



OCEAN WISE BRAND GUIDE - LIGHT VERSION | February 2022

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MOOD BOARD

The mood board reflects the inspirational and bold tone infused into every facet of Ocean Wise's internal initiatives and external programs.



TYPOGRAPHY | Fonts

Many factors need to be considered when choosing a brand font. Firstly, it needs to embody the personality of the brand. Secondly, it needs to be clear and legible online and in print. Thirdly, it needs to have a full range of styles within the font family.

For Ocean Wise, Roboto continues to provide the most suitable experience for readers, both online and in print.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

This is the regular family, which can be used alongside the Roboto Condensed as illustrated on the following pages.

HEADER FONT - ROBOTO BOLD

**ABCDEFGHIJKLM NOPQRSTUVWXYZ
1234567890 !@#\$%&*()?/**

SUBHEADER FONT - ROBOTO MEDIUM

**ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?/**

TEXT FONT - ROBOTO REGULAR

**ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?/**

TEXT FONT - ROBOTO MEDIUM

**ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?/**

TEXT FONT - ROBOTO LIGHT

**ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?/**

TEXT FONT - ROBOTO REGULAR ITALIC

**ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?/**

TEXT FONT - ROBOTO MEDIUM ITALIC

**ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?/**

TEXT FONT - ROBOTO LIGHT ITALIC

**ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?/**

TYPOGRAPHY | Tracking and Leading

Typography spacing is important for optimal legibility and ease of reading, as well as a uniform look and feel.

When text is presented on a colour background, it requires greater leading than when text is presented on a white background, so that it remains easy to read.

Typesetting rules are shown here, listing specific tracking and leading amounts for headlines, subheaders, and text when used editorially and in any marketing piece. These rules should be followed at all times.

Subheader
Left Justified:
Tracking: -3
Leading: 110%

THE QUICK BROWN
FOX JUMPS OVER THE
LAZY DOG

Subheader
Left Justified:
Tracking: +5
Leading: 120%

Text
Left Justified:
Tracking: +5
Leading: 140%

— 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.

**White Text
on Colour**
Left Justified:
Tracking: +5
Leading: 155%

TYPOGRAPHY | Fonts

The Roboto Condensed family may be used in conjunction with the regular family when space for content is limited, or in captions and credits.

Optimal tracking and leading should be applied as condense fonts can be challenging to read when content is heavy and/or the font is size small.

TEXT FONT - ROBOTO CONDENSED BOLD

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?/

TEXT FONT - ROBOTO CONDENSED

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?/

TEXT FONT - ROBOTO CONDENSED LIGHT

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?/

TEXT FONT - ROBOTO CONDENSED BOLD ITALIC

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?/

TEXT FONT - ROBOTO CONDENSED ITALIC

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?/

TEXT FONT - ROBOTO CONDENSED LIGHT ITALIC

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?/

TYPOGRAPHY | Tracking and Leading

Tracking and leading ratios for Roboto Condensed font are established to create optimal legibility. Please refer to these ratios when typesetting Roboto Condensed in materials.

Left or Right Justified
Tracking +15
Leading 110%

>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.

COLOUR | Print

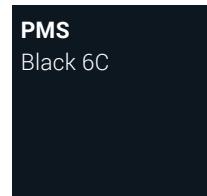
The Ocean Wise colour palette has been developed to enhance the brand's bold and inspiring tone, as well as brand traits including inspirational, courageous, and solutions-oriented.

While the primary palette of black and white makes for a bold delivery of the logo, the secondary palette offers a full range of colour options to bring the entire Ocean Wise personality to life.

Colours should be used in full saturation with either black or white text/graphics over them, as shown.

The gray can be used for more corporate or B2B business materials when needed.

PRIMARY PALETTE



PMS

Black 6C



WHITE

0K

SECONDARY PALETTE



PMS

142

CMYK

4|27|83|0



PMS

Rodamine
Red C

CMYK

05|97|0|0



PMS

7745

CMYK

38|22|100|1



PMS

7709

CMYK

61|14|25|0



PMS

Cool Gray 5C

CMYK

32|25|26|0



PMS

314

CMYK

100|33|27|2



PMS

2726

CMYK

80|69|0|0

COLOUR | Online

The Ocean Wise online colour palette has been adapted from the print palette and should be used in full saturation, with either black or white text/graphics over them, as shown. Following these rules ensures they are web compliant.

Any tonal adjustment on either the background colours or overlaid text/graphics may impact WCAG.

OW's current WCAG bar, as set by legal compliance, is only to WCAG AA. The Web Content Accessibility Guidelines (WCAG) are part of a series of web accessibility guidelines published by the Web Accessibility Initiative of the World Wide Web Consortium, the main international standards organization for the Internet.

