

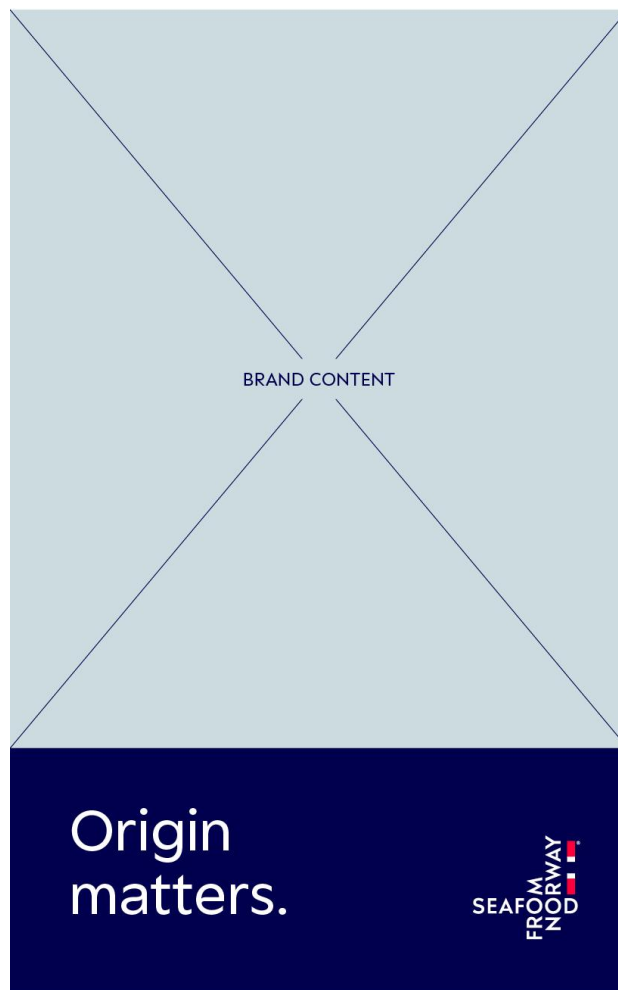


Design guidelines – Joint Marketing - «Seafood from Norway»

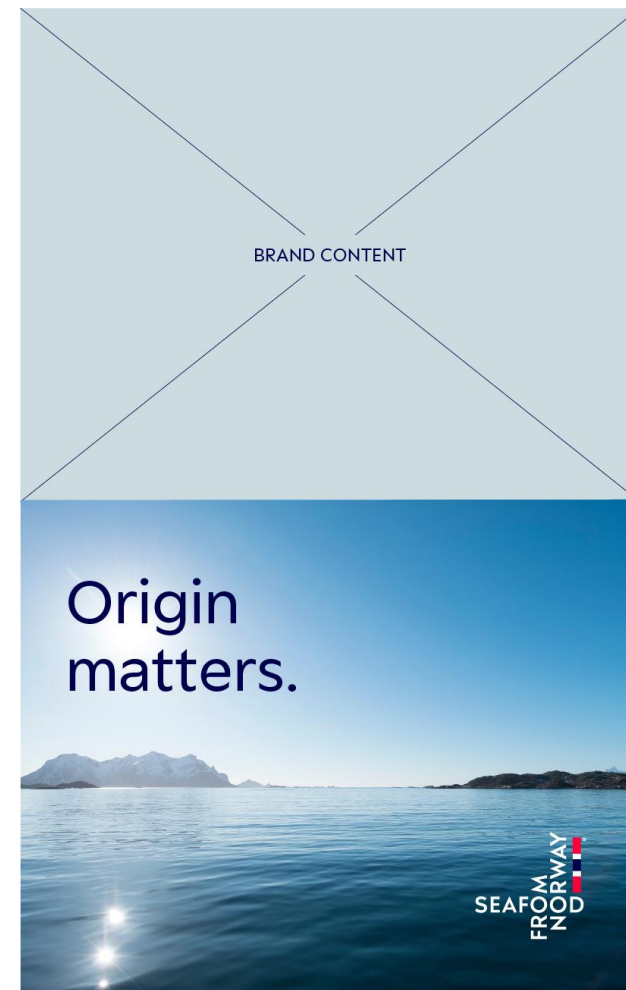
Percentage share

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 %



Logo

Our logo represents the sea and mountains along our long and rich coastline. The placement of the typography also represents our historical everlasting quest for innovations, and using our resources as best possible.

