NORTH ATLANTIC PELAGIC ADVOCACY GROUP

Branding guidelines

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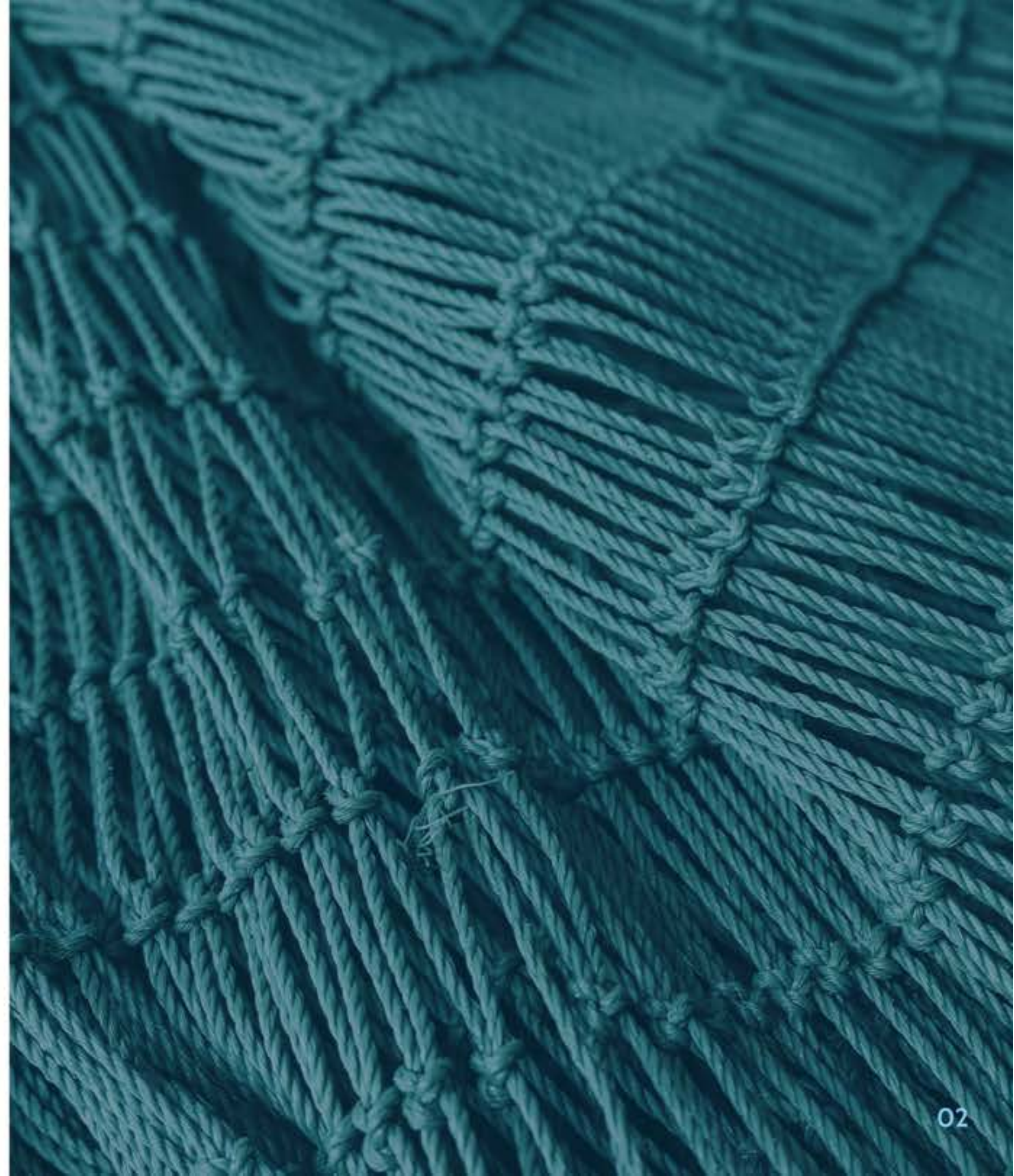
About the North Atlantic Pelagic Group (NAPA)

NAPA is the unified and unrelenting voice of the marketplace for sustainable Northeast Atlantic seafood.

We are a collective of retailers and supply-chain businesses with a pre-competitive shared commitment to sourcing sustainable seafood. And we will not stop calling for long-term, science-based management of NE Atlantic stocks. It is the only way to ensure prospering oceans and fisheries, and business security for the future.

