



Harbor Banks®
Brand Guidelines

October 2023

Table of Contents

Brand Statement	3
Brand Mark	4
Protected Space and Minimum Size	5
Incorrect Use of the Brand Mark	6
Primary Color Palette	7
Typography	8
Photography	9

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 of items, which are responsibly sourced or contribute to waste reduction.

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.



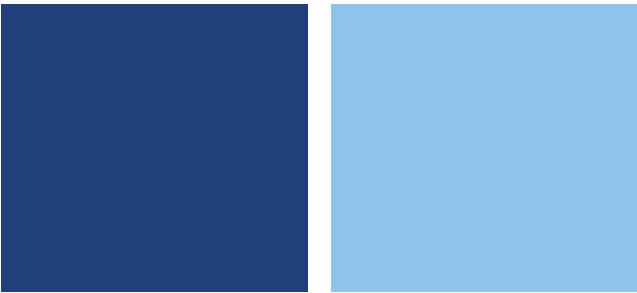
Do not remove or change the graphics elements.



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

C: 100
M: 87
Y: 23
K: 8

R: 33
G: 63
B: 123

HTML: #213f7b

PANTONE 543

C: 41
M: 11
Y: 0
K: 0

R: 143
G: 195
B: 234

HTML: #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

EVERNAT VERUPTIANT

moluptatus eatio velles nisitium nonsed
maionse ctatis sus re elicit fuga. Ut offi-
ciis mi, sunte suntore pelicaerepe esequo
enduciendae nihit, vent aut quo omnis aut
molor as sumquidus, as mi, unt lis dissin
restruntis expl

Aktiv Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aktiv Grotesk Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aktiv Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aktiv Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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.

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



Delicious food photography is a very important part of every brand when designing collateral and print ads. It is essential that it looks appealing and fresh. Food imagery should look like it was prepared in a restaurant by an experienced chef, not a home-cooked meal. Raw food ingredients are also acceptable and may be used to tell

an ingredient or flavor story. Always choose the freshest and least-processed imagery of raw food ingredients to reinforce the quality message. Food should be photographed with bright, airy lighting and retouched to eliminate shadows and distracting imperfections.

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