The colours are the same as used by Brand Norway, and used in the Norwegian flag.

The positive logo is for light backgrounds, the negative for dark backgrounds. There is also a black and white version, to use whenever colour printing is not possible.



Freespace and minimum size

To ensure good readability of the logo, a minimum size and a freespace based on the 'o's in the logo has been defined.

Larger logo freespace

For larger surfaces, such as video formats, OOH, advertisements, and larger POS surfaces, a minimum of two 'o's in freespace is recommended.

Smaller logo freespace

For smaller surfaces, such as small banners and some POS surfaces (like price tag strips), a minimum of one 'o' in freespace is recommended.

Note!

The freespace and minimum sizes defined are an absolute minimum, with a preference to use even more space.

NORGES SJØMATRÅD

Larger logo freespace



Smaller logo freespace



Logo minimum size

12 mm / 33 px
wide

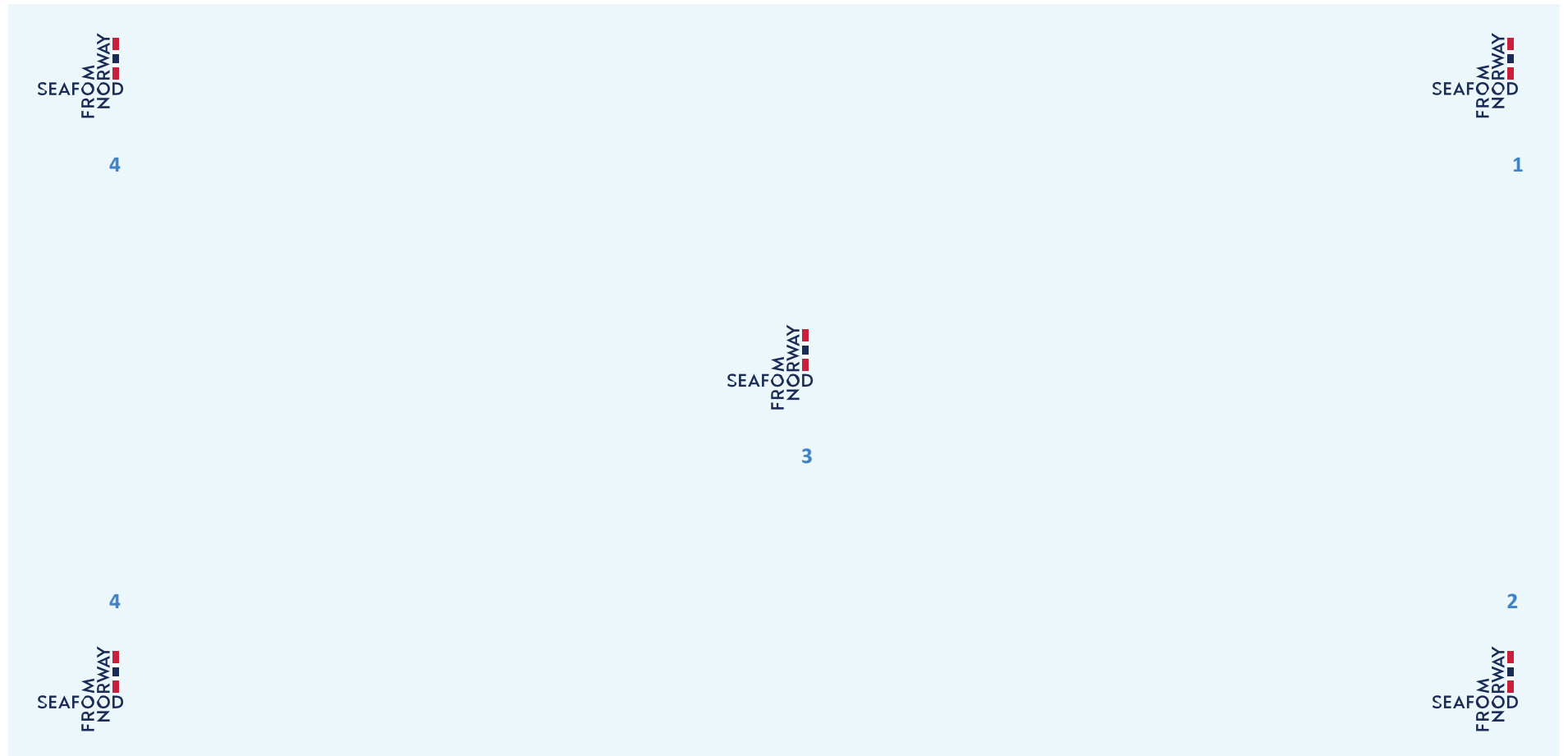


Logo placement

Regardless of communication size or composition, the logotype should always be placed in one of the options outlined in the illustration.

Preferred position is top right corner (1), secondary in the bottom right corner (2). When the logo is the only element to be communicated in the format, it can preferably be centered (3).

Left aligned position (4) is reserved for implementations in languages that read from right to left.



Colours

