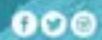




Wild & Frozen at Sea
with Responsible Fishing





The Corporate Identity Manual includes the constituent elements of WFAS Visual Identity.

As constitutive elements, we establish the construction guidelines, the use of fonts and the chromatic applications of the brand.

The consolidation of the new image of WFAS requires special attention to the recommendations set out in this Manual, as a document that guarantees a unity of criteria in our communication and public dissemination.

The guidelines contained in this document are not intended in any way to restrict creativity, but rather to be a guide that opens up to new creative possibilities to communicate your own essence.



CORPORATE IDENTITY MANUAL INDEX

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- 3 . THE COLOR
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- 5 . COEXISTENCE WITH OTHER BRANDS
- 6 . INCORRECT USES
- 7 . APPLICATIONS
- 8 . TERMINOLOGY

THE BRAND



The WFAS is a unique brand, with a unique personality. Our visual communication style should help convey the commitment to the quality of deep-sea frozen fish.

OCEAN

The gradients of the blue color impregnated in the logo represent the waves and the ocean in general.

FROZEN

The blue aspect of the logo represents the image of the frozen but also its hexagon shape in the isotype gives the sensation of frozen.

QUALITY

Represented by the symbol of correct gives the feeling of approval of the product.

FISH

The head of the fish represented in its simplest form is quickly identified by the consumer

A well-applied brand is the most solid base on which adherence, rapid identification and connection with a future project is generated.

Symbol



Isotype



CONSTRUCTION AND APPLICATION

The WFAS brand is born from the creation of the transformation of the letter W into a fish and a symbol of the correct for quality check.

This main shape is the symbol of the brand and it becomes an Isotype, representing the expertise of the brand the quality of deep-sea frozen fish.

The words apart from the symbol are composed by the name FAS and it was done a personalized typography and unique throughout the world, created especially for the WFAS logo.

The simplicity of its shapes and colors give it an easy reading of the logo and the brand name. At the same time as the slogan in its blue color, it gives the brand its own identity closely linked to frozen fish.

The logo can be represented with the slogan or without the slogan, but preferably with the slogan for an easy visualization of the message.

In short, the WFAS logo is not the result of chance but a complex web of semiotics that captivates the public in a very subliminal but effective way.

Commercial slogan

Wild & Frozen at Sea
with Responsible Fishing

Logo



Symbol



Isotype



CONSTRUCTION AND APPLICATION

The logo can be presented in different ways, in a simple way, as the symbol to its most complete form the logo.

The logo can only be represented horizontally, as shown in the image.

Horizontal Logo



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CONSTRUCTION AND APPLICATION



MODULATION

THE WFAS logo is inscribed on a surface modular proportions:

Horizontal: 7 x 5 / 3 x 4

The “X” value sets the unit of measure. Thus, we ensure the correct proportion of the brand on any support and measurements.

PROTECTION AREA

A protection area has been established around the logo. This area must be free of graphic elements that interfere with your perception and reading of the brand.

The construction of the area of respect is determined by measure “X”, whenever possible, maximize this space by separating the logo from the rest of the elements.

CONSTRUCTION AND APPLICATION

Symbol



20mm

Isotype



13,5mm

Logo



40mm

Compound logo



60mm

MODULATION

A minimum offset reproduction size of 13,5 mm long has been established in the Isotype for screen printing or offset.

A minimum offset reproduction size of 20mm long has been set in the symbol for screen printing or offset.

A minimum offset reproduction size of 40mm long has been established for the logo and 60mm for the Composite Logo for screen printing.

For on-screen reproduction, a minimum size of 100 pixels long is recommended.

In systems with low reproduction values, (reliefs, engravings ...), a larger size is recommended, taking into account the technical criteria of the reproduction system and legibility.

For the compound shape of the logo these values increase to 80mm for silkscreen printing or horizontal offset, 170 px minimum is also recommended for digital support.

