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LOUISIANA SEAFOOD PROMOTION & MARKETING BOARD
Style Guide

PURPOSE OF THIS GUIDE

This guide provides specifications and direction for using the Louisiana Seafood logo. It has been designed and written to make the identity system easy to use and understand. However well conceived, planned and designed a program might be, its integrity can only be maintained through the understanding, support and discipline of those responsible for the materials that project a brand identity. Successful implementation of the programs depends on understanding the intent as well as the specifics of the design system.

THE LOUISIANA SEAFOOD IMAGE

The perception of Louisiana Seafood's image is the accumulation of many factors, including the observations of customers, partners, competitors, media and others. Image is created through behavior and performance and the overall presentation of Louisiana Seafood's brand assets. Since many of the impressions are gathered through sight, the visual aspects representing Louisiana Seafood become extremely important. Over time, all combine in the public's eye to build and reinforce brand equity.

THE LOUISIANA SEAFOOD NAME

When referring to Louisiana Seafood in written documents, the normal rules of grammar apply and it should always appear as follows: Louisiana Seafood, with a capital "L" and "S." Do not attempt to emulate the logo in typed documents. Such attempts result in the breakdown of the clear flow of textual information. The words Louisiana Seafood should always appear in the same font, weight, point size and color as the rest of the typed document in which they appear.

THE LOUISIANA SEAFOOD IDENTITY

The brand identity of Louisiana Seafood is based on the total impression of the tangible elements representing the brand. The primary objectives of this guide are to:

• Create a visible brand through the careful, prominent and consistent application of the Louisiana Seafood trademark.

• Visually differentiate Louisiana Seafood from its competitors.

• Increase marketing communication efficiency.

• Implement graphic guidelines and standards for outside vendors in order to maintain consistency in the presentation of the Louisiana Seafood trademark.

It should be noted that a logo is not a corporate identity. A logo is merely a part of a comprehensive system of basic elements including color, measurement and typography that constitutes the starting point for a corporate identity program.

THE LOUISIANA SEAFOOD LOGO

The Louisiana Seafood logo is the most valuable asset for building brand identity. It embodies the quality and the goodwill that customers and the general public will associate with Louisiana Seafood. Therefore, it is extremely important that the application of the logo and its relationship to the tagline be executed with care and consistency.


To access this style guide online and download logos and other brand assets, visit: LouisianaSeafood.TrumpetGroup.com/#StyleGuide

The Louisiana logo primary color palette consists of blue and light blue. The seafood pattern over the logo is white with 10 percent opacity. The Louisiana Seafood logo should appear as the primary version or reversed primary version where a color logo is needed. The secondary or reversed secondary should be used where a white or grayscale logo is needed. These same PMS colors should apply whether they are being printed on a coated or an uncoated paper stock. The accuracy of these colors is critical. Please provide PMS swatches to your printer to ensure accurate color specification. When specifying other color media (e.g. paint, fabrics, plastics, etc.), match the coated PMS color swatches. To achieve its full potential as a brand identifier, the trademark must stand out from the background and be clearly visible to the viewer.
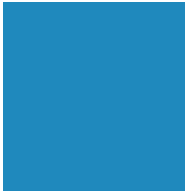
Blue
Pantone® 7461 C
CMYK 81/35/9/0
RGB 24/137/189
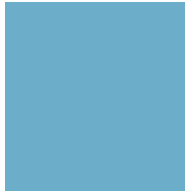
Light Blue
Pantone® 7458 C
CMYK 56/17/13/0
RGB 110/174/202

Primary Version
Color logo with blue box, pattern overlay, and light blue tagline

Reversed Primary Version
Color logo with white box, blue type, and white tagline

Secondary Version
Pantone® Black
CMYK 0/0/0/100
RGB 0/0/0

Reversed Secondary Version

THE LOGO SAFETY ZONE

When the Louisiana Seafood logo is used, a safety zone around the symbol is required in order to ensure visibility and impact. Use the safety zone to separate the logo from text and graphic elements such as images and other logos to make certain the logo retains a strong presence wherever it appears. Where possible, allow more than the required space.

The minimum safety zone (X) should equal the full height of the letter "L" in Louisiana.

x = 100% height of "L"

THE LOGO SCALE

Visibility of the logo is critical to building awareness. Please use the minimum size only when absolutely necessary. When using the logo on unconventional materials, such as textiles and other promotional items, avoid the smaller sizes to ensure legibility.

minimum size 1.25 in

minimum size 1.25 in

The Louisiana Seafood logo should be presented in color with a light blue tagline when used on a white or light-colored background.

The Louisiana Seafood logo should be presented in white or in color with a white tagline when used on a medium or dark color, or on a photograph.

To ensure maximum visibility, the logo should not appear with a light blue tagline on a dark background or photograph.

The logo is often used in association with the LouisianaSeafood.com, Buy.LouisianaSeafood.com, or Sell.LouisianaSeafood.com Web addresses. In this use case, the Web address should be centered beneath the Louisiana Seafood logo and tagline as shown. The Web address should not be set in an arbitrary typeface or spaced differently than indicated in this example.

Web address treatment without tagline

LouisianaSeafood.com

LouisianaSeafood.com

Sell.LouisianaSeafood.com