

# IFFO Brand guidelines

Update: January 2020

# Using the IFFO Logo

Members are welcome to use the IFFO logo in materials they produce with the following provisos:

- Permission must be sought and received from IFFO ([secretariat@iffo.net](mailto:secretariat@iffo.net))
- If membership of IFFO ceases, use of the logo must also cease, with immediate effect (pre-printed materials may not be used up)
- The IFFO logo must not be re-drawn or altered in any way and has size and minimum space requirements to ensure that it is always visually recognizable
- The IFFO logo should be given generous clear space around it so that no other element should come within a perimeter that is the width of the F as it occurs in the logo
- It should never be enclosed in a box or other graphic to make it stand out
- The brand colours should always be used as provided, without exception. The black and white alternative can be used should full colour printing be unavailable or not cost effective
- The logo must be reproduced as designed, no changes to colour, proportions or layout is permitted without our prior approval, though it may be scaled up or down as long as the strapline remains legible

# The Logo

The IFFO logo must not be re-drawn or altered in any way and has size and minimum space requirements to ensure that it is always visually recognisable.

The logo must remain at its supplied proportions.

The logo in its entirety must always be visible.

The logo can be placed over imagery (such as fish or water) but should always be perfectly legible and visible at all times. It should be placed over an area that is not close to the logo colour. Use the best contrasting version of the logo that doesn't compromise its legibility.

# Using the IFFO Logo

Members are welcome to use the IFFO logo on the following materials:

You may wish to display your IFFO membership status on your companies stationery, website and any marketing literature that is produced.

When doing this the IFFO members logo should only be used as an endorsement in relationship to your company logo. It should never be more prominent than your company logo.

The exact position of the IFFO members logo is flexible, as it will need to fit with your company logo and guidelines.

The logo can NOT be displayed on invoices, quotations, fair booths or packages / wrappings or display stands.

# Logo space and colours



# Logo space and colours



RGB 249, 209, 219  
CMYK 1, 20, 1, 0  
HEX #f9d1db



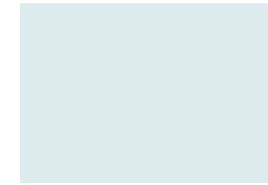
RGB 248, 199, 171  
CMYK 2, 23, 26, 0  
HEX #f8c7ab



RGB 0, 135, 182  
CMYK 81, 27, 4, 3  
HEX #0087B6



RGB 160, 195, 230  
CMYK 40, 2, 2, 9  
HEX #a1c1e7



RGB 230, 240, 250  
CMYK 10, 1, 1, 2  
HEX #e7eff9



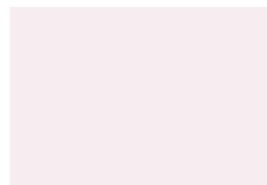
RGB 72, 88, 92  
CMYK 76, 55, 50, 16  
HEX #48585c