You may use this checker to test for web compliance:
<https://webaim.org/resources/contrastchecker/>

PRIMARY PALETTE



SECONDARY PALETTE

F3BD48	A8007E	AAAC24	61B0BC	B1B1B1	005580	354EB1
Normal text						
WCAG AA: <input checked="" type="checkbox"/>						
WCAG AAA: <input checked="" type="checkbox"/>						
Large text						
WCAG AA: <input checked="" type="checkbox"/>						
WCAG AAA: <input checked="" type="checkbox"/>						
Grapical objects						
WCAG AA: <input checked="" type="checkbox"/>						
contrast ratio 12.18:1						
contrast ratio 7.07:1						
contrast ratio 8.63:1						
contrast ratio 8.44:1						
contrast ratio 9.79:1						
contrast ratio 8.04:1						
contrast ratio 7.3:1						

COLOUR | Print Usage

The print colour palette should only be used for print purposes. Please find the PMS and CMYK on the "Colour Palettes: Print" page.

Colours should be chosen to be complementary to imagery being used in any given piece of communication material. These rules have been illustrated on the sample creative here.

Font colour is also important to ensure optimal legibility. These rules are shown here, with a quick refer guide along the right margin of page 10.



LOREM IPSUM

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.



Correct text colour used on coloured backgrounds.

Colour is chosen to be complementary to imagery used.

White logo used on dark toned image.



LOREM IPSUM

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.





LOREM IPSUM

✓
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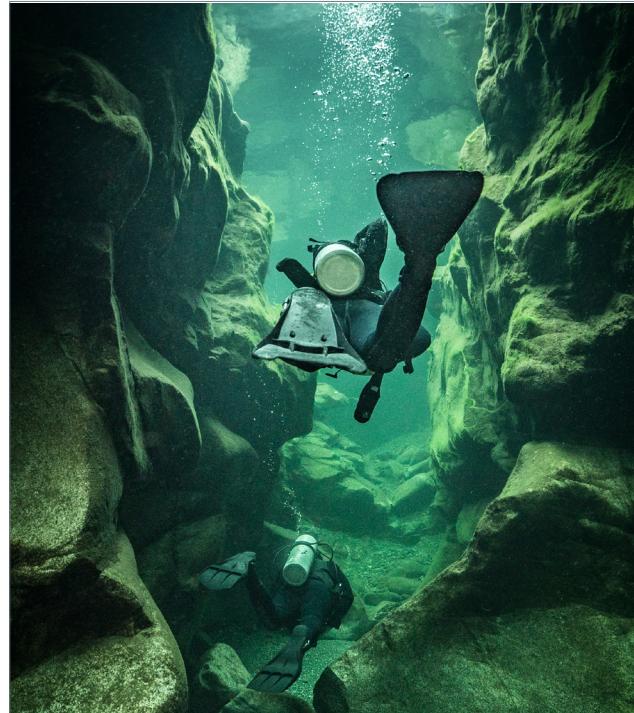
Excepteur sint occaecat cupidatat non.

ocean.org

OCEAN
WISE

Correct text colour used on coloured backgrounds.

Black logo on white background is optimal for consumer-facing marketing materials. Colour text can be used sparingly to highlight url, CTA or other important contact information.



LOREM IPSUM

✓
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.

ocean.org

OCEAN
WISE

Black Text and Graphical Elements Only

Black Text and Graphical Elements Only

White Text and Graphical Elements Only

White Text and Graphical Elements Only

Black Text and Graphical Elements

White Text and Graphical Elements

Black Text and Graphical Elements

White Text and Graphical Elements

Black Text and Graphical Elements Only

White Text and Graphical Elements Only

White Text and Graphical Elements Only

COLOUR | Print Usage Don'ts

Please refer to the rules for text colour overlayed on background colours on the "Colour Palettes: Print Usage" on page 7.

Don't use colours that are incongruent or not complimentary to their adjacent images.



Do not use white text on light background colour.

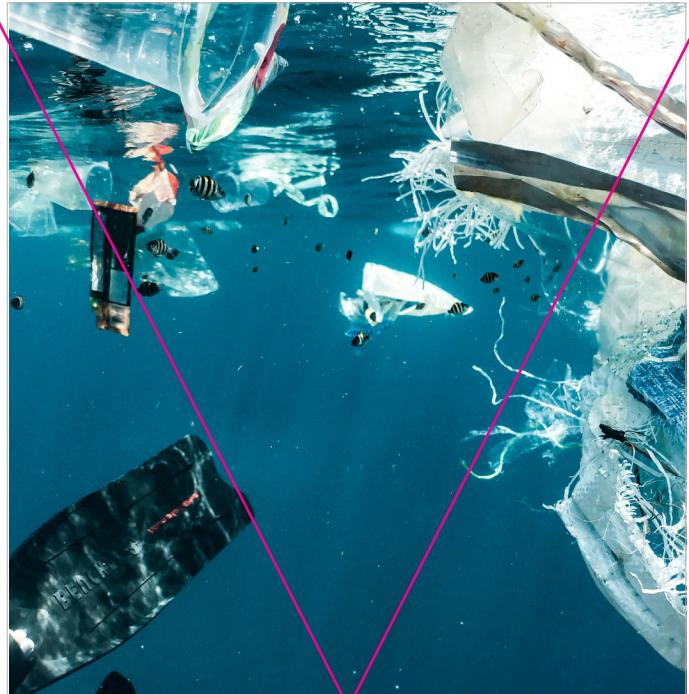
Do not use a colour that has no tonal similarity to an image.