The main colours are the same as those used by Brand Norway and in the Norwegian flag. These colours are used to create a red, white and blue identity reflecting back on our flag and proud nation.

Secondary colours are derived from the colours in the Norwegian flag and help create a red, white and blue identity. Lighter colours are intended for backgrounds, and stronger colours for highlighting.

Main colours

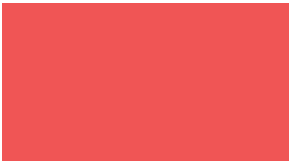


Flag red

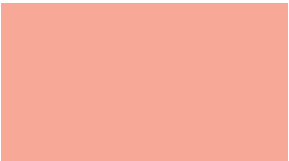


Flag blue

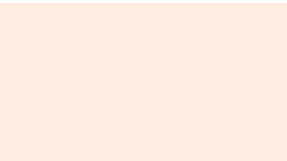
Secondary colours



Signal red



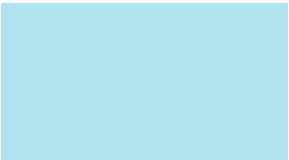
Soft pink



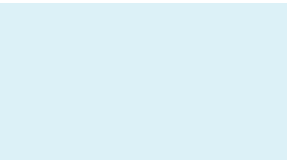
Background pink



Signal blue



Clear sky



Background sky

Colour codes

Main colours



Flag red
HEX: #C8102E
RBG: 200 | 16 | 46

CMYK: 2 | 100 | 85 | 6
PMS: 186 C



Flag blue
HEX: #00205B
RBG: 0 | 32 | 91

CMYK: 100 | 85 | 5 | 36
PMS: 281 C

Secondary colours



Signal red
HEX: #FF4747
RBG: 255 | 71 | 71

CMYK: 0 | 90 | 75 | 0



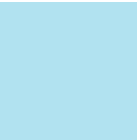
Signal blue
HEX: #148EFF
RBG: 20 | 142 | 255

CMYK: 100 | 15 | 0 | 0



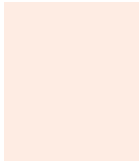
Soft pink
HEX: #FFAF9C
RBG: 255 | 175 | 156

CMYK: 0 | 38 | 32 | 0



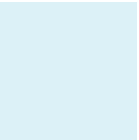
Clear sky
HEX: #BEEEFB
RBG: 190 | 238 | 252

CMYK: 25 | 0 | 0 | 0



Background pink
HEX: #FFF1EB
RBG: 255 | 241 | 235

CMYK: 0 | 6 | 6 | 0



Background sky
HEX: #E5F9FF
RBG: 224 | 248 | 255

CMYK: 8 | 0 | 0 | 0

All colour codes ASE files can be downloaded [here](#).

