



# WE'RE Wild ABOUT SEAFOOD

MARINE STEWARDSHIP COUNCIL

FOOD SERVICE TOOLKIT

| V1.0 | JUNE 2017



# HOW YOU CAN BE **Wild**

## ABOUT YOUR COMMITMENT TO SUSTAINABLE SEAFOOD

Sourcing sustainably is considerable investment and one we think your customers should know about. Sustainable sourcing and traceability is shown to increase the trust your customers have in your food offering. We hope that this book of inspiration gives you the tools to communicate the benefits of MSC certified products you offer on your menus. This is not intended to be prescriptive and messaging should always be adapted to fit with your own brand positioning and messaging. MSC should be an integral part of your brand offering and add independent third party verification to the claims that you make about the sustainable seafood you offer on your menu. All of the following design assets are available as artwork files on the MSC multi-media library. Please ask your MSC account manager for more details.





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WE'VE BEEN HELPING KEEP OUR  
OCEANS WILD FOR **20** YEARS  
BECAUSE WILD IS IMPORTANT. WILD IS EXCITING.  
HELPING TO KEEP OUR OCEANS HEALTHY  
AND TEEMING WITH LIFE IS A BIG JOB.  
**TOGETHER** WE'VE BEEN ENSURING...  
OUR OCEANS AND SEAFOOD LOVERS  
ARE THRIVING AND ARE CONTENT ♡  
THANKS TO THE FISHERS, RESTAURANTS, PROCESSORS,  
BRANDS, SUPERMARKETS AND EVERYONE WHO LOVES  
**WILD, TRACEABLE, SUSTAINABLE**  
SEAFOOD. FOR TODAY AND FUTURE GENERATIONS.  
SO HERE'S TO YOU AND TO ANOTHER  
**20** YEARS AND BEYOND. **THANKS**  
FOR CHOOSING MSC.





## CAMPAIGN THEME

We've been helping to keep it wild for 20 years.

Because wild is important. Wild is exciting.  
And it's the way seafood should always be.

But we haven't been doing it alone.

Our oceans are healthy and our stomachs  
are happy thanks to our fishermen.

Ocean conservationists. Chefs. Supermarkets.

And everyone with wild, traceable,  
sustainable seafood on their plates.

So here's to you. For the love of seafood  
today, tomorrow and always.

Let's...

**KEEP IT  
WILD**

## CAMPAIGN ASK

(for MSC, its partners and the consumers  
who shop for seafood from our oceans)

**KEEP IT WILD**  
CHOOSE THE  
**BLUE FISH**





## CAMPAIGN SIGN-OFF

When using the call to action, 'choose the blue fish' it can be used in these three variations. The blue fish symbol should also remain blue, but the type can change, either blue or white depending on imagery and flat colour.

If the word 'wild' appears as part of the headline, then the sign-off doesn't need to include 'keep it wild'.

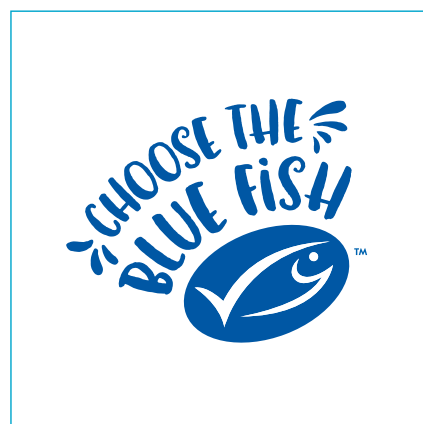
Open version



Over imagery



Over flat blue colour





# TYPOGRAPHY

Our set of typefaces all have character and vibrance to help convey the campaign message.

Use for headlines and play with the font angle and spacing to create engaging visual slogans.

Hero typeface: Ink Bandits Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 AND \* & € £ @ % ! # ? : () [ ] { }

Support typeface: Local Brewery

Sub-heads

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!?

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!?

Bodycopy typeface: Meta Office Pro

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890!?

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890!?