Do not use black logo on dark toned image.



Do not use black text on dark background colour.

Do not use black logo on dark toned image.



LOREM IPSUM

 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.

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 ocean.org

OCEAN
WISE

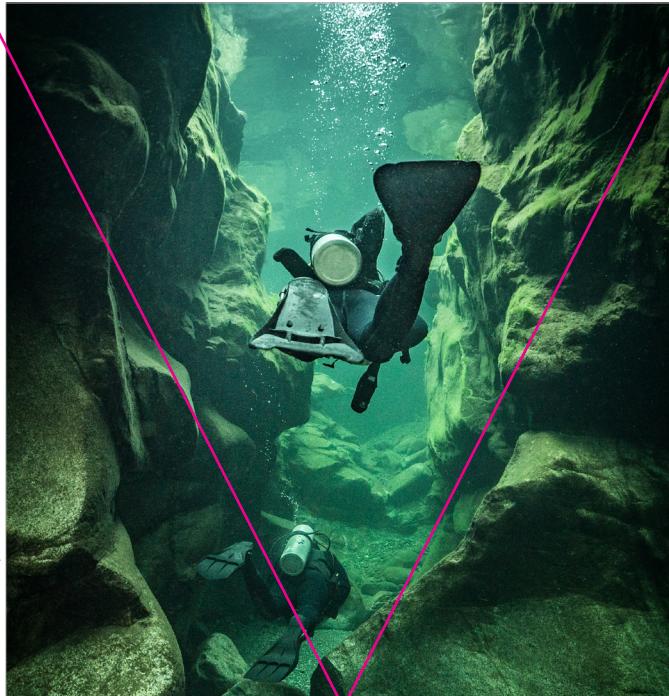
Do not use a colour that has no tonal similarity to an image used in conjunction.

Do not use black text on a dark background colour. Please refer to the guide on the "Colour Palettes: Print Usage" pages to see whether black or white text is acceptable on the palette colours.

Do not use gray as a background colour on consumer-facing marketing materials.

Do not use white logo on grey.

Do not use colour text on grey.



LOREM IPSUM

 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.

 ocean.org

OCEAN
WISE

Do not use coloured text on a coloured background. Only use black or white for headlines.

Do not use coloured text for body copy.

Do not use coloured text on a coloured background. Do not use dark text on dark background colour.

Do not use logo on coloured backgrounds.

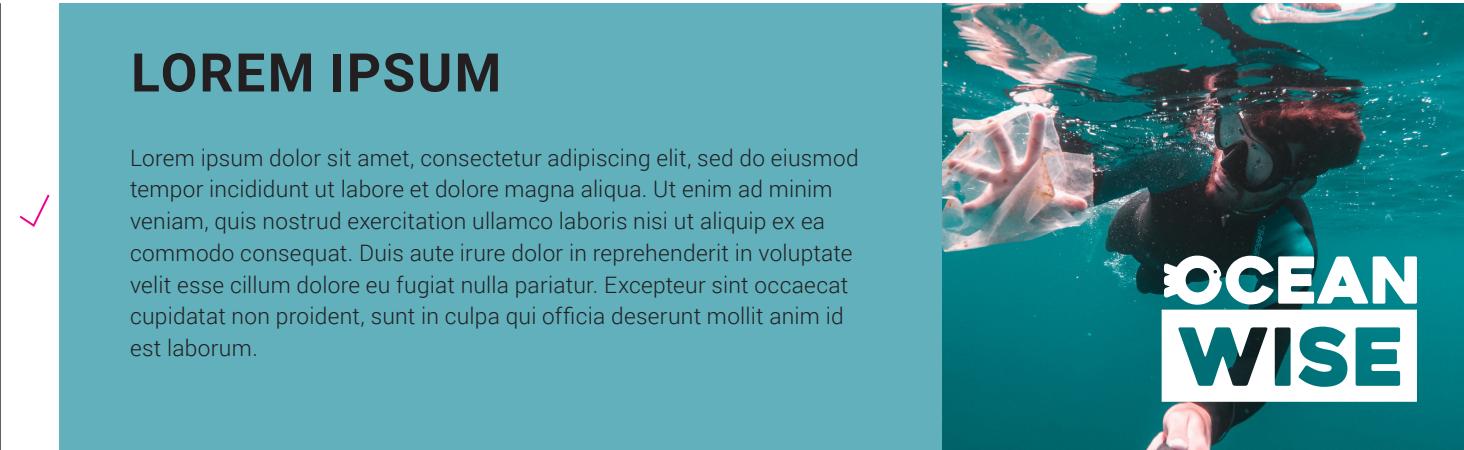
*Please refer to "Logo: Allowances" pages for exceptions to this rule.

COLOUR | Online Usage

The online colour palette should only be used for digital purposes. This means any digital marketing materials, social media marketing materials, and website or mobile UI assets. The hex codes for these colours are shown on the "Colour Palettes: Online" on page 8.

Colours should be chosen to be complementary to imagery being used in any given piece of communication material. These rules have been illustrated on the sample creative here.

