



## Logo Style and Marketing Guide

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The Made In Alaska logo is a powerful marketing tool. It helps businesses, large and small, effectively brand their products as “Alaskan” to consumers with a preference for buying locally made goods.

To maximize the impact of the logo, the symbol must always be used accurately and should appear prominently on licensed products and in marketing material relating directly to those products. Products may not use the Made In Alaska logo without permitting through the program.



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## Adding Value To Your Products

The logo is used on more than 10,000 products and as a result, it has become a trusted and recognized symbol for products and produce that are truly Alaskan. Licensees can capitalize on the power of the logo by using it boldly on registered products and all promotional materials relating to:

- **Product packaging**
- **Point of sale**
- **Advertising**
- **Websites**
- **Media releases**

## Product packaging

Place the logo prominently on your packaging. Consumers are looking for Alaska goods – help them find yours. You can use the logo in the traditional blue and white colors with the representation, or in black or reversed out in white.

## Point of sale and retail promotions

A range of merchandise is available to businesses registered to use the logo. For a list of available merchandise visit [www.madeinalaska.org](http://www.madeinalaska.org) or contact Made In Alaska at 907-269-8150. Retailers know that consumers want to purchase Alaska products and produce. Make it easy for them to promote your products as Alaskan. Supply relevant merchandise with your delivery and talk to your retailers about the best way they can promote your goods. Make sure your retailers understand how they can use the logo. Discuss other promotional opportunities with your retailers. Competition with give-aways such as t-shirts or caps with the logo is an inexpensive way to add value to the retailer and draw attention to your product.

## Advertising

The logo can be used in all advertising material relating to registered products. This includes TV, print and online advertisements. Many businesses use the logo and the fact that the product is Alaskan as a key selling point in their advertising.

## Online

Consumers spend an average of 23 hours a week online, so if you have a website or use social networking tool such as Twitter and Facebook, remember to tell people that your product is Alaskan. You can use the logo on your website and include links to your online listing in the Made In Alaska (MIA) product directory on your website and on your social networking sites. You can also link your social networking sites to those of MIA ([twitter/madeinalaska](https://twitter.com/madeinalaska) and the Made In Alaska fan page on Facebook).

## Media releases

Don't forget to include the logo on your media releases about products that are registered to carry the logo. Include the fact that your product is Alaskan and licensed to use the logo as a key point. MIA is always available for comment on the importance of buying Alaska produce and the benefits of buying products such as yours.

## About Headlines

**Look for the Label** – this phrase is used for general marketing purposes, particularly when co-promoting sister programs like Alaska Grown and Silver Hand.

**Buy the Bear** – this phrase is used in retail settings.

**An Official Product of Alaska** – this phrase is used only on items certified as Made in Alaska.



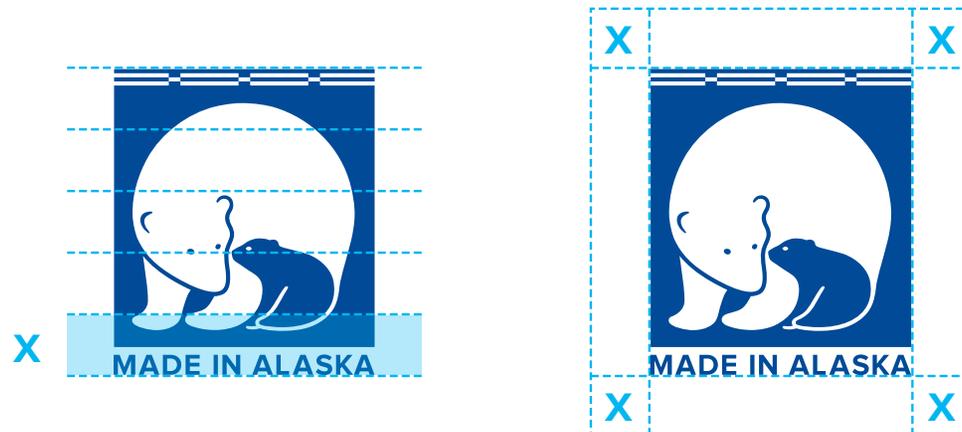
# The Logo

The logo is a certification trade mark and can only be used on products registered with Made In Alaska. It must not be redrawn or altered in any way under any circumstances. This means that licensees cannot make alterations to the graphic proportions of the logo or its individual elements. It should only be reproduced in the ways shown in this style guide.



## Clear Space

Clear space is the area surrounding the logo which is designated as a non-print area. To preserve the integrity and legibility of the logo, no graphic or text elements can appear within the clear space area. Clear space is measured by one-fifth of the height of the logo, illustrated below. Wherever possible please allow more space than indicated.



## Minimum Size

The logo should be large enough so that the words are legible (minimum recommended size 3/8 inch wide).



## Logo color

The color variations allow flexibility in reproducing across a wide variety of applications; however it is recommended that licensees use the corporate blue when possible. The corporate color is Pantone 2945 blue.

Licensees have access to the EPS and JPG versions of the logo. They both have specific applications, so use accordingly to avoid any loss of quality.

**The EPS** versions are used for all spot color and full process printing applications. There are both spot color and CMYK versions of the EPS logo available.

**The JPG** version uses RGB color and is only suitable for web, screen, email, and for insertion into Word documents.



### PRINT

**PMS:** Pantone 2945

**CMYK:** 100% Cyan

50% Magenta

2% Yellow

20% Black

### WEB/TV

**RGB:** 0 Red

76 Green

151 Blue

**HEX:** #004c97

## Typeface

The typeface (font) used in the logo and brand material is Proxima Nova. For consistency, this font should be used when ever possible.

### Proxima Nova Bold – Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Proxima Nova Regular – Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Proxima Nova Light – Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Logo variants

### Color



### Color Reversed



### One Color Positive\*



### One Color Reversed\*



\*Use in situations where only one color printing is available.

# The Do's and Don'ts

## DO:

- Use the logo prominently on packaging. Consumers are looking for Alaska products – help them find yours!
- Use logo in all marketing material directly related to registered product. This includes advertising, websites and communication material such as brochures
- Help retailers promote your products by providing relevant merchandise – a wide range is available through our preferred printer. For details visit our website, [madeinalaska.org](http://madeinalaska.org)

## DON'T:

- Use the logo on products that are not yet registered to carry the logo
- Use the logo without a descriptor
- Change the logo
- Use the logo to make general statements about your company or product range if only some of your products are registered to use the logo (i.e. on homepages of websites)
- Place your own logo or any other elements within the clear space
- Use the logo as part of your company logo

## Examples of incorrect usage:



### Distorted Logo

Logo must not be changed



### Bears without enclosure

Elements of the logo may not be used separately



### Drop Shadow

Do not use a drop shadow with reversed out logo



### Logo Inside Company Logo

Ensure the clear space is included and that the logo is not incorporated into your own business logo



### Legibility

Do not use reversed out logo on high contrast/ textured images