

Using the “Seafood from Norway”-trademark

“Seafood from Norway”-trademark is a registered trademark, which must be treated with the utmost respect, and applied with the greatest of care. The following guidelines explain how the trademark should be applied on product packaging and used in print, to ensure a coherent visual expression and usage across all markets.



Themes

Colours: The trademark is available in two colour themes, one for light coloured backgrounds (A) and one which is intended for darker backgrounds (B). These themes should be used on multicoloured packaging and print materials. Please opt for the theme that ensures the greatest contrast between the trademark and the background to ensure that the trademark is as visible as possible. The ultimate goal is to make the trademark stand out as much as possible. As illustrated here.

Colour:

Black and white:



A



B



A

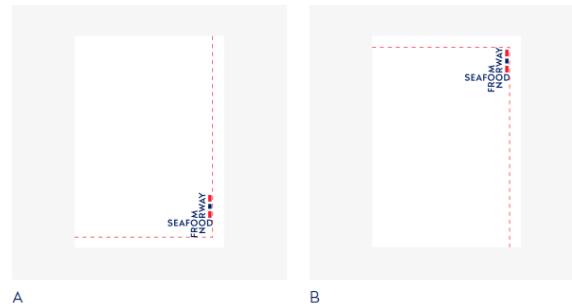


B

Usage on product packaging

Placement

The trademark must be placed in the lower (A) or upper (B) right corner, when applied to product packaging. As illustrated here.



Size

The size of the applied trademark must be appropriate in relation to the available space and context in which it is applied. The defined minimum size of the trademark is intended to ensure that the trademark is presented in the way possible. The minimum allowed size of the trademark is a width of 13mm. As illustrated here.



Free adjoining area

In order to ensure that the trademark is clearly visible, and not confused with other labelling and marks, the adjoining area must be left free from other graphics or labels.

Please adhere to the guidelines for preferred size of free adjoining area (A), whenever the available surface area allows it. In instances when the available space is limited, it will be acceptable to use the trademark in accordance with the guidelines for minimum allowed free adjoining area (B).