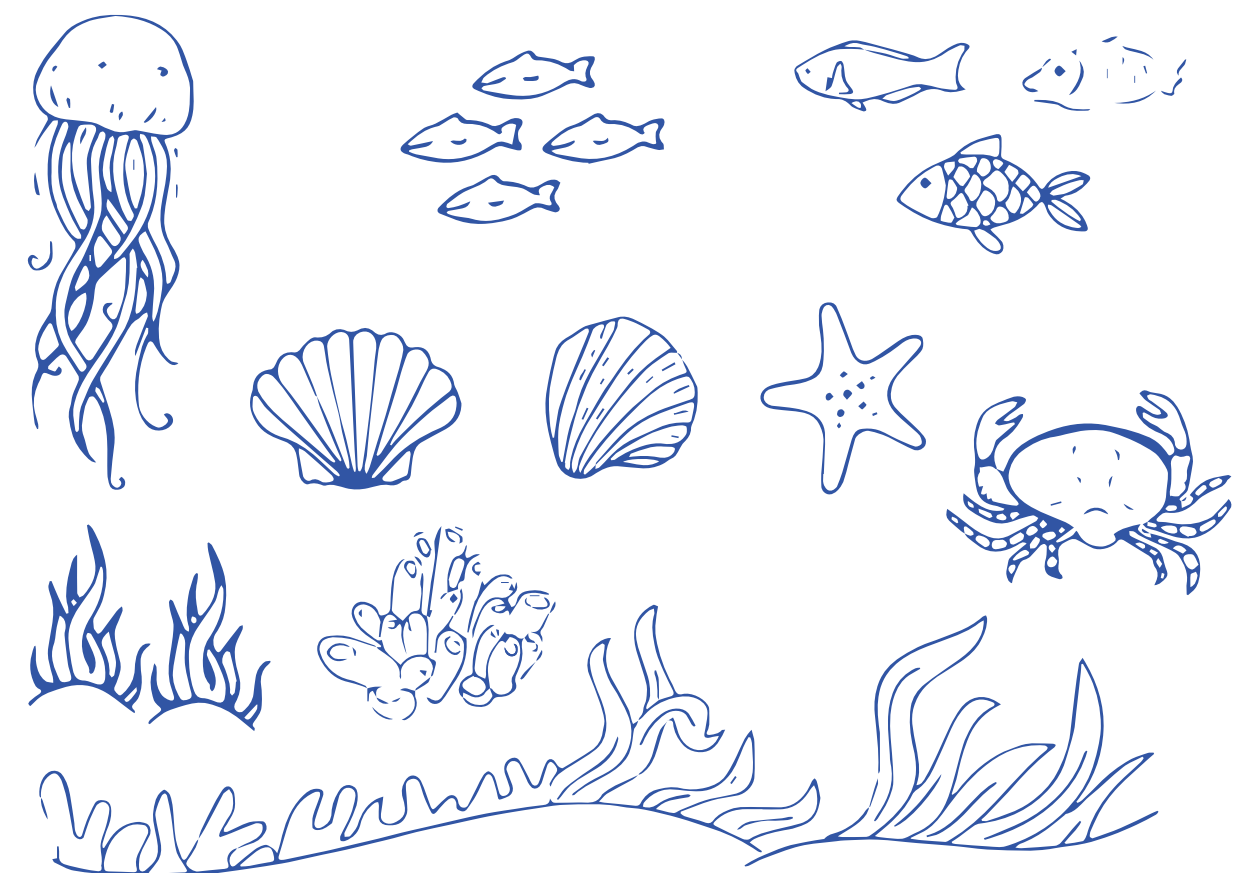
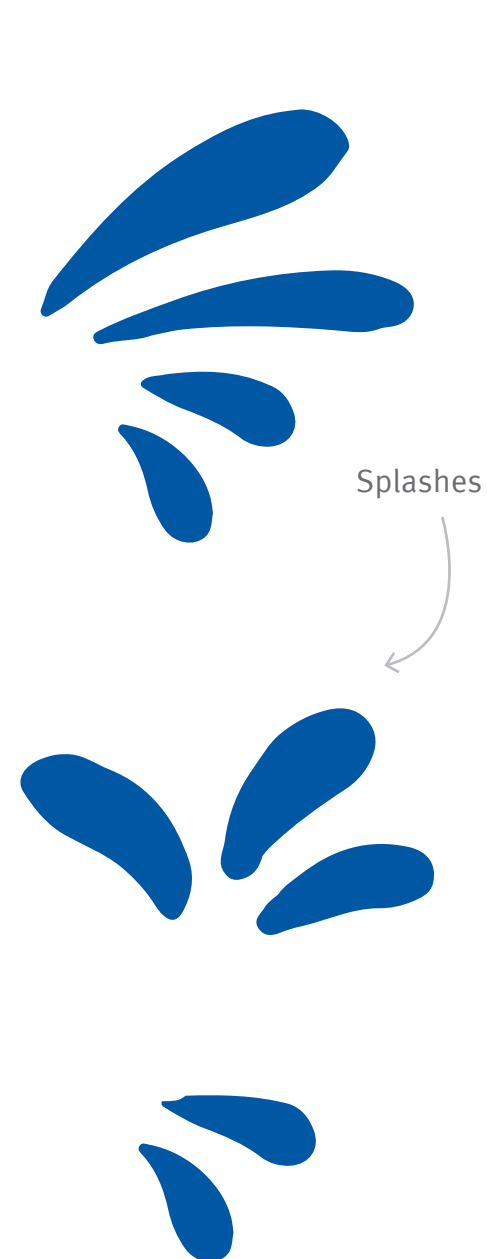
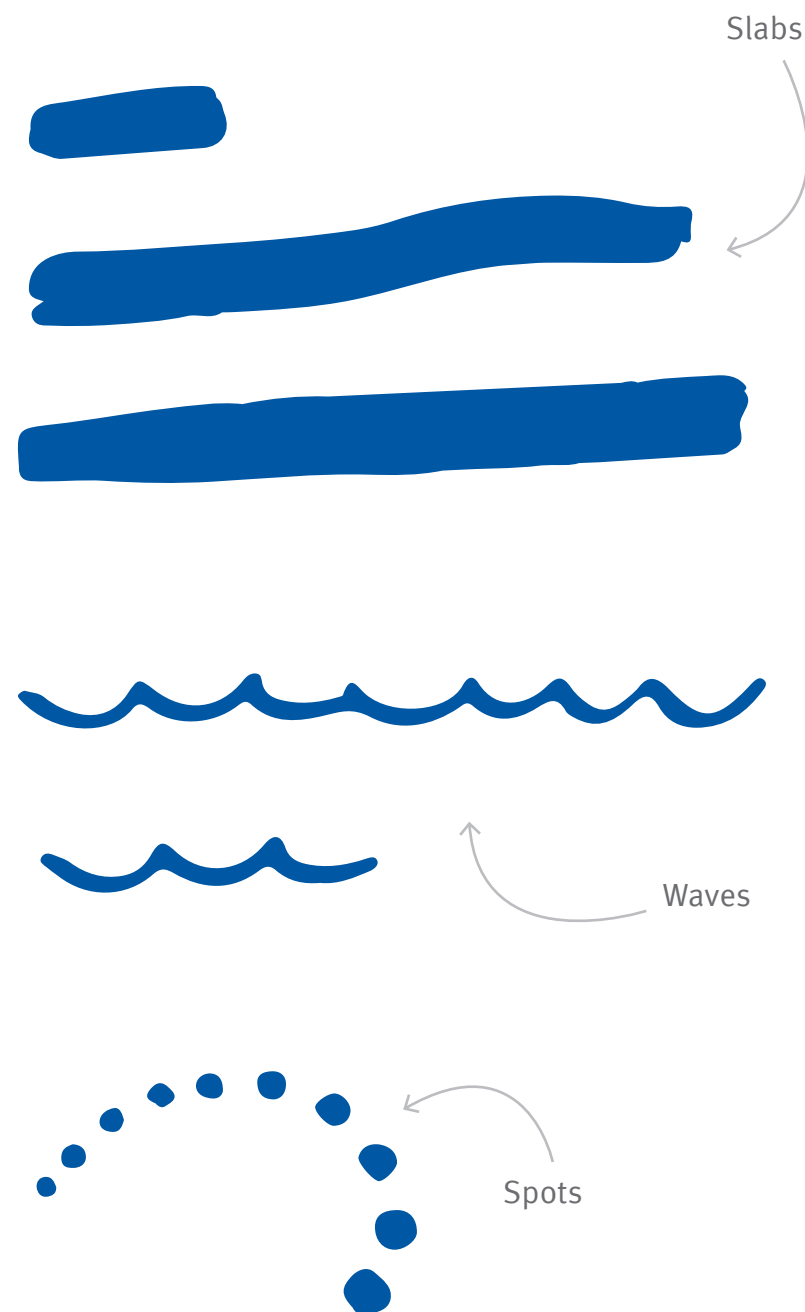
Bodycopy





