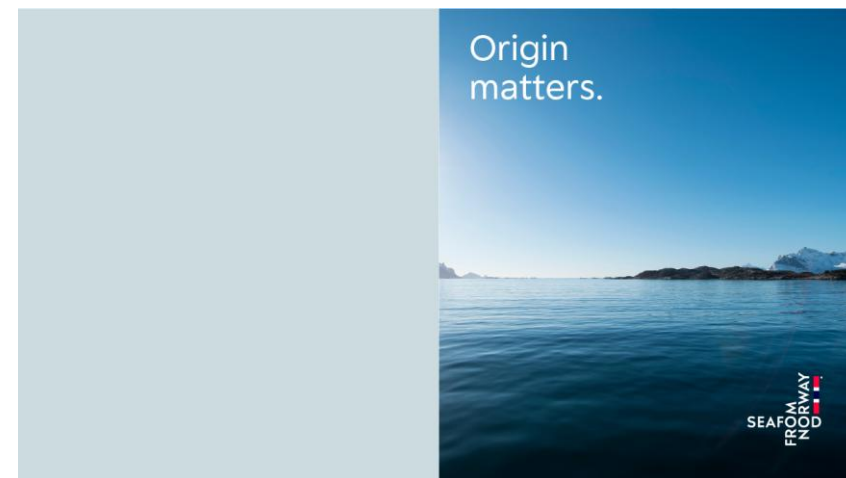
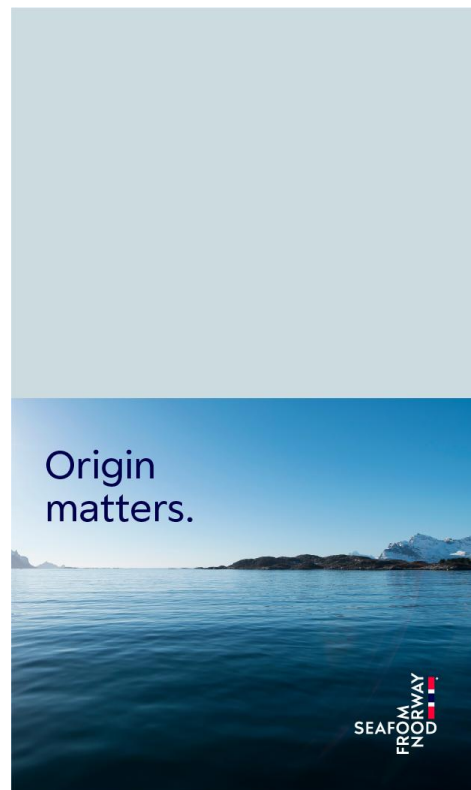
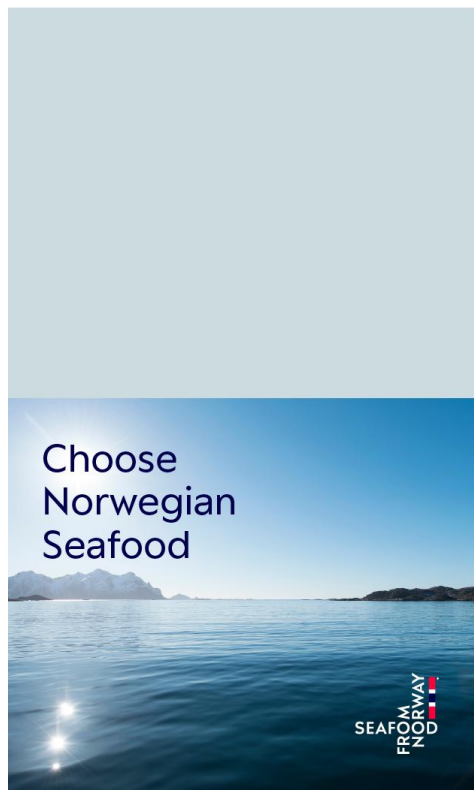


# Printed marketing materials

# Design guidelines – printed marketing materials

1. The NSC's share of co-financing depends on how much of the marketing material is devoted to “Seafood from Norway” communication, compared to the player's own communication.
2. The “Seafood from Norway” communication must be coherent and clearly separated from the player's own profiling.
3. All marketing materials must use the "Seafood from Norway" logo. [The logo can be downloaded here.](#)
4. All marketing materials must use (at least) one of the NSC's approved images for Joint Marketing projects. (NB: these pictures are the property of the NSC and can only be used on materials designed for use in Joint Marketing Projects). [The pictures can be downloaded here.](#)
5. All marketing materials must use (at least) one of the Seafood Council's approved messages for Joint Marketing Projects. [The messages can be downloaded here.](#)
6. All marketing materials must be designed in accordance with these design guidelines and the guidelines for “Seafood from Norway”.
7. All marketing materials must be sent to the Seafood Council for final approval before the activity is conducted, with sufficient time given for any necessary changes to be made.

# Examples





XBrand

Choose  
Norwegian  
Cod

SEA FROM  
NORWAY  
NOD



XBrand

Salmon

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed diam  
nonummy nibh euismod tincidunt

New!

