



Harbor Banks®
Brand Guidelines

May 2026

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Brand Statement

CATCHING QUALITY AROUND THE WORLD

Sourced from all over the world – Harbor Banks® brings a complete selection of the best wild-caught and farm-raised fish and seafood to your kitchen. Harbor Banks is committed to providing consistency, quality and integrity. This includes products that are a part of our Serve Good® program, which are responsibly sourced, contribute to waste reduction, or are consciously produced or manufactured to help reduce greenhouse gas emissions.

Brand Statement defines the products and benefits of the brand. It's generally used on websites, sell sheets, guides and any promotional piece that showcase several items of that brand.

Brand Mark



Protected Space and Minimum Size

To maintain the integrity of this brand across all applications, it is important to abide by the rules laid out in these guidelines, starting with the protected space and minimum size. The primary logo should appear no smaller than 1.75 inches in size in any application. Always respect the clear space around the logo; it should always measure at least the height of the “E” in “SEAFOOD” of the logo.



Incorrect Use of the Brand Mark



Do not change the color.



Do not add a drop shadow.



Do not rotate the logo.



Do not skew.



Do not scale disproportionately.



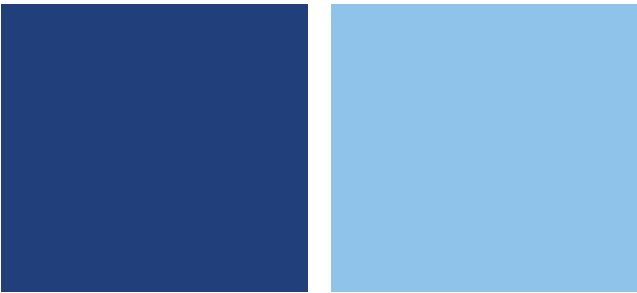
Do not remove or change the graphics elements.



Do not place on top of busy photography or background color.

Primary Color Palette

Navy blue suggests trustworthiness, dependability and commitment. Light blue adds a punch of freshness and excitement.



PANTONE 541	
C:	100
M:	87
Y:	23
K:	8
<hr/>	
R:	33
G:	63
B:	123
<hr/>	
HEX:	#213F7B

PANTONE 543	
C:	41
M:	11
Y:	0
K:	0
<hr/>	
R:	143
G:	195
B:	234
<hr/>	
HEX:	#8FC3EA

Typography



Brand font headline use

ROSEWOOD STD FILL

HEADLINE HERE

ROSEWOOD STD FILL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Body copy for all Exclusive Brands

Aktiv Grotesk Family

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maionse ctatis sus re elicit fuga. Ut offi-
ciis mi, sunte suntore pelicaerepe esequo
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molor as sumquidus, as mi, unt lis dissin
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Aktiv Grotesk Regular

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Aktiv Grotesk Italic

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abcdefghijklmnopqrstuvwxyz

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Aktiv Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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Aktiv Grotesk Light

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ANY US FOODS EB BRANDED TEMPLATE/S SHOULD ONLY USE THE FONT: ARIAL.

Photography

Harbor Banks® food imagery is light and refreshing. Often paired with salads and fresh greens, the lighting is airy and soft.

Delicious food and professional kitchen photography is a very important part of every brand when designing collateral and print ads. It is essential that it look appealing and fresh, with food that is always plated on white. Pay close attention to food styling; the food should look like it was prepared in a restaurant by an experienced chef, not a home-cooked meal.

In the seafood category, capturing the texture of the product is especially important—from the flake of a fillet to the sear on a scallop, details matter in conveying freshness and quality.

Harbor Banks images should be photographed with a short depth of field for a soft-focus background. This effect may be achieved in postproduction.



Food should be photographed with bright, airy lighting and retouched to eliminate shadows and distracting imperfections. When selecting imagery or when planning a shoot, opt for high-quality photography with simple

propping and ultimate appetite appeal. Cutting boards, utensils, raw foods, produce, chips, etc., will achieve that effect. Shoot photography with short depth of field for a soft-focus background.

Images are illustrative of visual styling and are not indicative of product categories.