Typography usage

Headings, subtitles and introductions should primarily be set in the typeface Trust 2B Medium.

For copy and longer paragraphs, use Trust 1A Regular. When there is a need to set subheadings, use Trust 1A Bold. Italic versions of Trust 1A are also available if there is a need to emphasize parts of the text message.

On a few selected and large surfaces where a stronger sense of urgency is needed, for example outdoor adshel, the secondary heading typography Trust 1A Bold can be used.

Where to buy the fonts:
<https://mckltype.com/trust>

Primary headline font: Trust 2B Medium

Perfect conditions for seafood

Subtitles/introduction font: Trust 2B Medium / Medium Italic

Genis sunt am hicipicienem fuga. Daerioresius, officip icipsum es quam rehenet, odit, experuptate vendam qui as ut mo earit aliam audigendebis dem qui abore magnimi llaborem inctentia excea consequere con cust ad ex eostium eaqui doloruntio.

Copy font: Trust 1A Regular / Italic

Copy text som lorem ipsum dolor sit amet, *consectetur* adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Subheading font: Trust 1A Bold

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna enim.

Secondary headline font: Trust 1A Bold

Perfect conditions for seafood

Supporting typeface
other languages

For markets and languages not supported by our main font (Trust) 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: <https://fonts.google.com>

Noto Sans Japanese:
<https://fonts.google.com/noto/specimen/Noto+Sans+JP>

ノルウェー のシーフード

Noto Sans Arabic:
<https://fonts.google.com/noto/specimen/Noto+Sans+Arabic?query=noto+sans+arabic>

ةير حبلا
تالوكأملا
جيورنلا نم

Noto Sans Korean:
<https://fonts.google.com/noto/specimen/Noto+Sans+KR?query=noto+sans+korean>

노르웨이산 해산
물

Noto Sans Simplified Chinese:
<https://fonts.google.com/noto/specimen/Noto+Sans+SC>

来自挪威的海鲜

Noto Sans Hebrew:
<https://fonts.google.com/noto/specimen/Noto+Sans+Hebrew>

היגברונם סי תורפ

Noto Sans Traditional Chinese:
<https://fonts.google.com/noto/specimen/Noto+Sans+TC>

來自挪威的海鮮

Noto Sans:
<https://fonts.google.com/noto/specimen/Noto+Sans>

abcdefghijklmnopqrstuvwxyz
vwxyzæøå 123456789

*abcdefghijklmnopqrstuvwxyz
vwxyzæøå 123456789*

abcdefghijklmnopqrstuvwxyz
vwxyzæøå 123456789

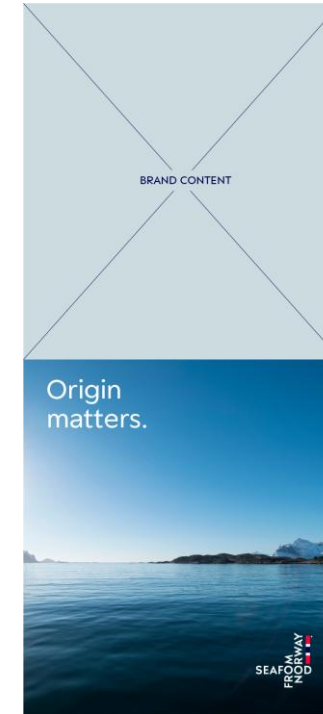
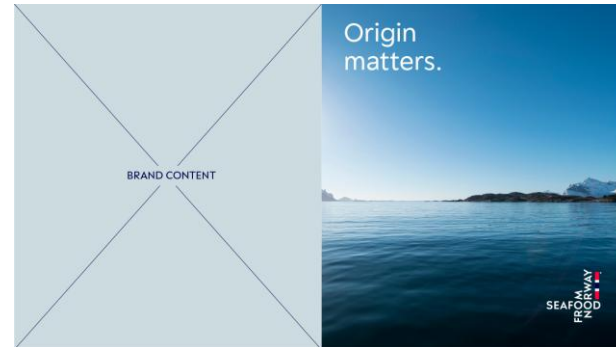
*abcdefghijklmnopqrstuvwxyz
vwxyzæøå 123456789*