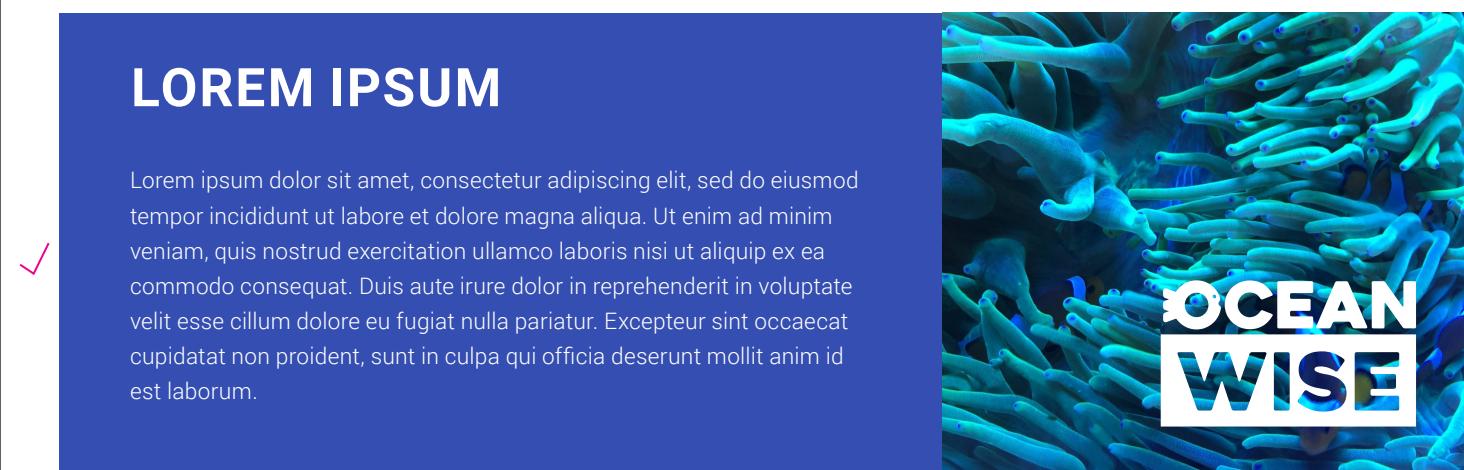
Font colour is also important to ensure optimal legibility. These rules are shown here, with a quick refer guide along the right margin of page 14.



Correct text colour used on coloured backgrounds.

Colour is chosen to be complementary to imagery used.

White logo used on dark
toned image.



LOREM IPSUM



LOREM IPSUM

✓
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

OCEAN
WISE

Black logo on white background is optimal for consumer-facing marketing materials. Colour text can be used sparingly to highlight url, CTA or other important contact information.



LOREM IPSUM

✓
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

OCEAN
WISE

Use Black Text and Graphical Elements

Use White Text and Graphical Elements

Use White Text and Graphical Elements

Use Black Text and Graphical Elements

Use White Text and Graphical Elements

Use White Text and Graphical Elements

Grey background should only be used for business admin materials. Please refer to "Logo: Do's and Don'ts" page for further guidance.

COLOUR | Online Usage Don'ts

Please refer to the rules for text colour overlayed on background colours on the "Colour Palettes: Online Usage" page.

Don't use colours that are incongruent or not complimentary to their adjacent images.

LOREM IPSUM

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.



Do not use white text on light background colour.

Do not use a colour that has no tonal similarity to an image.

Do not use black logo on dark toned image.

LOREM IPSUM

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.



Do not use black text on dark background colour.

Do not use black logo on dark toned image.



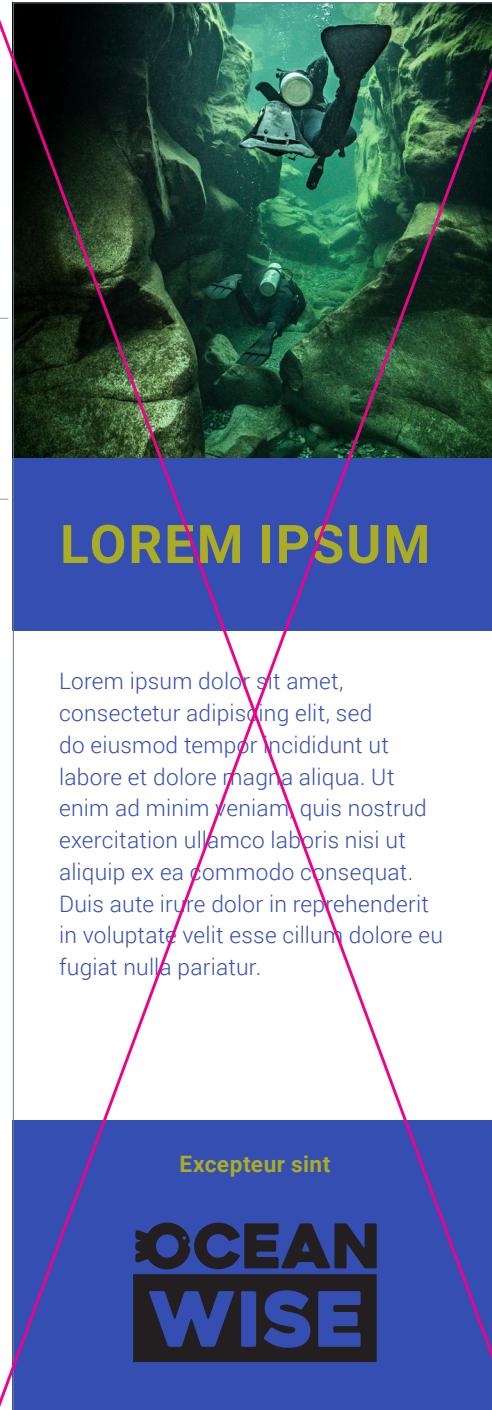
Do not use a colour that has no tonal similarity to an image used in conjunction.