RGB 144, 164, 171  
CMYK 43, 23, 20, 0  
HEX #90a4ab



RGB 251, 135, 164  
CMYK 0, 53, 11, 0  
HEX #fb87a4



RGB 255, 240, 244  
CMYK 2, 6, 1, 0  
HEX #fff0f4

# Colours: extended colour palette



## Red 1

RGB 176, 94, 86  
CMYK 21, 69, 59, 6  
HEX #b05e56



## Red 2

RGB 227, 120, 111  
CMYK 4, 60, 45, 1  
HEX #e3786f



## Red 3

RGB 252, 158, 149  
CMYK 0, 43, 28, 0  
HEX #fc9e95



## Orange 1

RGB 249, 153, 97  
CMYK 0, 44, 60, 0  
HEX #f99961



## Salmon

RGB 248, 199, 171  
CMYK 2, 23, 26, 0  
HEX #f8c7ab



## Orange 3

RGB 252, 219, 161  
CMYK 3, 12, 36, 0  
HEX #fcdab1



## Yellow 1

RGB 241, 221, 112  
CMYK 4, 7, 68, 1  
HEX #f0dd6f



## Yellow 2

RGB 254, 237, 150  
CMYK 2, 4, 47, 0  
HEX #feed96



## Yellow 3

RGB 255, 250, 227  
CMYK 2, 1, 10, 0  
HEX #ffffae3



## Green 1

RGB 85, 115, 89  
CMYK 68, 36, 66, 13  
HEX #557359



## Green 2

RGB 132, 179, 138  
CMYK 48, 9, 49, 1  
HEX #84b38a



## Green 3

RGB 205, 249, 196  
CMYK 18, 0, 23, 0  
HEX #cdf9c4

# Colours: extended colour palette



**Aqua 1**

RGB 71, 145, 144

CMYK 71, 19, 35, 5

HEX #479190



**Aqua 2**

RGB 84, 171, 170

CMYK 64, 8, 27, 1

HEX #54abaa



**Aqua 3**

RGB 195, 247, 246

CMYK 20, 0, 6, 0

HEX #c3f7f6



**Purple 1**

RGB 102, 117, 176

CMYK 63, 48, 1, 0

HEX #6675b0



**Purple 2**

RGB 164, 176, 222

CMYK 34, 24, 1, 0

HEX #a4b0de



**Purple 3**

RGB 204, 192, 195

CMYK 17, 19, 11, 0

HEX #ccc0c3



**Mauve 1**

RGB 163, 129, 155

CMYK 34, 48, 15, 1

HEX #a3819b



**Mauve 2**

RGB 227, 179, 215

CMYK 13, 30, 2, 0

HEX #e3b3d7



**Mauve 3**

RGB 255, 227, 248

CMYK 7, 13, 0, 0

HEX #ffe3f8



**Anchovy**

RGB 144, 164, 171

CMYK 43, 23, 20, 0

HEX #90a4ab



**Grey 2**

RGB 185, 194, 196

CMYK 26, 14, 14, 0

HEX #b9c2c4



**Grey 3**




RGB 209, 219, 222

CMYK 16, 7, 7, 0









HEX #d1dbde

# Colours: assigned colours



## Countries

	Peru
	Scandinavia
	China, PR
	Thailand
	Chile
	USA
	Others
	Vietnam
	Japan
	Taiwan
	Germany
	Morocco
	U.K.
	Canada

## Continents/regions

	Africa
	Asia
	Europe/EU
	Former Russia
	Latin America/South, Central America
	Middle East
	North America
	Oceania

## Cities

	Hamburg
	Rotterdam









## Duration

	1 Year
	2 Year

## Use of fishmeal

	Aquaculture
	Chicken
	Pig
	Direct human consumption
	Other

## Meal/oil type

	Super prime meal
	Crude fish oil
	Crude oil
	Fish oil
	Rapeseed oil
	Soyabean
	Palm oil
	Oils & fats

## Fish type

	Cyprinids
	Eels
	Crustaceans/ Prawn & Shrimp
	Marine fish
	Salmon ids (& Norwegian salmon)
	Tilapias
	Seabass
	Seabream
	Carp
	Pangasus
	Other



# Typography

## Heading

Open Sans Light OR Helvetica Light  
24 pt

## Sub-heading

Open Sans Light OR Helvetica Light  
12 pt

## Plain text

Open Sans Light OR Helvetica Light  
10 pt

# Typography (specifics for Graphs, Tables and Pie charts)

## Heading

Open Sans Light OR Helvetica Light  
12 pt / CMYK 0, 0, 0, 65

## Source

Open Sans Light OR Helvetica Light  
8 pt / CMYK 0, 0, 0, 65

## Figure

Open Sans Semibold OR Helvetica Light  
10 pt

## Axis

Open Sans Light OR Helvetica Light  
8 pt / CMYK 0, 0, 0, 65

# Graphs, pie charts and tables

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- 2.06 World aquaculture production (order of importance)

