



WE'RE

Wild

ABOUT SEAFOOD

MARINE STEWARDSHIP COUNCIL

RETAILER TOOLKIT

V1.0 | MAY 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 consumers have in retail products. We hope that this book of inspiration gives you the tools to communicate the benefits of MSC certified products within your range. 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 your sustainable seafood range. Many 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!?

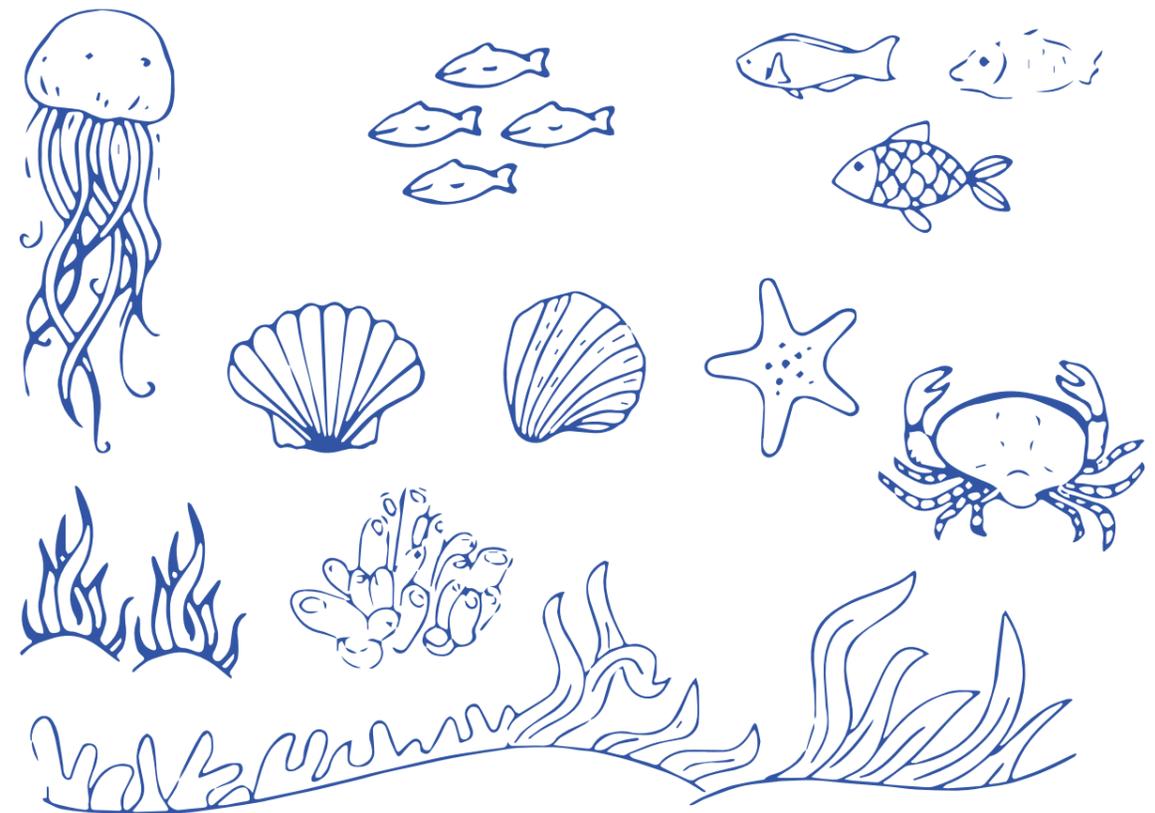
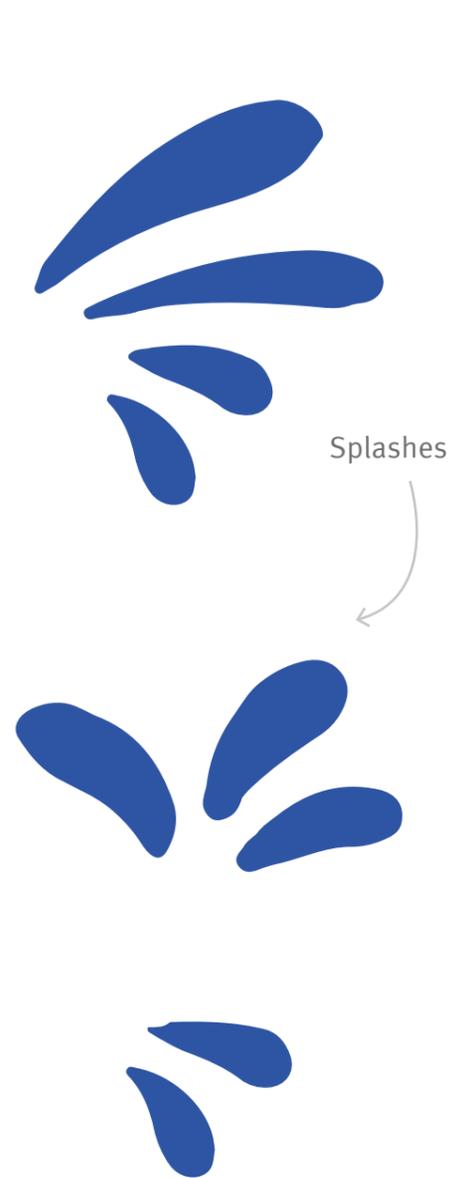
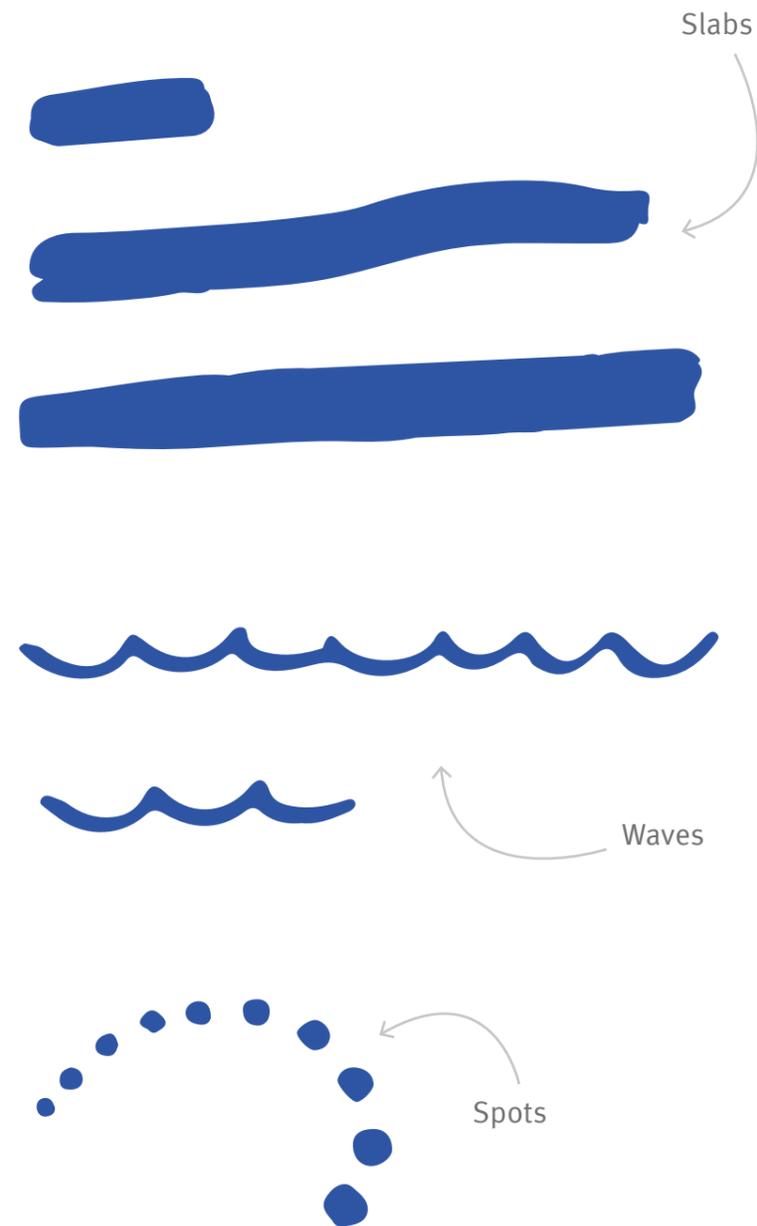