Do not use black text on a dark background colour. Please refer to the guide on the "Colour Palettes: Online Usage" pages to see whether black or white text is acceptable on the palette colours.

Do not use grey as a background colour on consumer-facing marketing materials.

Do not use white logo on grey.

Do not use colour text on grey.



Do not use coloured text on a coloured background. Only use black or white for headlines.

Do not use coloured text for body copy.

Do not use coloured text on a coloured background. Do not use dark text on dark background colour.

Do not use logo on coloured backgrounds.*

*Please refer to "Logo: Allowances" pages for exceptions to this rule.

PRIMARY LOGO

The new tone of the Ocean Wise brand is bold and inspiring. It suggests an actions-based movement. It is also inspirational, courageous and solutions-oriented.

There are two versions of the logo which can be used: the Ocean Wise primary logo, which is horizontal; and the Ocean Wise secondary logo, which is vertical. These can be used at the Ocean Wise designer's discretion, but the primary logo is always the preferred logo. For secondary logo, please refer to page 23 for allowed usage of this version.

These logos are supplied in solid black and solid white as illustrated here.

The Ocean Wise icon appears as the "O" in ocean and is an integral part of the logo.

The logos are not to be modified or altered in any way and minimum size must be taken into account when designing in small formats.

OCEAN WISE PRIMARY LOGO



PRIMARY LOGO | Minimum Size and Safety

PRINT - MINIMUM SIZE



0.8375"

SAFETY - PRINT AND ONLINE

Relative size of the Ocean Wise Icon in logo



ONLINE - MINIMUM SIZE



60px

PRIMARY LOGO | Allowances



White logo should be placed on black background.



Black logo should be placed on white background.



White logo can be placed on dark toned imagery.



Black logo can be placed on light toned imagery.

INTERNAL CORPORATE MATERIALS



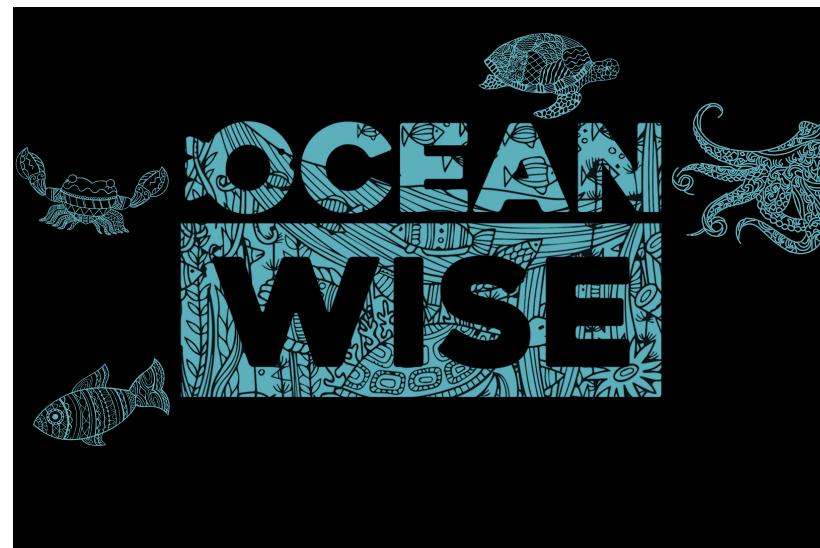
The logo on colour backgrounds should only be used in internal business materials, such as business cards, as determined and approved by Ocean Wise.



Black logo may be used on gray background only on certain business admin documents, as determined and approved by Ocean Wise.

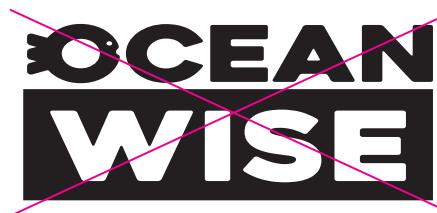
SPECIAL ALLOWANCES

There may be instances where the use of the primary or secondary logo as a "window" (examples illustrated here) may be allowed. This could be for a campaign or on vehicles where a more graphic expansion is desirable to garner attention and create engagement. This could include illustrations and animations. Any use of the logo as such needs to be fully approved by Ocean Wise before developing and/or publishing.