Typography usage
examples

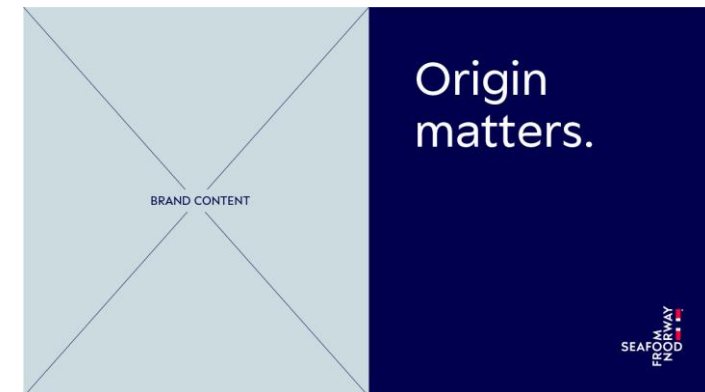
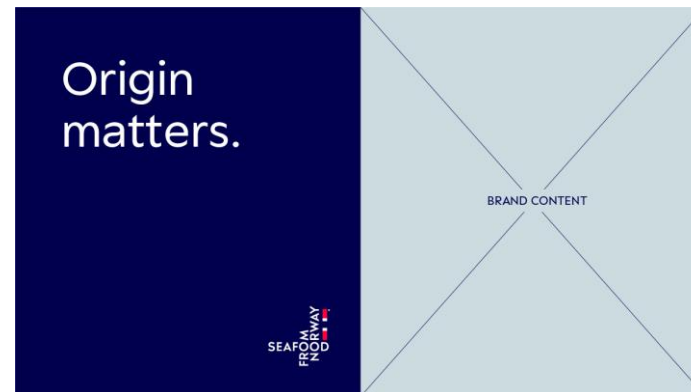


Vertical/horizontal split

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.

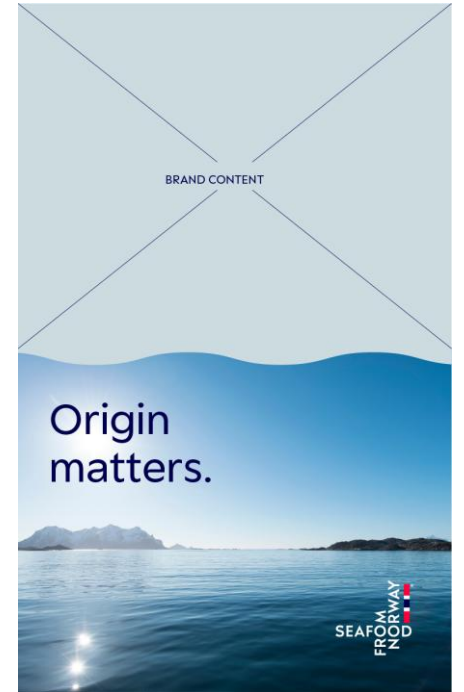
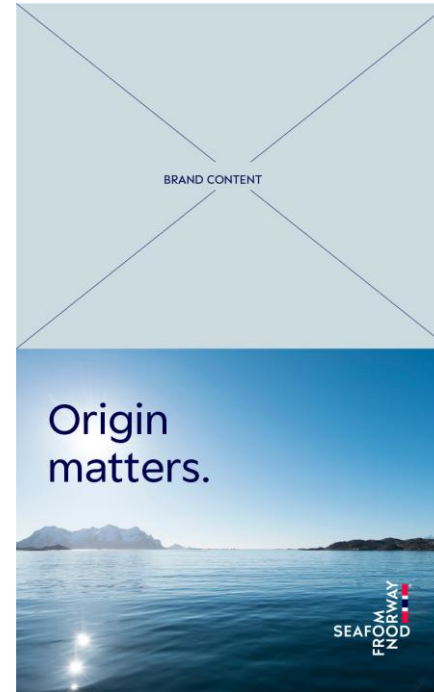


For small sizes where the image is very small (for example stickers) you can use a plain background.