Bodycopy



## 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.

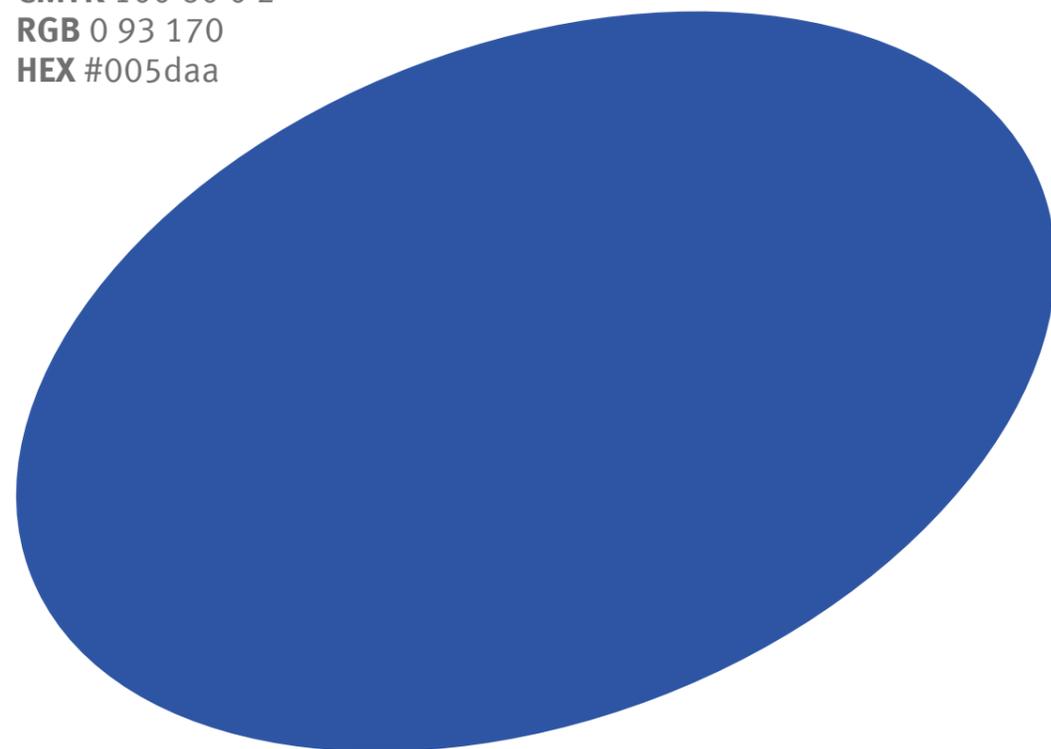


## COLOUR PALETTE

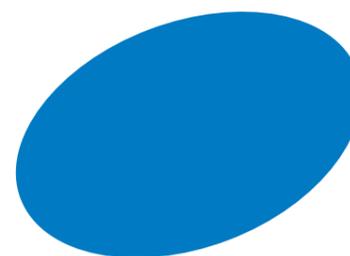
Our hero colour is MSC Blue. This can be supported by other blues for the MSC palette plus 80% black and white.

### Hero colour

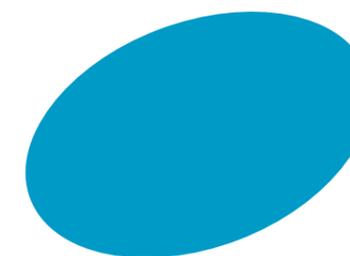
**Pantone 286**  
**CMYK 100 60 0 2**  
**RGB 0 93 170**  
**HEX #005daa**



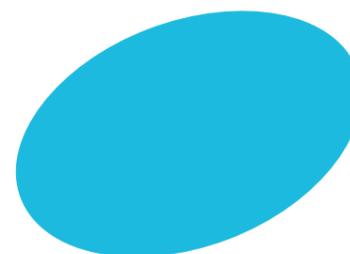
### Supporting colours



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



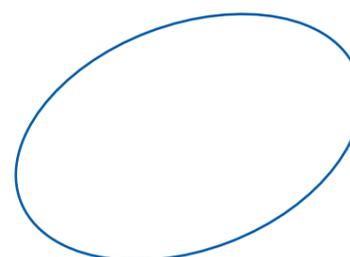
**Pantone 313**  
**CMYK 98 0 14 5**  
**RGB 0 154 199**  
**HEX #009ac7**



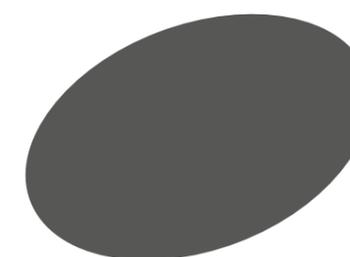
**Pantone 638**  
**CMYK 70 0 10 0**  
**RGB 0 182 222**  
**HEX #00b6de**



**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 end consumers who enjoy tasty recipes using sustainable seafood. MSC is happy to help you source suitable imagery from MSC fisheries for your in-store marketing needs.