CONSTRUCTION AND APPLICATION



PANTONE 2985C
C: 52 / M: 2 / Y:0 / K:0
#4DC6F4

PANTONE 299C
C: 69 / M: 14 / Y:0 / K:0
#00AEEF



Color defines a scenario of specific emotional values that we must consider in its application for any communication medium.

The main color of the WFAS logo and symbol is Blue Ice in Pantone 2985C light areas and ending in Pantone 299C.

The logo can also be represented in white, black and or gray scale for ink saving reasons.

PANTONE solid to process guide coated EURO.

CONSTRUCTION



Opacity 100% 34% 36% 31%

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Opacity 100%



Opacity 100% 76% 15%



Opacity 100% 76%



Opacity 75%



THE COLOR

CHROMATIC APPLICATIONS



ON
BLACK



ON PANTONE 299C



BLACK ON
WHITE



WHITE ON
BLACK



ON
WHITE



ON PANTONE 2985C



ON CLEAR PHOTOGRAPHIC
ENVIRONMENT



ON DARK PHOTOGRAPHIC
ENVIRONMENT

TYPOGRAPHY

Arial Rounded MT Bold



Bb, Cc, Dd, Ff, Gg, Hh, Jj, Kk, Ll,
Mm, Nn, Ñn, Pp, Qq, Rr, Ss, Tt,
Vv, Ww, Xx, Yy, Zz

ABCDEFGHIJKLMNÑO
PQRSTUVWXYZ

abcdefghijklmnopqr
stuvwxyz

&

...



The typeface family of WFAS slogan is Arial Rounded MT Bold, in the use of all internal communication, signage and external communication.

This typeface was chosen for its link to good readability, contemporaneity, and consumer trust.

As for the typographic family of the logo, it simply does not exist, it was created solely and exclusively for this project, it can be considered unique.

COEXISTENCE WITH OTHER BRANDS

The representation of WFAS logo will then be as long as possible in the left area of all logos, whether they are business brands, brands of institutions or European projects. In the vertical format it passes the same, it will be represented above the other logos from top to bottom (European reading away).

The 1x distance rule is also used with other logos for an easy visualization of the same.

Regarding its size, it can never be smaller or larger than the other logos, be it vertically or horizontally, as represented in the examples on the left of this page.



INCORRECT USES



Special care is recommended to avoid incorrect uses that affect the image of the Corporate Identity.

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Changes in the distribution
of elements