## GRAPHICAL ASSETS

A set of graphical assets can be used to add energy or a sense of the wilderness to messaging or imagery.



These ocean characters can be used - sparingly and where they add a sense of fun to the proceedings.

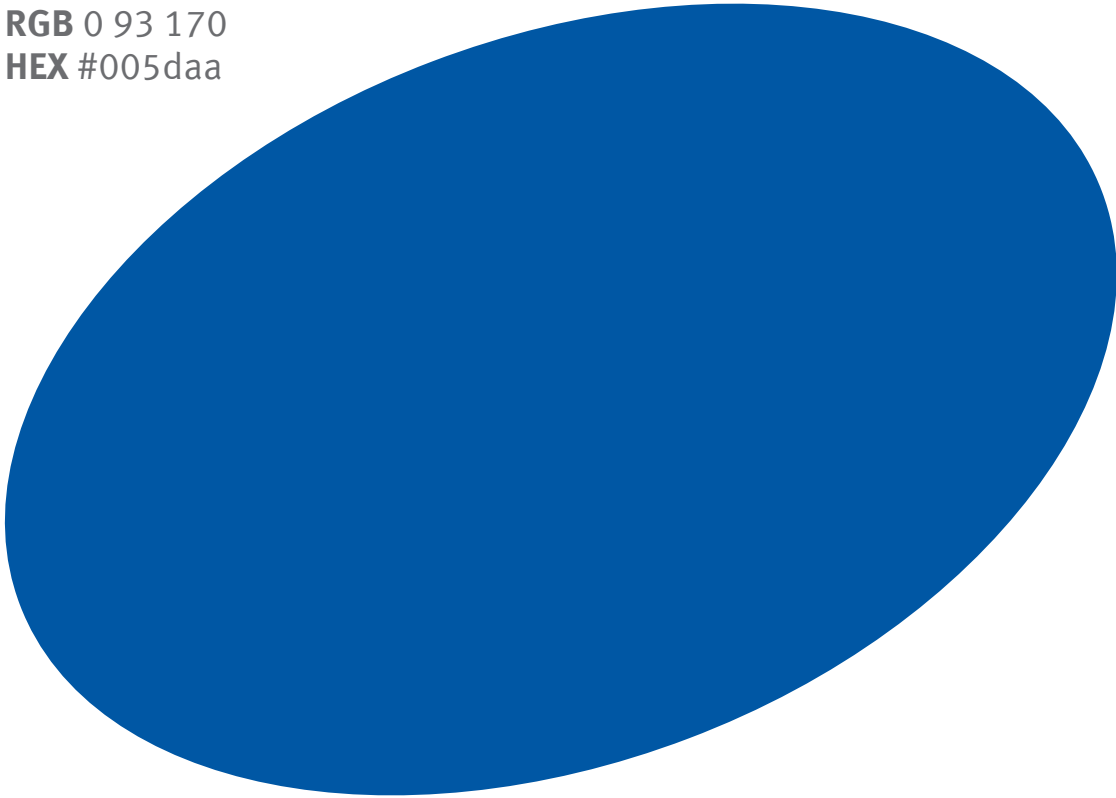


# COLOUR PALETTE

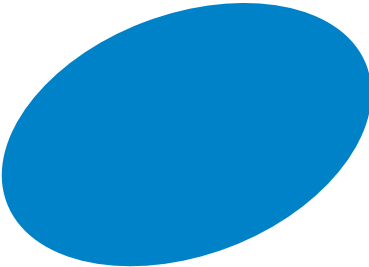
Our hero colour is MSC Blue. This can be supported by other blues for the MSC palette plus 80% black and white.