**Section II - Fishmeal production, exports, imports and supplies**

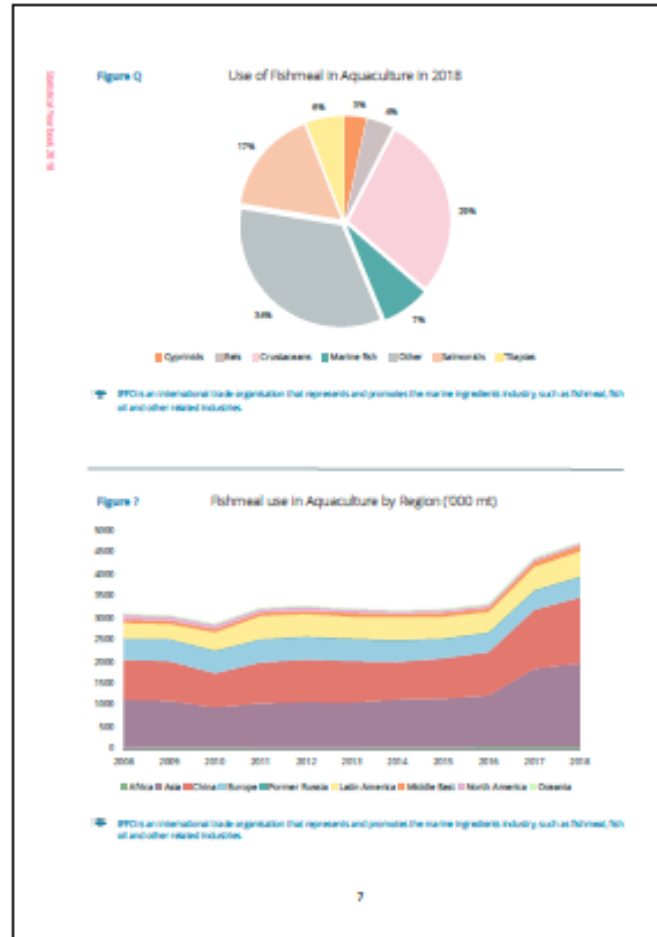
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**Table 13 World Aquaculture Production of Selected Species (Continued)**

**Sea bass Production**

	2013	2014	2015	2016	2017
China, PE	122.6	136.6	117.4	177.6	196.4
Turkey	47.9	74.7	75.2	80.8	100.0
Greece	34.9	33.1	36.4	42.5	44.3
Spain	14.6	18.7	18.8	23.0	17.7
Croatia	2.8	3.7	4.5	5.1	5.4
Italy	6.3	5.7	5.8	6.8	6.8
Peru	2.4	2.7	2.7	2.7	2.7
Norway, South	1.2	1.0	1.8	1.9	2.1
Oman	1.4	1.8	1.7	1.5	2.3
Portugal	0.8	0.5	0.3	0.4	0.4
Sub - total 10 Countries	255.2	288.7	285.0	352.3	377.8
Other	15.6	31.0	29.2	36.9	44.1
<b>Total</b>	<b>270.8</b>	<b>319.7</b>	<b>314.2</b>	<b>389.2</b>	<b>421.9</b>

**Sea bream Production**

	2013	2014	2015	2016	2017
China, PE	54.7	56.7	66.6	72.2	81.3
Japan	56.9	67.7	83.6	87.0	82.7
Turkey	36.2	41.6	51.4	55.3	61.3
Greece	55.8	50.7	47.7	49.6	55.6
Spain	18.6	18.6	16.6	12.4	17.0
Norway, South	1.7	1.9	2.4	2.8	1.8
Oman	1.8	2.6	1.7	1.0	4.9
Italy	6.2	6.8	6.8	7.6	7.6
Croatia	1.0	1.7	4.1	4.1	4.8
Malta	2.8	2.7	2.3	2.2	2.5
Sub - total 10 Countries	239.6	268.6	285.4	281.2	295.5
Other	34.0	36.3	37.2	50.7	63.0
<b>Total</b>	<b>273.6</b>	<b>304.9</b>	<b>322.6</b>	<b>331.9</b>	<b>358.5</b>

Source: Food and Agriculture Organization of the UN (FAO), Fisheries Department, Rome