Lorem ipsum  
Lorem ipsum  
Lorem ipsum

XBrand

Salmon

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed diam  
nonummy nibh euismod tincidunt

Choose  
Norwegian  
Salmon

SEAFOOD  
FROM  
NORWAY



Choose  
Norwegian  
Mackerel

SEA FROM  
NORWAY

XBrand

Mackerel

Learn from the best, combine  
experience, creativity and ideas  
to achieve the best results.

New!

XBrand

XBrand

Mackerel

Learn from the best, combine  
experience, creativity and ideas  
to achieve the best results.



Choose  
Norwegian  
Salmon



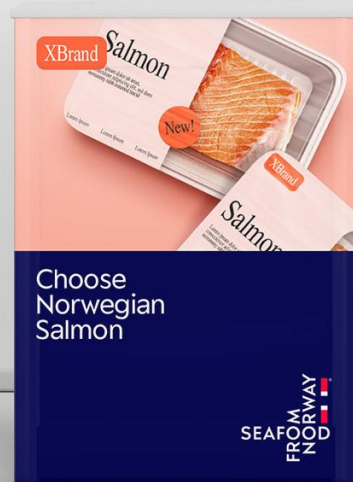
SEA FROM  
NORWAY  
NOD



XBrand















XBrand

New!

XBrand

Salmon

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed diam  
nuncupat nuncupat nuncupat

SEAFOOD  
NORWAY  
FROD

Guaranteed  
Norwegian  
seafood



# Social media & digital marketing campaigns

# Design guidelines – Social media & digital marketing campaigns

1. The NSC's share of co-financing depends on how much of the digital campaign is devoted to "Seafood from Norway" and/or communication of the Norwegian origin, compared to the the player's own communication.
2. All digital campaigns must use the "Seafood from Norway" logo on all posts/banners, reels etc. [The logo can be downloaded here.](#)
3. All digital campaigns must use one of the NSC's approved messages for the relevant market/language in all posts related to the campaign. [The messages can be downloaded here.](#)
4. Digital campaigns can make use of the NSC's approved images for Joint Marketing projects. (NB: these pictures are the property of the NSC and can only be used for Joint Marketing Projects). [The pictures can be downloaded here.](#)
5. All digital campaigns must refer to the NCS's consumer website in the relevant market in all posts related to the campaign. If the Seafood Council does not have a website in the market, the post should refer to the international site. [A complete overview of all NSC consumer web sites can be found here.](#)
6. In digital channels where it is difficult/inappropriate to run shared posts with your own company and "Seafood from Norway", 50 percent co-financing can be achieved by alternating between "Seafood from Norway" posts and posts which focus on your own company/product.
7. References to the product/species as "Norwegian" (e.g. Norwegian salmon) will be considered origin marketing.
8. All social media campaigns/posts must be sent to the NSC for approval before posting, with sufficient time given for any necessary changes to be made.









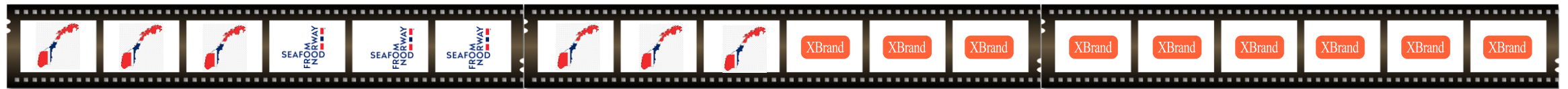


Video

# Design guidelines – video

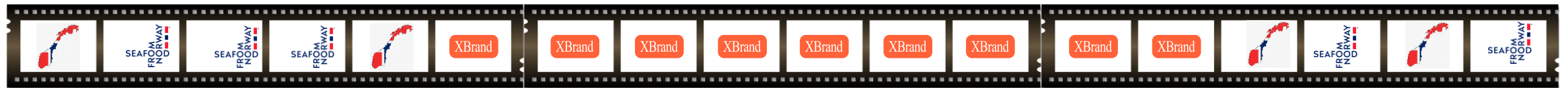
1. The NSC's share of co-financing depends on how much of the video's playtime is devoted to "Seafood from Norway" and/or communication of the Norwegian origin, compared to the player's own communication.
2. All videos must use the "Seafood from Norway" logo. [The logo can be downloaded here.](#)
3. All videos must use one of the NSC's approved messages for the relevant market/language. [The messages can be downloaded here.](#)
4. Company branding (company logo/own trademark) throughout the video will disqualify the video from receiving co-financing. Use of the "Seafood from Norway" logo throughout the playtime will, on the other hand, increase the likelihood of receiving co-financing.
5. References to the product/species as "Norwegian" (e.g. Norwegian salmon) will be considered origin marketing.
6. Due to restrictions on copyright for video, audio and sound, the NSC does not offer any audiovisual assets for Joint Marketing Projects.
7. All videos must be sent to the NSC for approval before completion, with sufficient time given for any necessary changes to be made.

# Video/film example



Norwegian origin/«Seafood from Norway»

Product/brand/company



Norwegian origin/«Seafood from Norway»

Product/brand/company

Norwegian origin/«Seafood from Norway»



Proudly representing

For any questions, contact: [marketing@seafood.no](mailto:marketing@seafood.no)