## Hero colour

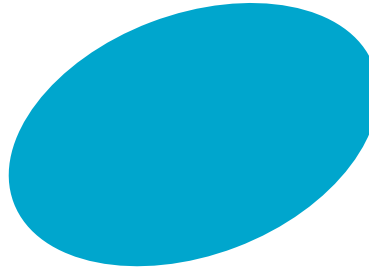
**Pantone 286**  
**CMYK 100 60 0 2**  
**RGB 0 93 170**  
**HEX #005daa**



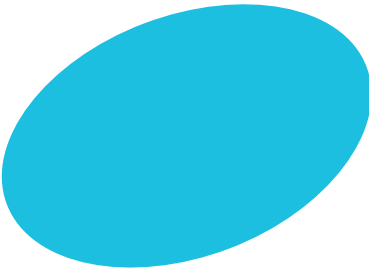
## Supporting colours



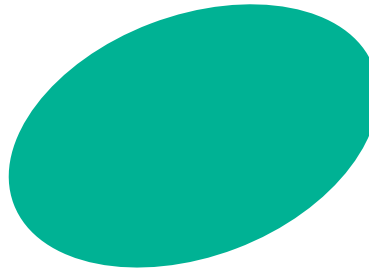
**Pantone 3005**  
**CMYK 100 34 0 2**  
**RGB 0 129 198**  
**HEX #0081c6**



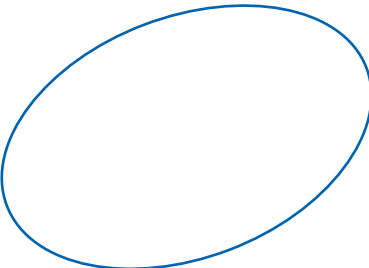
**Pantone 313**  
**CMYK 98 0 14 5**  
**RGB 0 154 199**  
**HEX #009ac7**



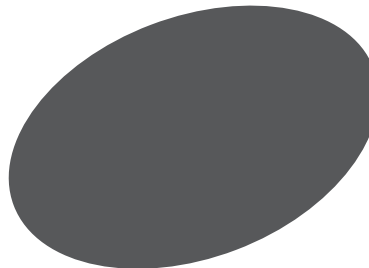
**Pantone 638**  
**CMYK 70 0 10 0**  
**RGB 0 182 222**  
**HEX #00b6de**



**Pantone 339**  
**CMYK 84 0 56 0**  
**RGB 0 177 148**  
**HEX #00b194**



White



**Black 80%**  
**CMYK 0 0 0 80**  
**RGB 88 89 91**  
**HEX #58595b**



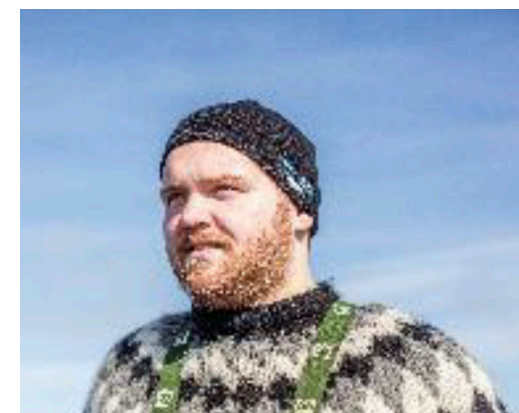
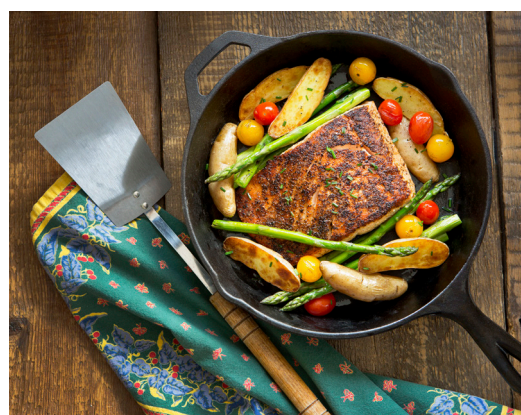
## PHOTOGRAPHY

When talking about wild, imagery of oceans and fishing helps to add context for the consumer. It can help consumers connect their lives (and plates) to the deep blue oceans we're trying to take care of.

A range of images are available on the MSC multi-media library. At MSC, we like to show the "People who choose MSC", from the fishermen in MSC certified fisheries, to the chefs who enjoy using wild sustainable seafood in their dishes. MSC is happy to help you source suitable imagery from MSC fisheries for your marketing needs.

## IMAGE DOWNLOADS

[View and download artwork files](#)





## WHAT TO SAY

Making the theme work in different languages and markets is important. MSC sustainable seafood is available all over the world and the theme will need to be adapted to keep it relevant and meaningful. Your local office will advise on this but the principles of transcreation are outlined below. Use this as a guide for copy related to the campaign message across all media and uses.

Sustainable and  
a reference to  
our timeline

**KEEP IT  
Wild**

From our oceans

**THE SENTIMENT COULD BE TRANSLATED INTO  
NON-ENGLISH LANGUAGE AS FOLLOWS**

The word “Wild” does not translate well in some languages – if this is the case, use a description of the natural environment which communicates the awe and inspiration of the wild oceans that we seek to conserve.

**ALWAYS  
Wild**

**STAY Wild**

**KEEPING OUR  
OCEANS Wild**

**OUR OCEANS  
FOREVER**

**SEAFOOD  
FOR FUTURE  
GENERATIONS**



## WHAT TO SAY AND HOW TO SAY IT FOR LOCAL MARKETING

Here are some examples of how the theme can be expressed in different languages and in different market conditions (with and without “wild” as the consumer benefit). Copy should always remind consumers of the link between peoples lives and plates and the deep blue wild oceans.