NAPA Logo

Primary logo: full colour

The full colour logo is the 'master logo' and should be used in the first instance on all NAPA communications. As demonstrated here, the full colour version is best suited for use on white or light coloured backgrounds to ensure the best possible visibility.

Importantly the full colour logo must not be applied on top of one of the four blue brand colours, as the visibility will be compromised.

Secondary logo: single colour

When the visibility is compromised e.g. when overlaid on top of an image or coloured background, the single colour or all-white logo should be used.

- The dark blue logo should be applied to lighter backgrounds/images.
- The all-white logo should be applied to darker backgrounds/images.

Primary Logo:

Secondary Logo:

Colour palette

The primary colour palette contains the leading colours for NAPA and therefore should be used most often. People recognise NAPA through its four shades of blue, and this should remain. Rules for application include:

- Headings #043B58
- Subheadings #2D90CF
- Body text #082736
- Background colour (white substitute) #EBF4F9

NAPA's new orange - where should it be used?

The vibrant and contrasting orange tone has been introduced to mark an evolution in our comms that adds a more urgent and pressing tone and this colour serves to underline that visually.

It should be used to highlight key messaging or draw the users attention towards important elements that mark change, action and new ways of thinking for NAPA. Additional rules for application include:

- Can be used against white
- Can be paired directly with the primary palette
- Should not be paired directly with the tertiary palette
- Can be used indirectly with the tertiary palette (i.e. in the same deck), but it should not be used directly beside or on top of a tertiary colour

Primary

				#C6E5F7
#082736	#043B58	#2D90CF	#8CCBEF	#EBF4F9

Secondary

#FF6B23

Tertiary - Species colours

MACKEREL	HERRING	BLUE WHITING
#39AC94	#E7AC3D	#F97068
#2A7D6C	#C18F32	#CC5C55

These colours should be used to directly represent a specific species campaign / sub-group. NAPA's species campaigns / sub-groups should stand out in communications and become instantly recognisable through colour recognition.

Colours should be used with the primary palette, but should not be used directly with the secondary vivid orange colour.

Deeper tones of the tertiary palette should only be used when overlaying a texture on the FIP colours (see example on pg 9).

Application of colour

Guidance has been provided for applying NAPA's colour palette. It is important that NAPA consistently applies its colour palette to deliver a strong and coherent brand identity, as well as ensuring communications are meeting accessibility criteria.

Do:

| Orange text on white | ✓ |

| White text on orange | ✓ |

| Orange on our deepest blue | ✓ |

| Orange on our deep blue | ✓ |

| Orange on our lightest blue | ✓ |

A lighter shade of blue has been added to the NAPA brand palette to ensure orange text on blue is accessible.

Don't:

| Light blue text on white | ✗ |

| Light blue text on white | ✗ |

| Orange on our medium blue | ✗ |

| Orange on our lighter blue | ✗ |

Light blue text should not be used on a white background. Similarly, orange should not be used on the above shades of blue.

Typography

A set of fonts has been chosen for headings, subheadings and body text for NAPA communications.

*Please note fonts may need to be downloaded and uploaded to devices and platforms if they are not yet installed.

Substitute fonts

On occasion, fonts outside of the NAPA brand palette, may need to be used – for example, across Word-based documents or Powerpoint presentations created in the Microsoft 365. In these instances, the font family 'Aptos Narrow' should be used exclusively.

Font files:

⬇ The font family 'Barlow' is an open-source font for both personal and commercial use. The font and licensing terms can be downloaded here.

⬇ The font family 'Cabin' is an open-source font for both personal and commercial use. The font and licensing terms can be downloaded here.

⬇ The font family 'Aptos Narrow' is widely available font, accessible in Microsoft 365.

| Heading | **Barlow Condensed SemiBold** |
On occasion, **Barlow Bold** can be used for short impactful statements.	ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz
Subheading	**Cabin Bold**
	ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz
Body	Cabin Regular
	ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz

Visual assets (1)

NAPA has a series of three visual asset themes that can be used across communications such as reports, presentation decks and social media graphics to enhance visuals and develop a strong visual brand identity.

1. Wave shape

NAPA's wave asset connects the organisation to the marine sector. The texture of the wave emphasises NAPA's transparency and honest approach to advocacy, whilst the forwards leading angle of the wave nods to the constant progress and action focus of the organisation.

