

PRIMARY LOGO

The **primary logo** should only be placed on light colors or light backgrounds and surfaces. For situations where the primary logo does not have enough contrast, the **white logo must be used**. The **black logo** should only be used when color printing is not available.



ALTERNATE COLORS



White



Black

CLEAR SPACE

The clear space (1/3 of "X") is applied on all sides of the logo. "X" is equal to the height of the BSF logo. Under no circumstance should the BSF logo be used without this minimum amount of clear space.



MINIMUM SIZES

PRINT



1 inch (~25mm)

DIGITAL



72px

LOGO DON'TS

The logo must never be altered or re-created in any way. Do not pair BSF logos with additional elements like taglines, campaign logos, brand logos, or partner logos.



APPROVAL

All uses of the BSF logo must be reviewed and approved by BSF Marketing prior to publication or distribution. Submit a request: marketing@bsfseafood.com

™ BSF and the BSF logo are trademarks of Beaver Street Fisheries, LLC.
Do not remove, obscure, or alter the trademark designation in any way.

COLOR

PRIMARY



BSF BLUE

PMS 2767 C
CMYK 91/76/47/45
RGB 33/49/70
HEX #1C3047

DEEP SEA BLUE

PMS 2955 C
CMYK 100/78/35/28
RGB 0/55/101
HEX #003765

BLUE WAVE

PMS 2727 C
CMYK 86/51/1/0
RGB 48/116/181
HEX #1574B9

BLUE SKY

PMS 2905 C
CMYK 51/10/7/0
RGB 132/188/217
HEX #84BCD9

SECONDARY



SEAFOAM

PMS 4185 C
CMYK 56/23/40/1
RGB 127/160/154
HEX #77A29B

CRUSTACEAN

PMS 7579 C
CMYK 5/18/32/0
RGB 235/208/176
HEX #EFCFAD

SEA GLASS

PMS 9062 C
CMYK 7/0/5/0
RGB 236/245/241
HEX #EAF5F0

SHELL

PMS 4029 C
CMYK 26/5/2/0
RGB 189/215/234
HEX #BDD7EA

TYPOGRAPHY

Typography is an essential element of the BSF identity. Consistent use of the selected typeface family throughout communication and marketing executions will help maintain a cohesive visual style.

ACCEPTABLE SYSTEM FONTS

If **Barlow Semi-Condensed** is unavailable, **Bahnschrift SemiCondensed** is a suitable substitute. **Georgia** is a comparable alternative for **Gelica**.

PRIMARY BODY

Barlow Semi Condensed Family

HEADLINE FONTS

BARLOW SEMI-CONDENSED SEMIBOLD (ALL CAPS)

BARLOW SEMI-CONDENSED MEDIUM (ALL CAPS, TRACKING 75)

Gelica Family

DISPLAY FONTS

Market Pro Family