KEEP IT  
WILD



WILD  
TRACEABLE  
SUSTAINABLE  
CHOOSE THE  
BLUE FISH







## WHAT TO SAY AND HOW TO SAY IT

Here are a selection of additional copy ideas to convey the campaign message further in restaurant environments, making MSC relevant to your menu. Go wild and feel free to play with the typography.

WE'RE WILD ABOUT  
SUSTAINABLE  
SEAFOOD PLATTER

ALL THE TUNA WE   
SERVE IS SUSTAINABLY CAUGHT

WE'RE  
**WILD**   
ABOUT HELPING YOU  
ENJOY SEAFOOD SUSTAINABLY  


WE'VE PUT SUSTAINABLE  
CHOICES ON THE MENU

DO AS SEAFOOD LOVERS DO.  
CHOOSE THE BLUE.

WE'RE  
**WILD** ABOUT  
THESE  
SUSTAINABLE  
CRABCAKES

WE CARE ABOUT  
 YOUR SEAFOOD.   
WE CARE ABOUT  
OUR OCEANS.

WE'RE WILD ABOUT   
SUSTAINABLE COD GOUJONS  


**WILD**  
TRACEABLE  
SUSTAINABLE

EAT SUSTAINABLY AND  
TOGETHER WE'LL KEEP  
OUR OCEANS THRIVING

SUSTAINABLY CAUGHT SEAFOOD  
KEEPS OUR OCEANS THRIVING

WE'RE WILD ABOUT   
PUTTING SUSTAINABLE  
 COD ON YOUR TABLE

PUT SUSTAINABLE  
COD ON YOUR PLATE

WE'RE  
**WILD**  
ABOUT HELPING YOU  
ENJOY SEAFOOD  
SUSTAINABLY



# USING THE MSC STYLE WITH YOUR OWN BRAND

When creating messaging which includes MSC, there are different levels of integration that you can use, which should work with your own branding. You can use as many of the MSC elements as you wish to complement your own style.

## Level One Messaging

Using the MSC ecolabel, the MSC claim and your own style.



This template is part of your own branding. The minimum requirement is the eco-label inclusion and sustainable headline, which should be approved by your MSC account manager.

## Level Two Messaging

Using the MSC “blue fish” lockup combined with your own style.



This template is part of your own branding with the inclusion of our photography and includes the ‘choose the blue fish’ device. The device is flexible and can feature anywhere on the page.

## Level Three Messaging

Using the campaign typography and the “blue fish” lockup.



The full asset version – which includes our the campaign typeface, ‘choose the blue fish’ lock-up and aspirational photography related to the sustainability headline.

Using the campaign typography and the “keep it wild” campaign sign off.



You can also use colour and the ‘Keep it Wild’ lock up.



## POSTERS

We've provided some examples of how to bring your sustainable seafood offering to life in your restaurant environment – just for inspiration. You can download any of these templates from the MSC multimedia library and adapt them to your own house style, message or promotional theme.



## ARTWORK DOWNLOADS

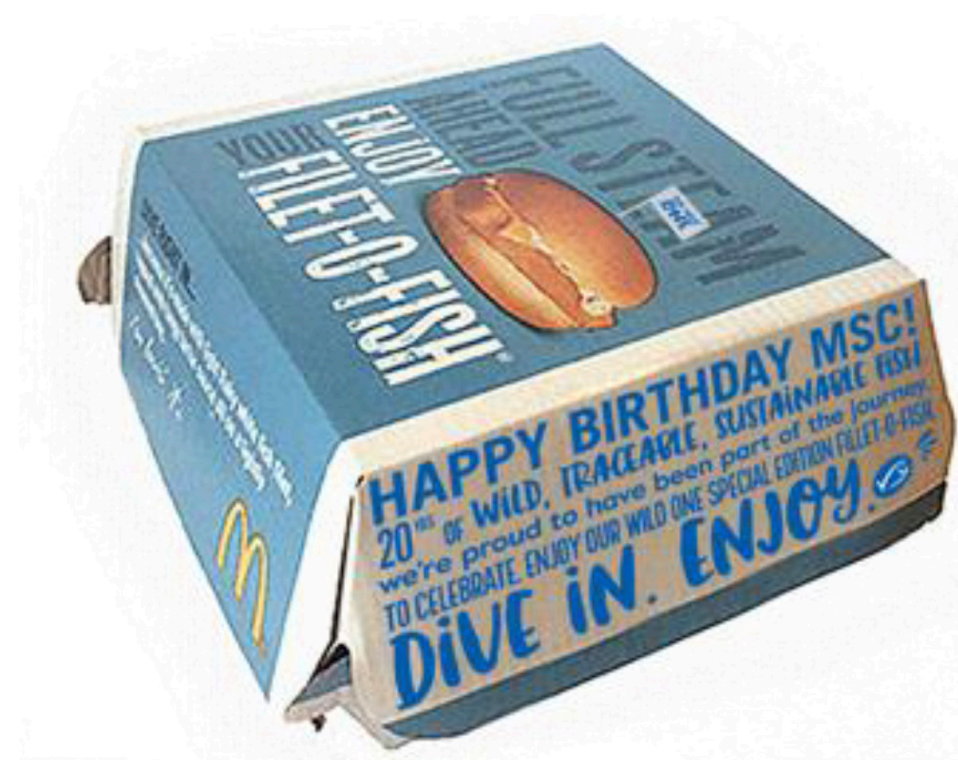
[View and download artwork files](#)





## SERVING SUGGESTIONS

Go Wild with your takeaway packaging and product presentation, to inspire your customers



## ARTWORK DOWNLOADS

[View and download artwork files](#)





## CHILLED CABINET MEDIA

Using transparent graphics, you can add information to your serving counter glass. Here are a few ideas to inspire you.