## 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.



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 retail environments, making MSC relevant to your product range. Go wild and feel free to play with the typography.

WE'RE WILD ABOUT  
SUSTAINABLE TUNA  
PASTA BAKE

CHOOSE   
SUSTAINABLE TUNA  
FOR YOUR PASTA BAKE

WE'RE  
WILD   
ABOUT HELPING YOU  
SHOP SUSTAINABLY  


CHOOSE SUSTAINABLE SEAFOOD.  
LOOK FOR THE BLUE MSC LABEL.

DO AS SEAFOOD LOVERS DO.  
CHOOSE THE BLUE.

WE'RE  
WILD ABOUT THESE  
SUSTAINABLE  
FISHCAKES

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

WE'RE WILD ABOUT   
SUSTAINABLE COD GOUJONS  


WILD  
TRACEABLE  
SUSTAINABLE

SHOP 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 THE MENU AND  
HELP PROTECT OUR OCEANS

WE'RE  
WILD  
ABOUT SEAFOOD FOR  
FUTURE GENERATIONS



## WORKING WITH AMBASSADORS

Our story is brought to life by the people who love wild seafood and the ocean it comes from. They're the people who've made MSC what it is over the past 20 years.

WE CALL THEM...

THE  
**WILD**  
ONES 

## GLOBAL INFLUENCERS...

Food heroes and lovers of the wild with a big public following.



## ...AND EVERYDAY INSPIRATION

Real, but not famous people who love seafood and the sea - from MSC fishermen to your knowledgeable fishmonger to your passionate customers.





## VIDEO

In our 20th year, we're creating a short film that helps consumers understand why protecting our ocean environments is so important. You can host this on your website and use your brand on the endframe.

### Out here, out past the hustle.

(crossing over a road with passing cars, moving to beach)

### Past the sand.

(crossing over beach to shallows)

### Past the surf.

(crossing through shallows to deep)

### This is wild.

(expansive ocean)

### Wild is the headwind, the whitecap, the bending light.

(troubled ocean scenes)

### Wild is the calm, before the surf, before the sun, before the storm.

(calm ocean scenes)

### And while only a brave few go into the wild, we all want what comes out.

(zoom out to reveal boat with fisherman casting out)

### Keep it wild. Choose the blue fish.

(MSC logo and strap appears)



MSC also produces short films by “Wild Ones” ambassadors as well as short video recipes with MSC certified seafood.



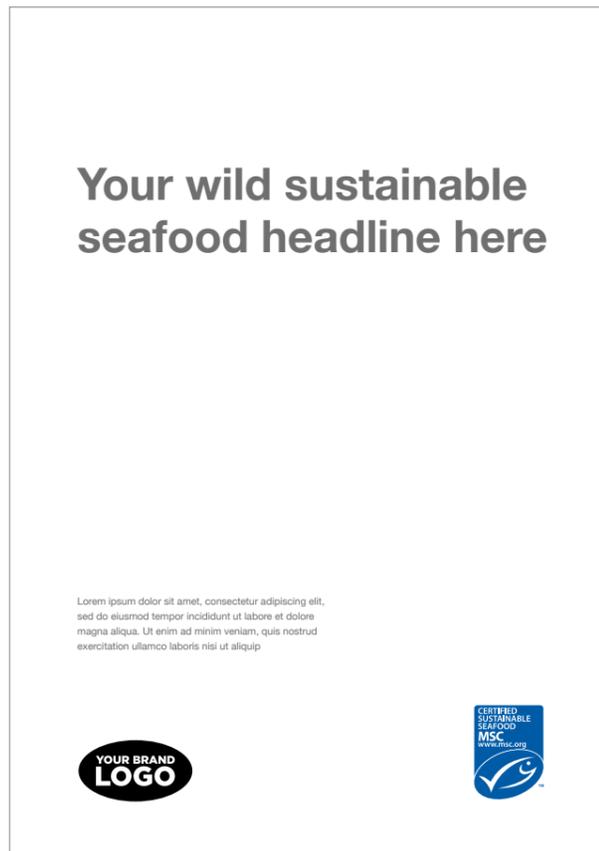
You can view all the latest MSC video assets at [www.youtube.com/user/sustainableseafood](https://www.youtube.com/user/sustainableseafood)