PRIMARY LOGO | Don'ts

LOGO FORMAT AND STRUCTURE



Do not stretch or squeeze.



Do not alter the colour of the logo in any way.



Do not outline logo.



Do not alter the saturation of the logo in any way.



Do not rotate, turn or flip logo.



Do not place white logo on light background.



Do not place black logo on dark background.

PRIMARY LOGO | Don'ts

LOGO ON IMAGERY



Do not place black logo on dark
toned imagery.



Do not place logo on high contrast
areas of imagery.



Do not place white logo on light
toned imagery.



Do not place logo on high contrast
areas of imagery.

SECONDARY LOGO

The new tone of the Ocean Wise brand is bold and inspiring. It suggests an actions-based movement. It is also inspirational, courageous and solutions-oriented.

There are two versions of the logo which can be used: the Ocean Wise primary logo, which is horizontal; and the Ocean Wise secondary logo, which is vertical. This secondary logo is intended to differentiate slightly from Ocean Wise's day-to-day work. This could be for a campaign or on vehicles where a more graphic expansion is desirable to garner attention and create engagement. Any use of the secondary logo requires approval from Ocean Wise's designer before developing and/or publishing.

The logos are not to be modified or altered in any way and minimum size must be taken into account when designing in small formats.

OCEAN WISE SECONDARY LOGO



SECONDARY LOGO | Minimum Size and Safety

PRINT - MINIMUM SIZE



0.8375"

SAFETY - PRINT AND ONLINE

Relative size of the Ocean Wise icon in logo



ONLINE - MINIMUM SIZE



60px

SECONDARY LOGO | Allowances



White logo can be placed on black and darker toned backgrounds.



Black logo can be placed on white and lighter toned backgrounds.



White logo can be placed on dark toned imagery.



Black logo can be placed on light toned imagery.

INTERNAL CORPORATE MATERIALS



The logo on colour backgrounds should only be used in internal business materials, such as business cards, as determined and approved by Ocean Wise.



Black logo may be used on gray background only on certain business admin documents, as determined and approved by Ocean Wise.

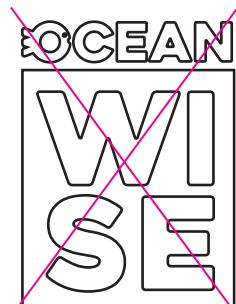
SECONDARY LOGO | Don'ts



Do not stretch or squeeze.



Do not alter the colour of the logo in any way.



Do not outline logo.



Do not alter the saturation of the logo in any way.



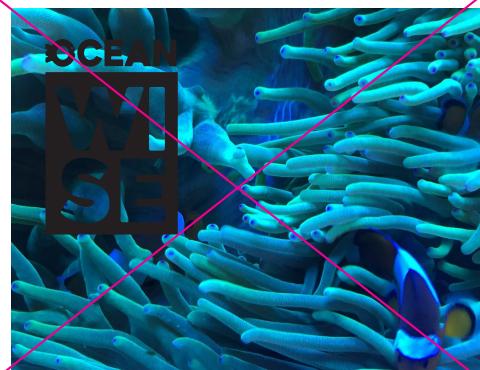
Do not place white logo on light background.



Do not place black logo on dark background.

SECONDARY LOGO | Don'ts

LOGO ON IMAGERY



Do not place black logo on dark toned imagery.



Do not place logo on high contrast areas of imagery.



Do not place white logo on light toned imagery.



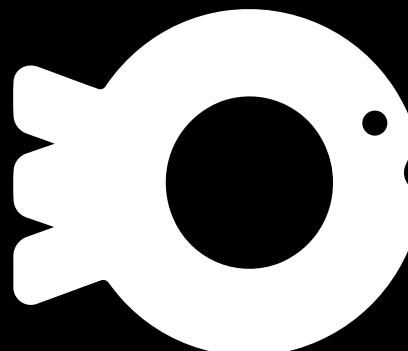
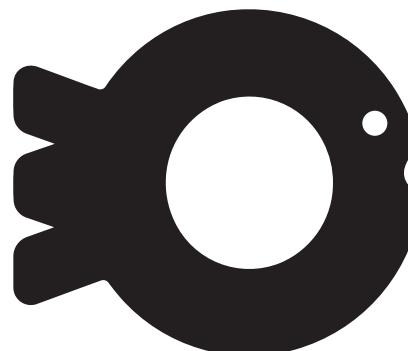
Do not place logo on high contrast areas of imagery.

ICON

The Ocean Wise icon is a unique creation, built from the letter forms of the wordmark. It is an integral part of the Ocean Wise logo, but it can be used in isolation in some situations, as determined by Ocean Wise.

All instances must be approved by Ocean Wise before proceeding to the publishing of materials.

Note that this icon is not the OW Symbol and should not be used as such. It's use is for general brand and restaurant menus and not for seafood labeling or retail use. Please see the pages 31-36 for information on the OW Symbol and how to use it.