## ARTWORK DOWNLOADS

[View and download artwork files](#)





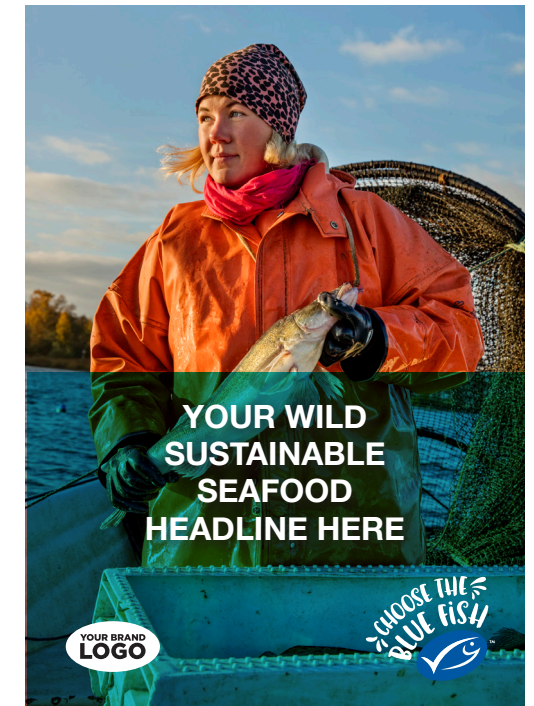
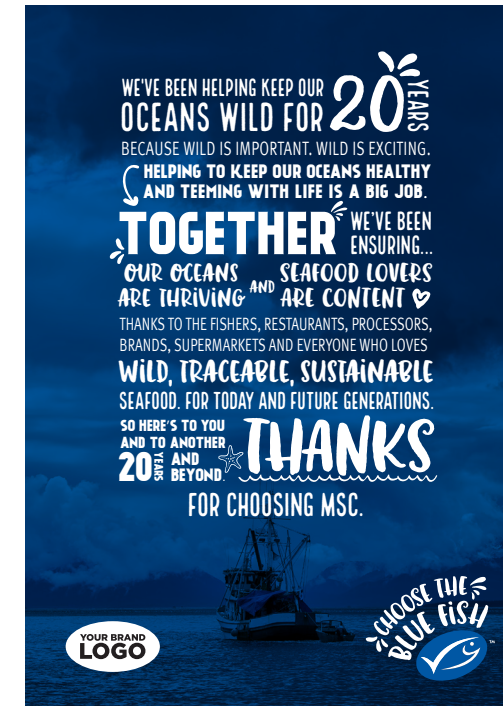
## TABLE TENT CARD

Give your customers some extra information about the way you source seafood, whilst they are waiting to be served. Table or countertop tent cards are a great way of doing this.



## ARTWORK DOWNLOADS

[View and download artwork files](#)





## MENU

Draw attention to your sustainably sourced ingredients on your menu. For more information, see the [MSC Ecolabel User Guide](http://www.msc.org/get-certified/use-the-msc-ecolabel) [www.msc.org/get-certified/use-the-msc-ecolabel](http://www.msc.org/get-certified/use-the-msc-ecolabel)



## ARTWORK DOWNLOADS

[View and download artwork files](#)





## TRAY LINER

Go Wild with trayliners (printed on environmentally friendly paper of course!)



## ARTWORK DOWNLOADS

[View and download artwork files](#)





## PLACE MAT AND NAPKIN

Let your customers know about your wild sustainable sourcing before they tuck into your dishes.



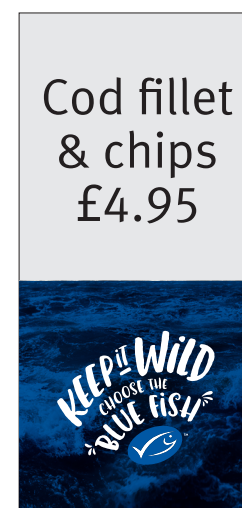
## ARTWORK DOWNLOADS

[View and download artwork files](#)



## PRICE TAG AND SHELF SIGNAGE

Messaging can be used on shelf to highlight specific products and dishes.



## ARTWORK DOWNLOADS

[View and download artwork files](#)



## STAFF CLOTHING

Customer facing staff can help get your customers interested in the food you serve and where it comes from. Let your chefs and servers fly the sustainable flag.



### Badges

Simple staff badges can reward your staff for knowing a little more about your seafood sustainability.