The wave shape can be applied in NAPA's **primary colour palette only.**
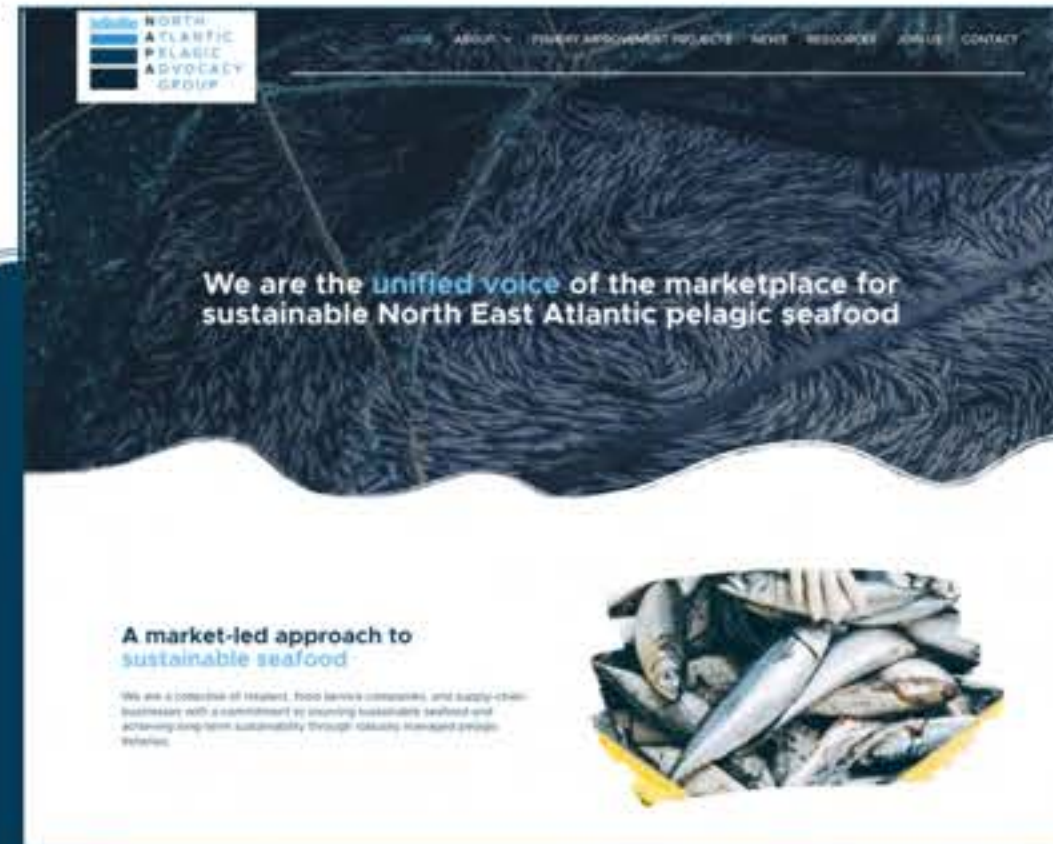

Evolution of the wave

*Please note that the NAPA wave asset has evolved (as of September 2024). The previous 'clean wave asset' (visible in the logo emblem) should no longer be used across any NAPA communications.

Visual assets (2)

2. Species textures

Textures of fish scales have been developed for each of the three species (mackerel, blue whiting and herring). The corresponding texture (and colour) should be used when communicating directly about a specific species. Textures **can also be used more generally in a primary brand colour** when not addressing a specific species.