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.



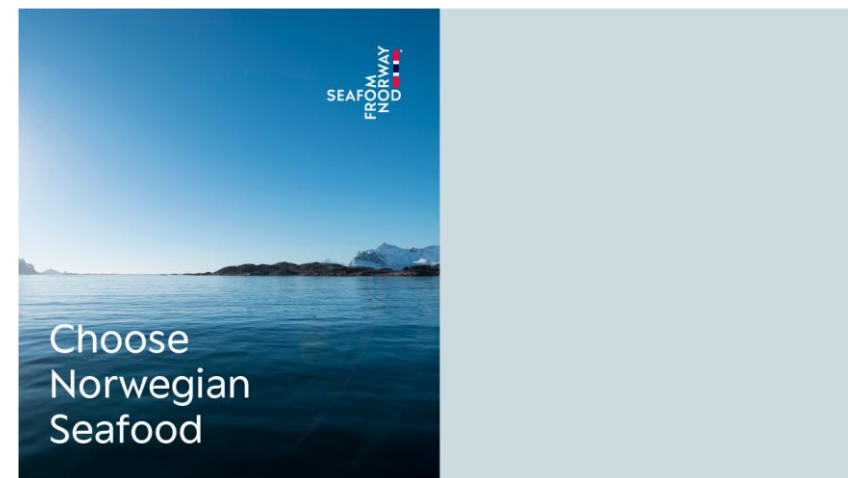
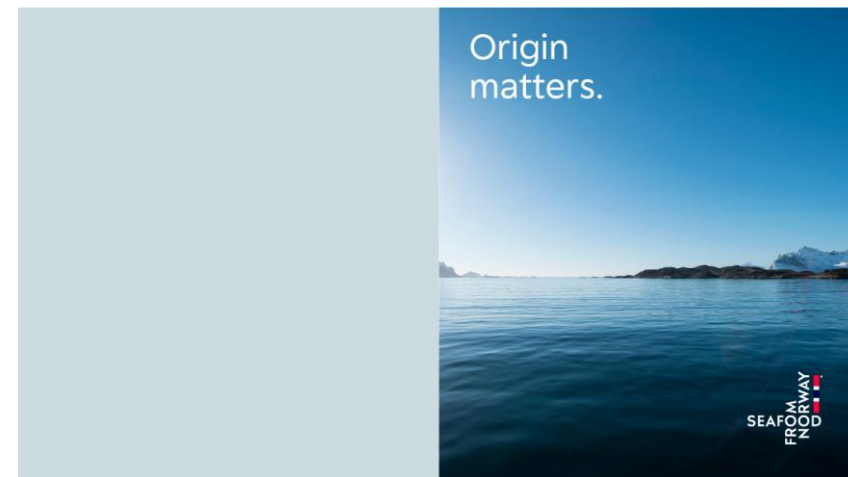
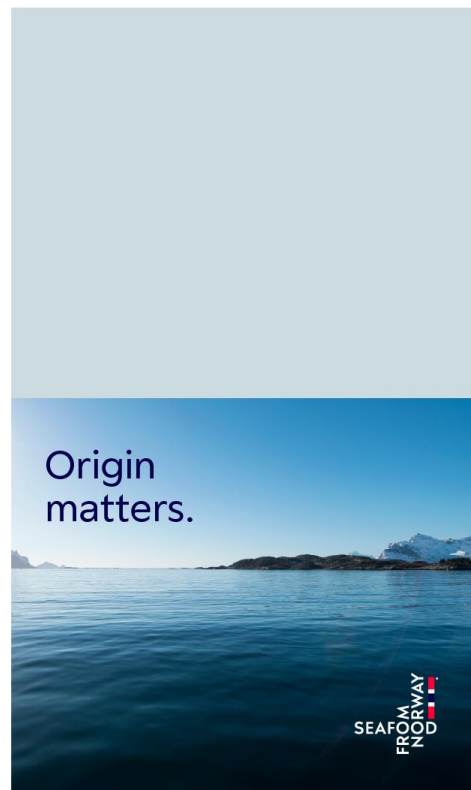
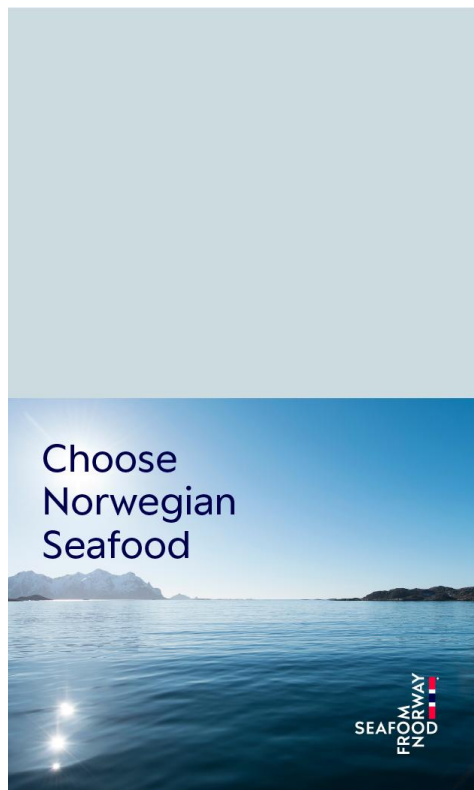


