NATURE'S BEST SEAFOOD

BRAND GUIDE

LOGO

SEAL

PRIMARY COLORS

PANTONE 5463 C
C: 90% M: 66% Y: 60% K: 66%
R: 6 G: 38 B: 45
#06262d

PANTONE 561 C
C: 93% M: 42% Y: 68% K: 33%
R: 0 G: 89 B: 78
#00594e

FONTS

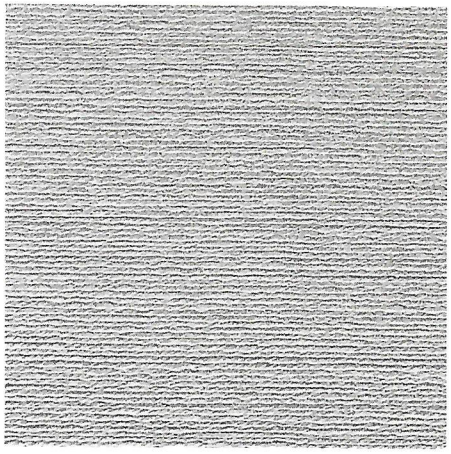
Stainy Personal Use Only
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DEMING EP
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

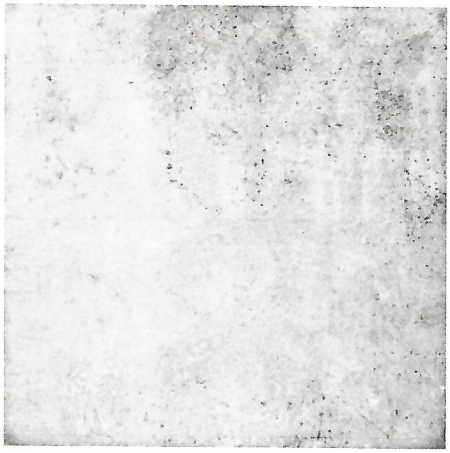
ACKNOWLEDGEMENT
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

TEXTURES



LINE TEXTURE

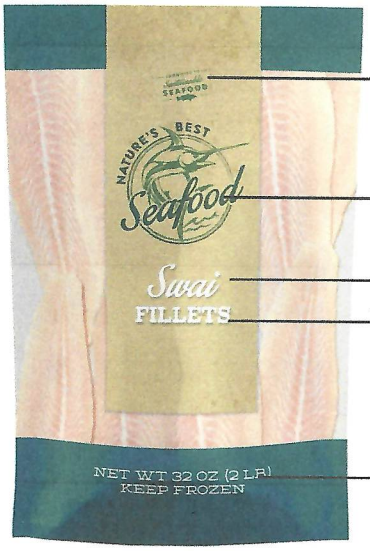
PAPER TEXTURE



ROUGH TEXTURE

These textures are in the background of the colored panels on all the bags and the header cards