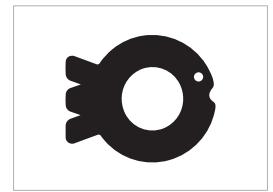
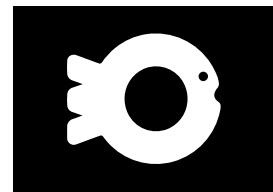


ICON | Do's and Don'ts

EXTERNAL MATERIALS

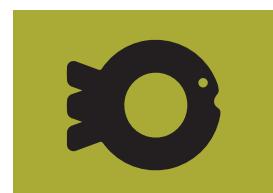
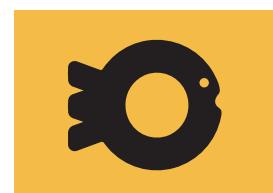
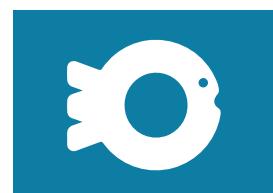
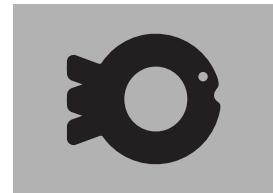
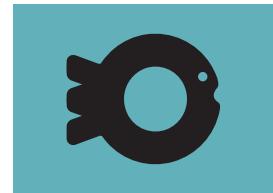
Please maintain original structure in all uses.

For consumer-facing materials, the icon should be placed on either black or white backgrounds.

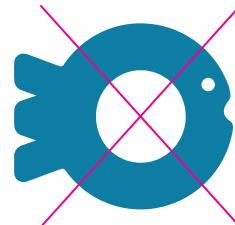


INTERNAL CORPORATE MATERIALS ALLOWANCES

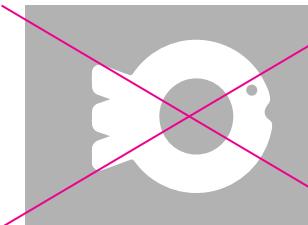
For internal corporate materials, the icon may be placed on the secondary colour palette, as determined by Ocean Wise,



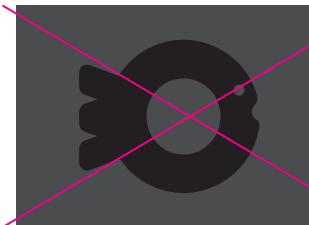
ICON | Do's and Don'ts



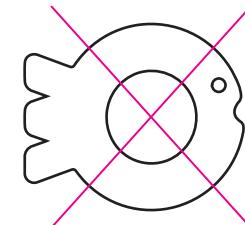
Do not change the colour of the icon.
The icon should only be black or white.



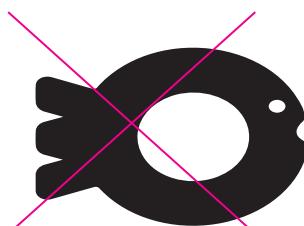
Do not use white icon on light toned
backgrounds.



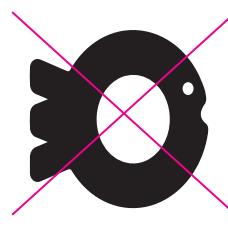
Do not use black icon on dark toned
backgrounds.



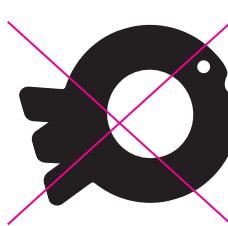
Do not outline the icon.



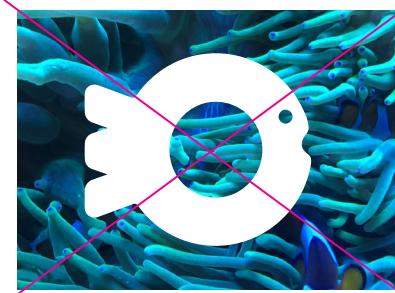
Do not stretch.



Do not squeeze.



Do not rotate.



Do not place icon on imagery.



Do not add icon to the logo. The icon is
already there as the "O" in Ocean.

SEAFOOD PROGRAM | Introduction

INTRODUCTION TO THE OCEAN WISE SEAFOOD PROGRAM

Overfishing is a monumental, global issue. Ocean Wise Seafood is an ocean conservation program that empowers consumers and businesses to choose sustainable seafood options that support healthy oceans, today and into the future. Thanks to our team of scientists and collaborators, our recommendations are based on the most up-to-date science on aquatic ecosystems and the species they support. We are continuously working with our partners to grow their list of Ocean Wise recommended options that allow them to achieve their sustainability goals and meet the demand of customers who care about protecting the ocean. The Ocean Wise symbol next to a seafood item is our assurance of an ocean-friendly seafood choice.





SYMBOL | Versions

The Ocean Wise symbol is for specific use on Ocean Wise approved seafood products in display cases, on packaging, on shelving, and on fridge and freezer cases. Partners are responsible for producing the Ocean Wise symbol on packaging and stickers, etc., that work to clearly identify sustainable items.

Note that the Ocean Wise symbol is not the same as the Ocean Wise icon, and is used for different purposes. The icon should not be used in place of the symbol under any circumstances; it is for general use, not specific to seafood labelling and/or retail use. Please see page 28-30 for icon usage. .