Mackerel

Herring

Blue Whiting
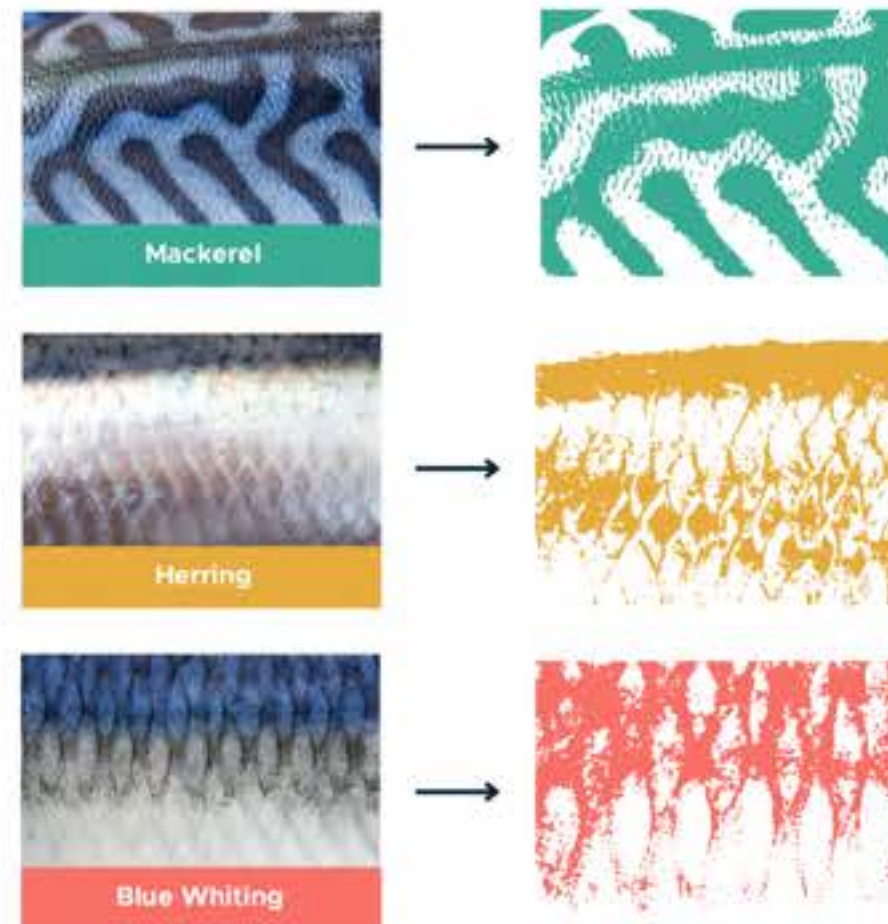
3. Stacked logo lines

The four shades from the NAPA logo can be used to reinforce the NAPA brand identity. Four stacked lines, in the four shades of the NAPA logo, can be used to subtly brand documentation such as A4 or presentation materials.

Application of branding

Colour, typography and visual assets should be applied following the below suggested styles to develop a strong and unified visual identity across NAPA communications.

We have a collection of branded documents available on request. Documents include:

1. Microsoft Powerpoint template
2. Microsoft letterhead template
3. Microsoft report template
4. Social media templates

Letterhead and report templates:

Presentation materials:

Social media:

Species-specific branded documents (e.g. social media templates):

Photography

High-resolution, moody and impactful photography should be used throughout NAPA communications. Images should have high contrast and deep shadows, and generally should show depth in tone. They should be the focus of all NAPA comms, appearing sleek and professional, whilst also evoking emotion and communicating NAPA's dynamic action and constant movement.

Photography themes include:

- **Fishing gear and vessels**
- **NAPA FIP species focus (including mackerel, blue whiting and herring)**
- **Close ups of waves and the ocean, both above and below sea level**

In general, all photos should have been taken in and around the relevant area of the North East Atlantic. However, it may be acceptable to use photos taken in other regions of the world provided these look as if they could conceivably have been taken in our region (e.g. a species with a large geographic distribution, a gear type used in many different fisheries, a close-up of a net float, etc.).
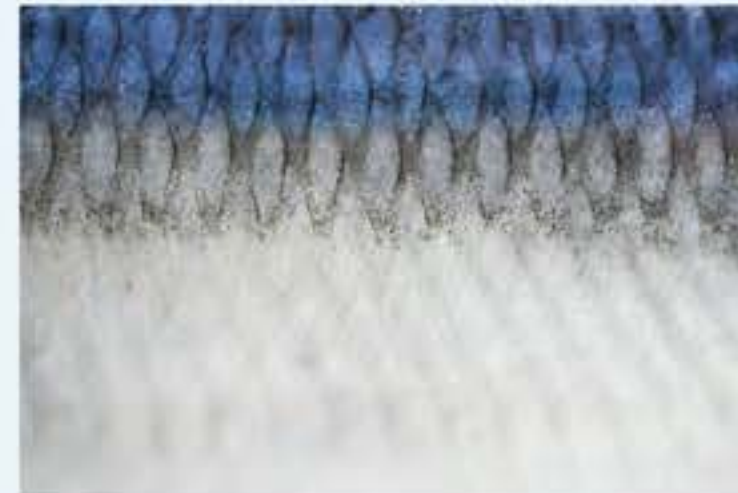
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Branding developed
by Mindfully Wired

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