## 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

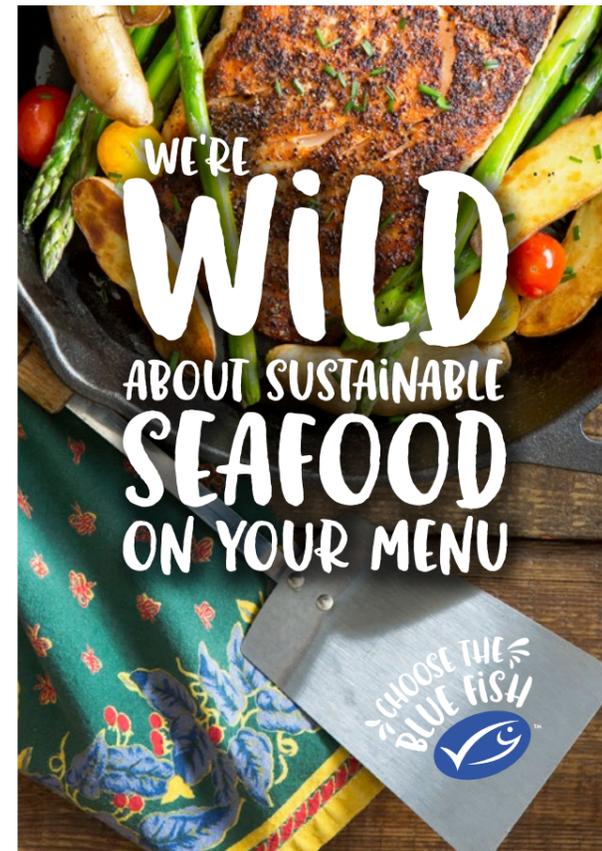
Using the MSC “blue fish” lockup combined with your own style.



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.

## AT FIXTURE POS

We've provided some examples of how to bring your sustainable seafood offering to life at point of purchase - 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

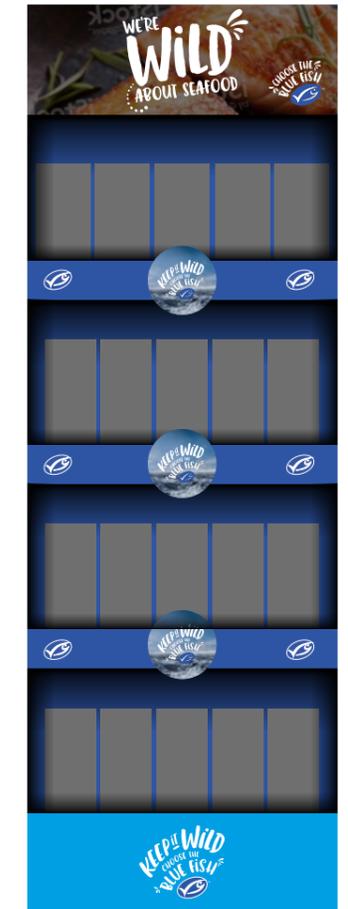
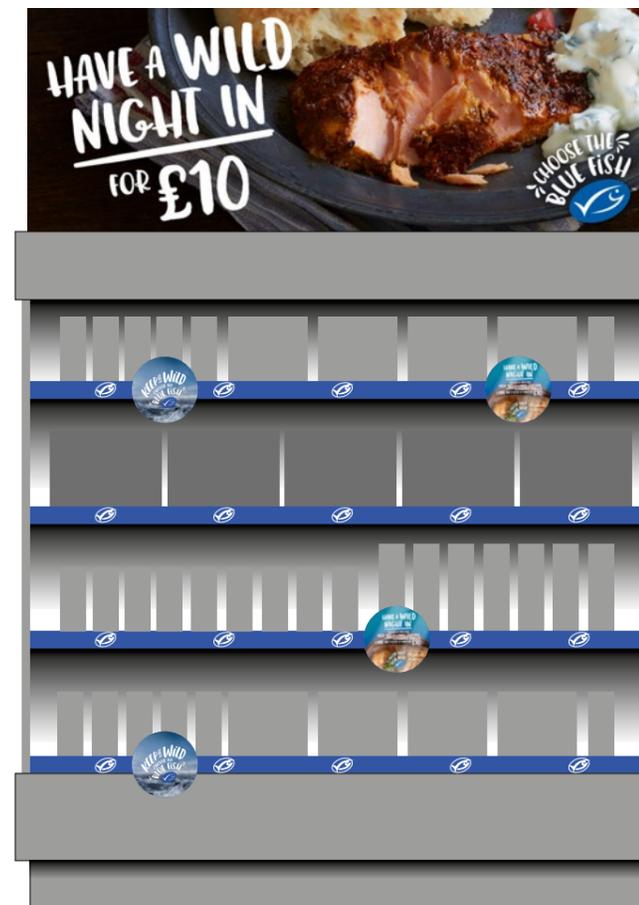
[View and download artwork files](#)



## ON PACK STICKERS / FSDU / GONDOLA END

On pack stickers are a great way of drawing attention to your efforts to source seafood sustainably - or go wild and run an offer to encourage consumers to cook sustainable fish themselves.