## ARTWORK DOWNLOADS

[View and download artwork files](#)





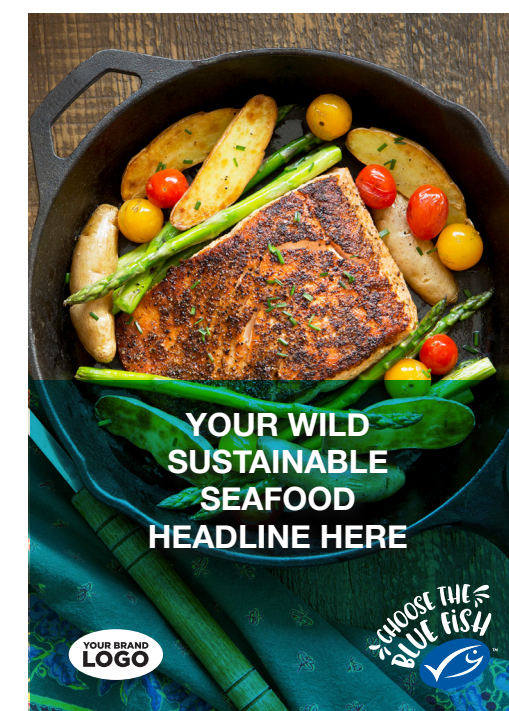
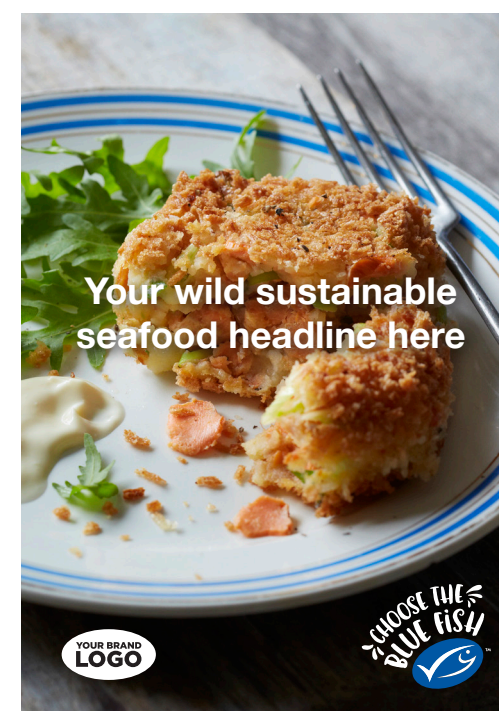
## WINDOW STICKERS AND DIRECTIONAL MEDIA

Here are some ideas for promotional A boards and window stickers for the exterior of your restaurant. You can download artwork for standard poster templates from our multimedia library.



## ARTWORK DOWNLOADS

[View and download artwork files](#)





## POP-UP BANNERS

For events and for foodservice venues, you can use pop up banners (combined with other POS ideas in this toolkit) to promote your commitment to sustainable seafood sourcing.



## ARTWORK DOWNLOADS

[View and download artwork files](#)





## CUSTOMER MAGAZINES

You can run a sustainable seafood focus in your customer magazines. Include a recipe from your top chef or an article about a certified fishery that you source from. Ask the MSC team for more details.



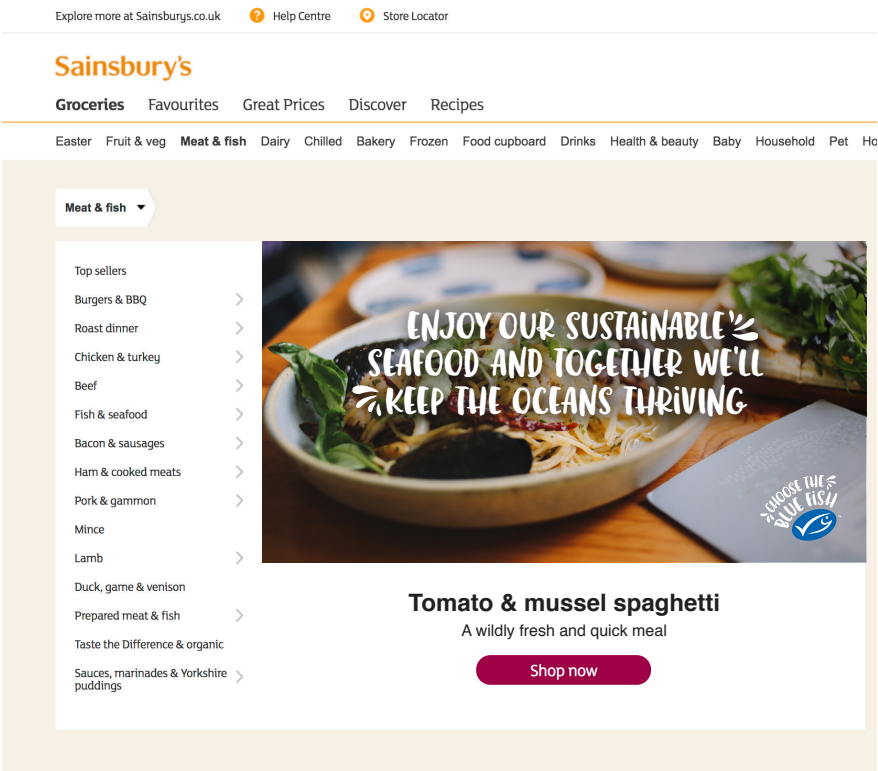
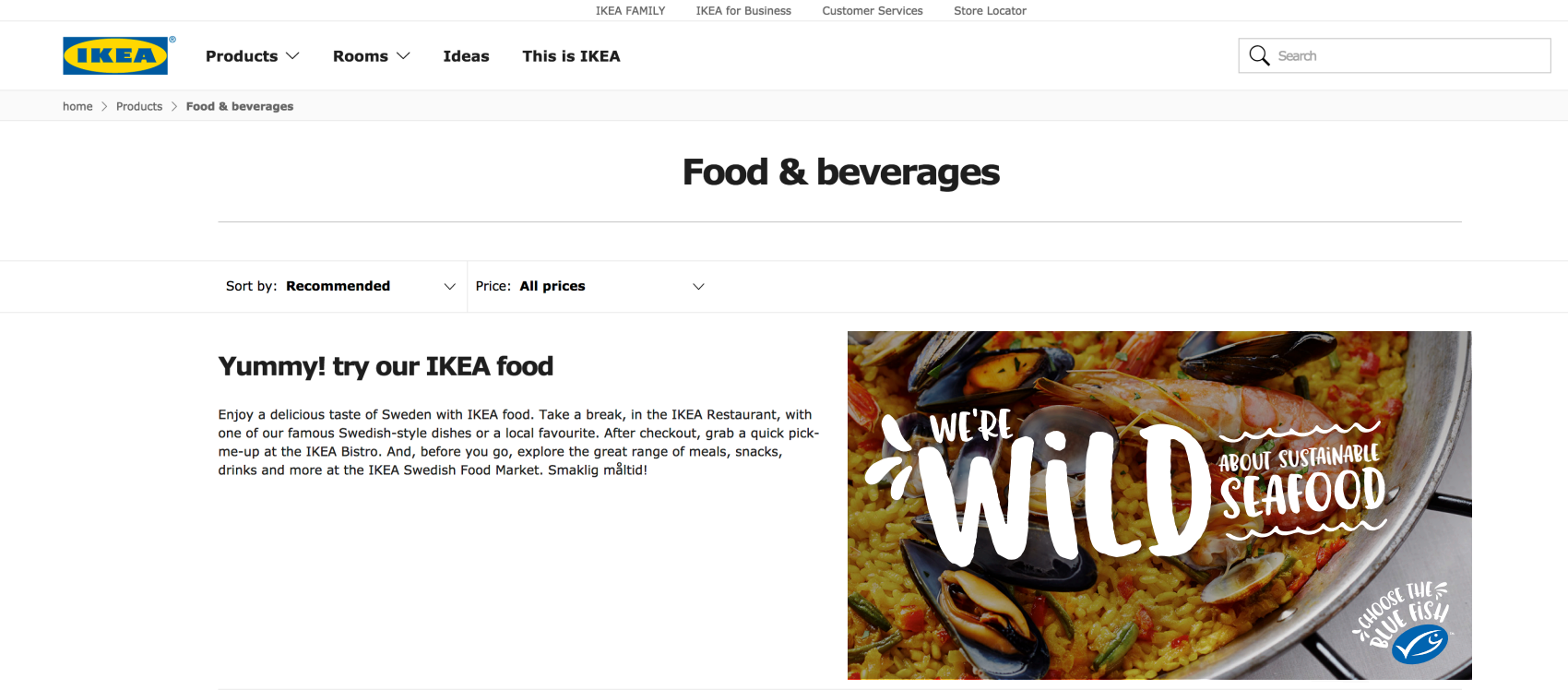
## ARTWORK DOWNLOADS