OCEAN WISE RECOMMENDED
SYMBOL - BLACK -
BI-LINGUAL



ENGLISH

OCEAN WISE RECOMMENDED
SYMBOL - BLACK -



OCEAN WISE RECOMMENDED
SYMBOL - KEYLINE BLACK -
BI-LINGUAL



KEYLINE VERSION

OCEAN WISE
RECOMMENDED SYMBOL -
KEYLINE BLACK



SYMBOL | Colour

The Ocean Wise symbol is only available in black. We have an option with a keyline for use on packaging and other situations where there is a background colour or image that would otherwise render the symbol illegible.

PRIMARY PALETTE

000000 HEX
PMS BLACK 6C
K 100

FFFFFF HEX
WHITE
K 0

There are two graphic versions of the Ocean Wise symbol: black and keyline black. The black (K) version is to be used on white or light backgrounds when colour does not exceed 10% of (CMYK). The keyline version is to be used on full-colour or photography based backgrounds. When an overlap of white and photography play a role, we advise to use the keyline black. If necessary you may use an alternate colour if it maintains 50% contrast.

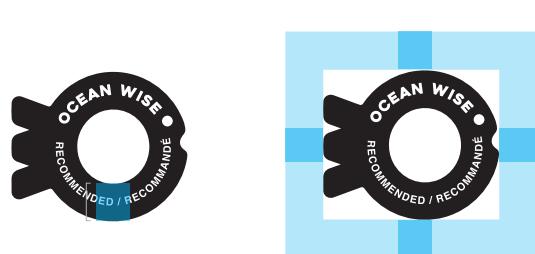
SYMBOL | Minimum Size

We do not recommend using the symbol smaller than 0.875 inches - any smaller and legibility becomes an issue.

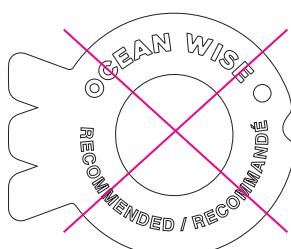
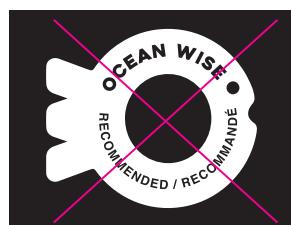
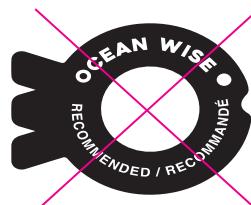


SYMBOL | Safety Area

Maintain adequate space around the symbol by using the thickness of the symbol area as illustrated here.



SYMBOL | Don'ts



SYMBOL | Usage - Packaging

POINT OF SALE & PACKAGE BRANDING REQUIREMENTS

Partners are responsible for producing/incorporating the Ocean Wise symbol on packaged goods etc. that work to clearly identify sustainable items. Retailers are encouraged to indicate which options in their fresh or frozen counters are recommended. Stickers can be placed on wrapped items in your display cases. Additionally, retailers are welcome to use the packaging logo on seafood counter tags to indicate which options in the display are a recommended choice.

The Ocean Wise Symbol can only appear on packaged products where the majority of product content is made up of recommended seafood. No more than 5% of ingredient content is permitted to be non-recommended seafood. Partners must provide a list of all ingredients for the packaged product to their OWS staff contact in advance for approval of use of the logo, in addition to packaging proofs in advance of printing.

In all instances, your OWS contact must be notified of the logo use and provided a proof to approve in advance of deployment. Very careful oversight of the sticker use must be adhered to by a knowledgeable partner staff member, so that it is not placed mistakenly on products that are not recommended. Please use the key line version of the Ocean Wise Symbol for packaging where there is saturated and darker areas of imagery or colour. This ensures the icon maintains its visual separation from the packing artwork and design.

With Ocean Wise symbol - key line black



SYMBOL | Usage - Retail Environment

The Ocean Wise symbol should be prominent on posters and digital displays at the retail level.

The Ocean Wise logo should appear in conjunction with the Ocean Wise symbol in primary situations in retail settings to connect OWS to Ocean Wise's overarching ocean conservation mission.



ICON | Restaurant Usage, Minimum Size and Safety

The primary use for the icon is on menus to indicate an item is Ocean Wise recommended. It must be accompanied by the Ocean Wise legend, as shown here.

Minimum size for the icon is no less than 0.25" as illustrated here.

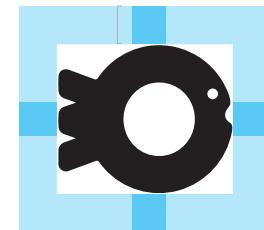
MINIMUM SIZE



0.25"

SAFETY

Relative thickness of the Ocean Wise icon as illustrated



Weekly Specials



 Green Curry Mussels
\$ 9.99



 Poulette Mussels
\$ 9.99



 Mussels with Ratatouille
\$ 9.99



RECOMMENDED / RECOMMANDÉ

OCEAN WISE LEGEND



RECOMMENDED / RECOMMANDÉ





ocean.org