



## Logo Style Guide

04.20.2015

## Suisan Logos

The Suisan logo captures the qualities of the brand in a straight forward symbol and wordmark. It is made up of a customized font (wordmark), next to a stylized “S” inside a rounded rectangle and the company tagline underneath.

Consistent use of the Suisan logo is essential in creating a united brand identity. The Suisan logos are supplied as artwork and should never be altered, distorted or re-created in any way.

Never manipulate the logo in any way. This rule includes but is not restricted to type, rules, surrounding boxes, shadows, outlines, and embellishments.

### Master Logo



*Let's make good food together!*

HORIZONTAL MASTER



90Y 100M 10K  
# d7182a



60M 100C  
#0066b3

### Logo Variations



*Let's make good food together!*

HORIZONTAL COMPACT



*Let's make good food together!*

VERTICAL COMPACT



FOODSERVICE HORIZONTAL



FOODSERVICE VERTICAL

## Division Logos

Division Logos unify Seafood, Foodservice and Produce within the corporate while expressing an individual look through color. Logos and colors should be used in their division and global marketing.



SEAFOOD HORIZONTAL



SEAFOOD VERTICAL



15Y 75C  
#00bbd6



60M 100C  
#0066b3



PRODUCE HORIZONTAL



PRODUCE VERTICAL



100Y 10M 50C  
#8fb73e



60M 100C  
#0066b3



FOODSERVICE HORIZONTAL



FOODSERVICE VERTICAL



90Y 100M 10K  
# d7182a



60M 100C  
#0066b3

## Typography

The font family used for logo and tagline is Ubuntu.

*"[Ubuntu] has a contemporary style and contains unique characteristics [...] that convey a precise, reliable and free attitude."*

It is recommended to use this font for all marketing materials to accompany the logo and enforce the Suisan brand. The font is released under open source licence and is available free for download here:

<http://www.google.com/fonts#UsePlace:use/Collection:Ubuntu>

<http://www.fontsquirrel.com>

Address: Ubuntu Bold / Regular



*Let's make good food together!*

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