[View and download artwork files](#)



# WEBSITES AND FOR DIGITAL ADVERTISING

Don’t forget to tell your customers about your wild sustainable ingredients through your online channels.





## INTERNAL STAFF RELATIONS AND EDUCATION

It's important that your staff are informed and ready to answer questions about your seafood sustainability commitment. MSC have staff training videos and information sheets which can help train key staff or sustainability champions (we call them "Wild Ones") within your business. Please talk to your MSC account manager about your needs and ambitions.



### Badges

Simple staff badges can reward your staff for knowing a little more about your seafood sustainability. You can download ready-made artwork from our multimedia library.



### Magazine articles

You could run an article in your staff magazine about your sustainable fisheries that you source products from (MSC have many ready-made articles and images) – or treat your staff to a lifetime experience to visit a sustainable fishery and write a report for the rest of your staff.



## WHAT NEXT?

THIS TOOLKIT IS DESIGNED FOR MSC'S 20TH ANNIVERSARY CAMPAIGN FOR 2017/18. DECIDE WHAT YOU LIKE FROM THIS TOOLKIT AND USE IT TO HELP PROMOTE YOUR OWN COMMITMENT TO SEAFOOD SUSTAINABILITY (YOU CAN USE AS MUCH OR AS LITTLE OF THE STYLES IN THIS TOOLKIT AS YOU WANT TO):

- 1) DOWNLOAD ANY OF THESE ARTWORK LINKS AS A STARTING POINT FOR YOUR OWN ARTWORK
- 2) USE SOME OF THE READY-MADE EXAMPLES SHOWN – OR CREATE YOUR OWN. YOU CAN USE COPY, FONTS, STYLES AND IMAGES FROM THIS TOOLKIT AND OUR MULTIMEDIA LIBRARY (OR COMBINE THESE WITH YOUR OWN BRAND STYLES AND IMAGERY)
- 3) WHEN USING THE MSC ECOLABEL, DON'T FORGET TO SIGN THIS OFF WITH YOUR MSC ACCOUNT MANAGER.

TALK TO YOUR MSC ACCOUNT MANAGER IF YOU WANT ANY GUIDANCE AT ALL





THIS TOOLKIT, ALONG WITH ARTWORK RESOURCES AND IMAGERY, ARE AVAILABLE FOR DOWNLOAD [HERE](#)

FURTHER TOOLKITS ARE AVAILABLE FOR FISHMONGERS, FRESH FISH COUNTERS AND RETAILERS:



FOR FURTHER INFORMATION AND GUIDANCE ON HOW TO KEEP IT WILD, PLEASE CONTACT YOUR MSC ACCOUNT MANAGER IN YOUR LOCAL OFFICE – DETAILS AT [WWW.MSC.ORG/ABOUT-US/OFFICES-STAFF](http://WWW.MSC.ORG/ABOUT-US/OFFICES-STAFF)