BAGS



Seal

Logo

Stainy Personal Use Only 95 pt

ACKNOWLEDGEMENT 38 pt

DEMING EP 18 pt

Seal

Logo

Stainy Personal Use Only 44 pt

ACKNOWLEDGEMENT 50 pt

DEMING EP 24 pt

DEMING EP 18 pt

COLORS

PANTONE 467 C
C: 17% M: 25% Y: 49% K: 0%
R: 213 G: 185 B: 140
#d5b98c

- CATFISH NUGGETS
- FLOUNDER
- KING FISH
- SEA TROUT
- SWAI
- TILAPIA
- WHITING

PANTONE 2178 C
C: 64% M: 35% Y: 31% K: 2%
R: 102 G: 141 B: 152
#668d9d

- ATLANTIC PERCH
- CATFISH FILLETS
- PACIFIC COD
- WILD SALMON

PANTONE 7618 C
C: 16% M: 67% Y: 73% K: 3%
R: 204 G: 109 B: 79
#cc6d4f

- TAIL ON SHRIMP
- RAW P&D SHRIMP

PANTONE 624 C
C: 55% M: 24% Y: 44% K: 1%
R: 123 G: 161 B: 148
#7ba194

- EZ PEEL SHRIMP

PANTONE 1625 C
C: 0% M: 44% Y: 42% K: 0%
R: 248 G: 162 B: 137
#f8a289

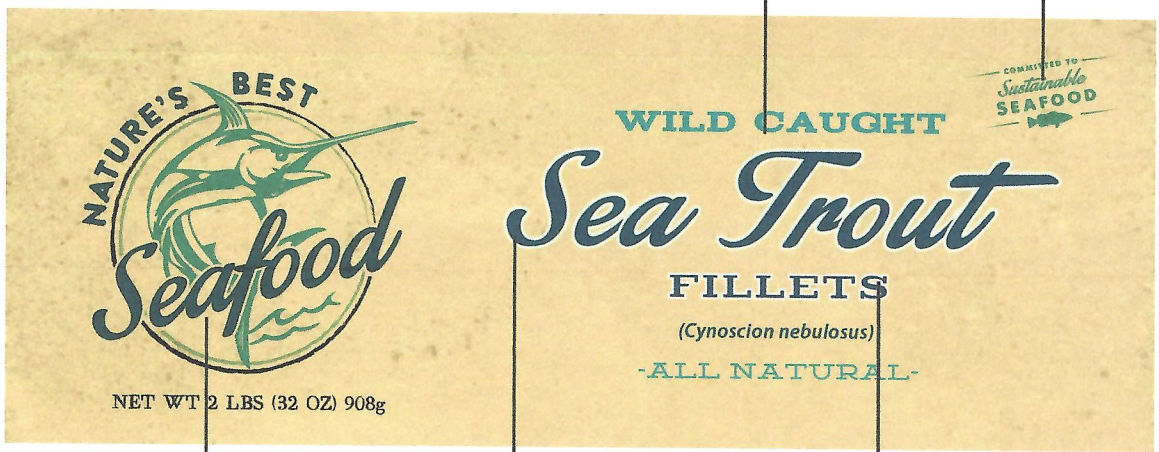
- WHOLE COOKED CRAWFISH

PANTONE 403 C
C: 46% M: 42% Y: 48% K: 7%
R: 140 G: 133 B: 123
#8c857b

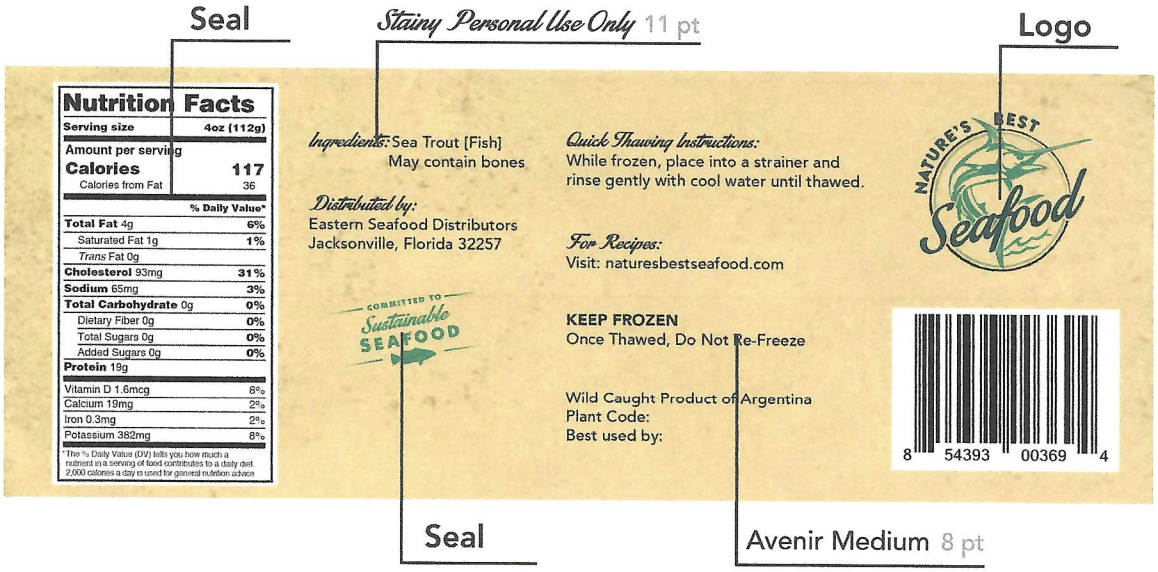
- COOKED SHRIMP

HEADER CARDS

FRONT



BACK



COLORS

FISH

PANTONE 467 C
C: 17% M: 25% Y: 49% K: 0%
R: 213 G: 185 B: 140
#d5b98c

RED SHRIMP

PANTONE 7618 C
C: 16% M: 67% Y: 73% K: 3%
R: 204 G: 109 B: 79
#cc6d4f

SCALLOPS

PANTONE 2178 C
C: 64% M: 35% Y: 31% K: 2%
R: 102 G: 141 B: 152
#668d9d

STICKERS

FRONT

Logo

Seal

Stainy Personal Use Only 20 pt

ACKNOWLEDGEMENT 28 pt

DEMING EP 16 pt

Stainy Personal Use Only 21 pt

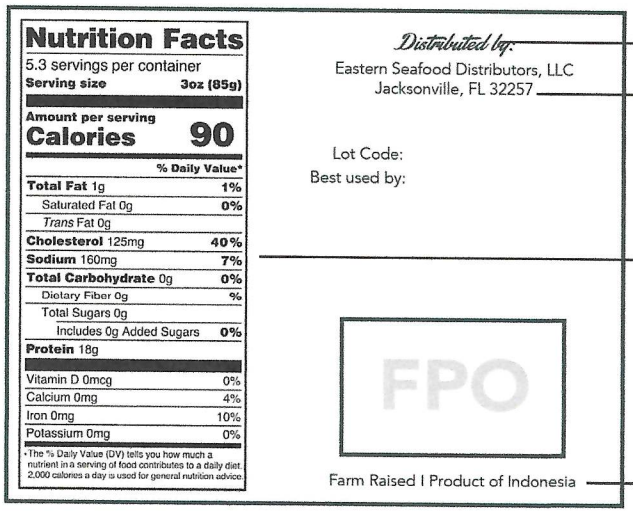
Avenir Book 9 pt

DEMING EP 11 pt

AVENIR BLACK 10 pt

2pt stoke 0.05" inside the boarder

BACK



Stainy Personal Use Only 14 pt

Avenir Book 9 pt

Nutrition Facts

Avenir Book 9 pt

COLORS

PANTONE 561 C
C: 93% M: 42% Y: 68% K: 33%
R: 0 G: 89 B: 78
#00594e

PANTONE 5463 C
C: 90% M: 66% Y: 60% K: 60%
R: 6 G: 38 B: 45
#05262c