Changes in main
colors



Distortion in its
horizontal portion



Distortion in its vertical
portion



Changes in
typography



Removal of logo
elements

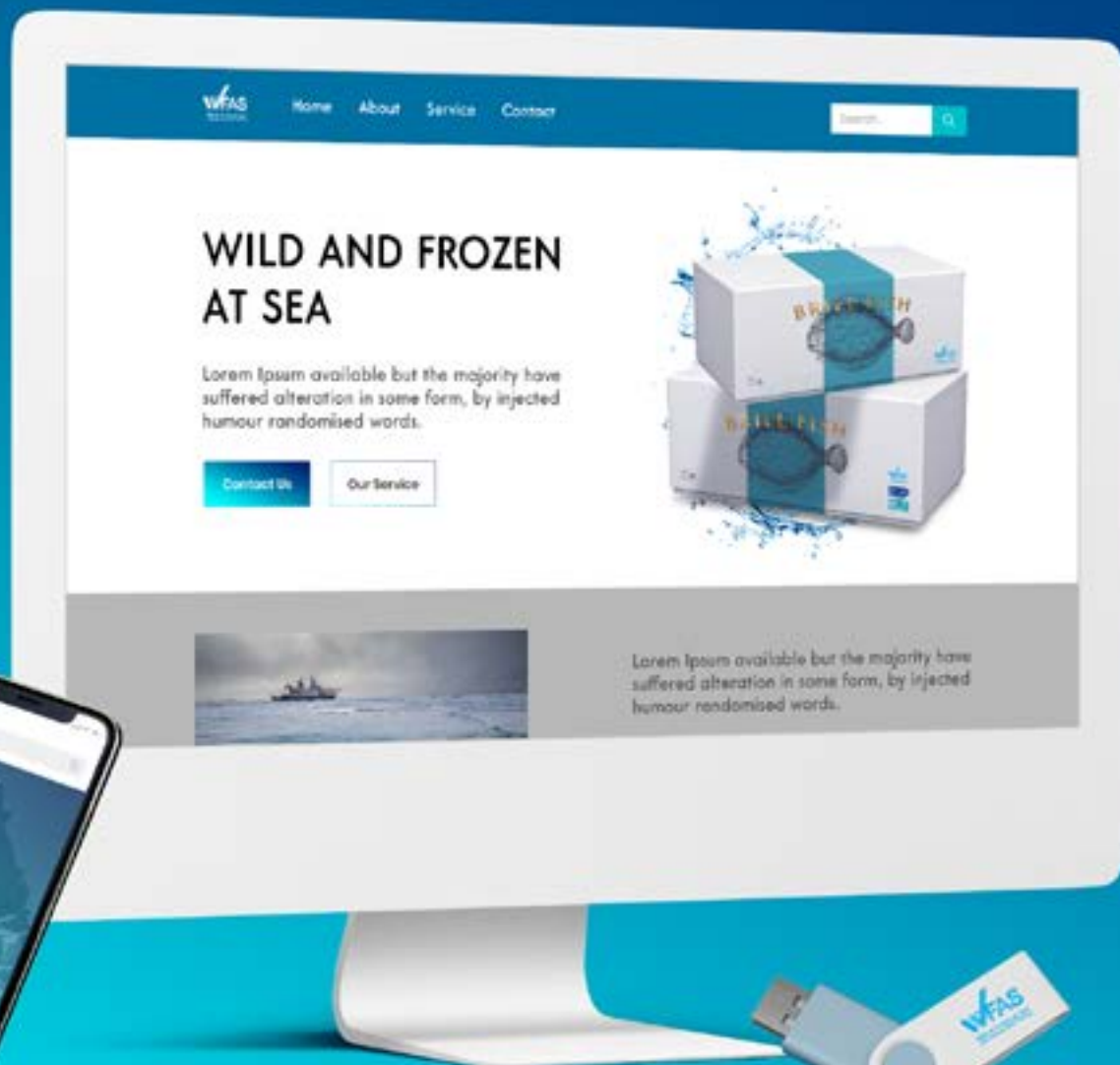
POSSIBLE APPLICATIONS



WFAS

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TO ACHIEVE A BETTER UNDERSTANDING OF THIS MANUAL, THE MOST COMMON OF THE TERMS USED ARE SET OUT BELOW.

CORPORATE IMAGE

The perception that a certain person or a group has of an Entity. It is the mental image linked to a Corporation and what it represents.

CORPORATE IDENTITY

The set of specific and personal characteristics of an Entity, which create a perceptible and memorable form of itself and differentiate it from other entities. The term Corporate Identity, by which we understand its specific nature, implies everything that a company represents: its products, its communication, its properties ...

VISUAL IDENTITY

The visible part of a company's identity. Corporate Identity and Visual Identity are often used indiscriminately. However, the first is on a higher plane than the second.

CORPORATE IDENTITY MANUAL

Set of rules that regulate the use and application of the Corporate Identity at the design level.

LOGO OR BRAND

The conjunction of the different elements that make up the visual identity of the brand: logo, symbol / anagram, isotype, slogan and color.

SYMBOL OR ANAGRAM

Graphic element that symbolizes the brand and helps to improve its identification.

ISOTYPE

The isotype refers to this symbolic or iconic part of the marks. In branding, we speak of isotype when we recognize the brand without the need to accompany it with any text.

CORPORATE TYPOGRAPHY

Typeface that is used in a binding way to write the texts related to the Corporate Image. The standardization of typography is an additional factor in any Visual Identity program. Seeks to confer unity and harmony in all presentations.



WFAS

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THANK YOU FOR YOUR TIME