Printed marketing materials

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 with the best, and
achieve the best results.

New!

XBrand

XBrand

Mackerel

Learn from the best, combine
experience with the best, and
achieve the best results.

Choose
Norwegian
Salmon

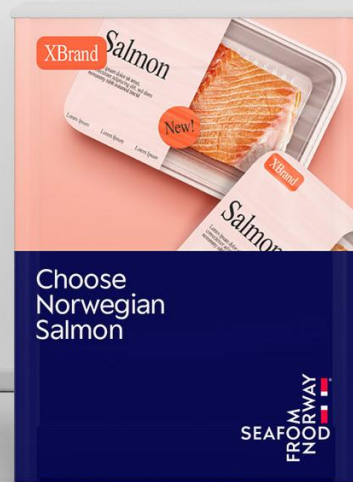


SEA FROM
NORWAY
NOD



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.





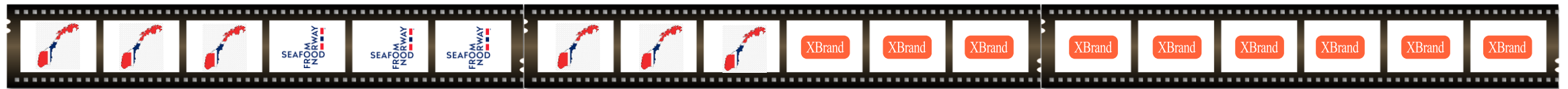


Video

Design guidelines – video

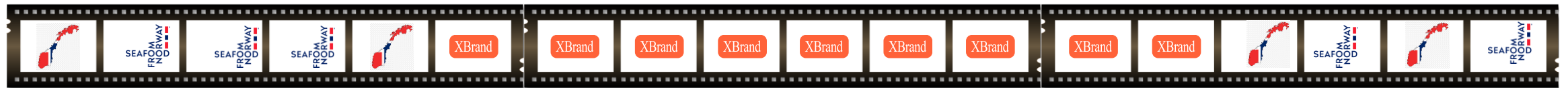
1. The NSC's share of co-financing depends on how much of the video's playtime is devoted to "Seafood from Norway" and/or communication of the Norwegian origin, compared to the player's own communication.
2. All videos must use the "Seafood from Norway" logo. [The logo can be downloaded here.](#)
3. 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