FSDU and gondola ends are also key locations to convey the message to the consumer. Whether it is a promotional campaign or simply a sustainable message.



## ARTWORK DOWNLOADS

[View and download artwork files](#)



## RECIPE CARDS AND IN STORE MAGAZINES

Recipes are a great way to promote everyday and inspirational ways of promoting your sustainable fish offering. We think people often forget that seafood is the last mainstream source of wild caught protein in the world, so we like to draw attention to it. Ask our PR teams about running a focus on some of the MSC fisheries (and fishermen) that you source from.

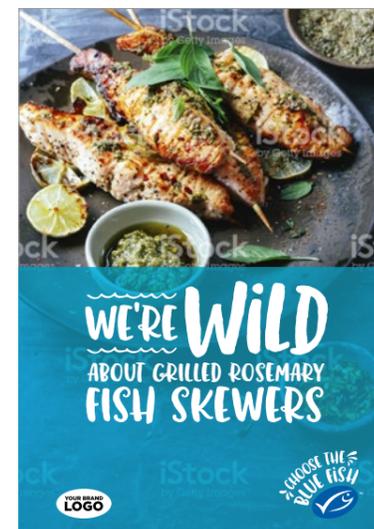


We've got plenty more 'ready made' inspiring MSC recipes from around the world at [www.msc.org/recipes](http://www.msc.org/recipes). Ask us about using them or your own in store recipe cards.



## ARTWORK DOWNLOADS

View and download artwork files



## SAMPLING STAND

Sampling is a great way to get your customers asking about your sustainable seafood commitment. Some say sustainable seafood has a nicer after taste!



## ARTWORK DOWNLOADS

[View and download artwork files](#)



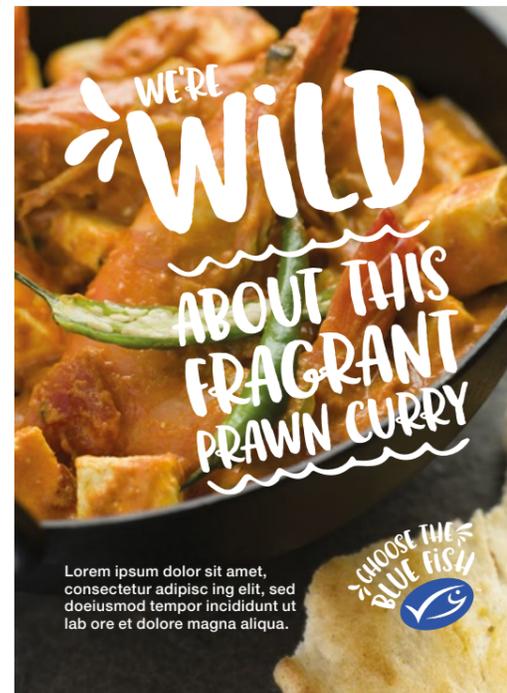
## IN STORE POSTERS

We've created lots of templates to make it easier for you to put together your own in store posters.



## ARTWORK DOWNLOADS

[View and download artwork files](#)





## HANGING BANNERS

Make a splash with hanging banners - a powerful way to sign post your seafood aisles.



## ARTWORK DOWNLOADS

[View and download artwork files](#)



## FLOOR STICKERS

The Keep it Wild typeface lends itself to big bold directional media space such as floor stickers. Help remind your customers to look for the MSC blue fish label.



## ARTWORK DOWNLOADS

[View and download artwork files](#)

WE'RE  
**WILD**  
ABOUT YOU CHOOSING  
SUSTAINABLE SEAFOOD



FOR OUR  
CERTIFIED  
SUSTAINABLE  
SEAFOOD,  
FOLLOW  
THE BLUE FISH



## FREEZER STICKERS

Bring your seafood freezers to life with some Wild graphics – make sure your customers know they are buying traceable wild and sustainable seafood products.



## ARTWORK DOWNLOADS

[View and download artwork files](#)

WE'RE  
**WILD** ABOUT  
SUSTAINABLE  
FISHCAKES



SUSTAINABLY CAUGHT SEAFOOD  
KEEPS OUR OCEANS THRIVING

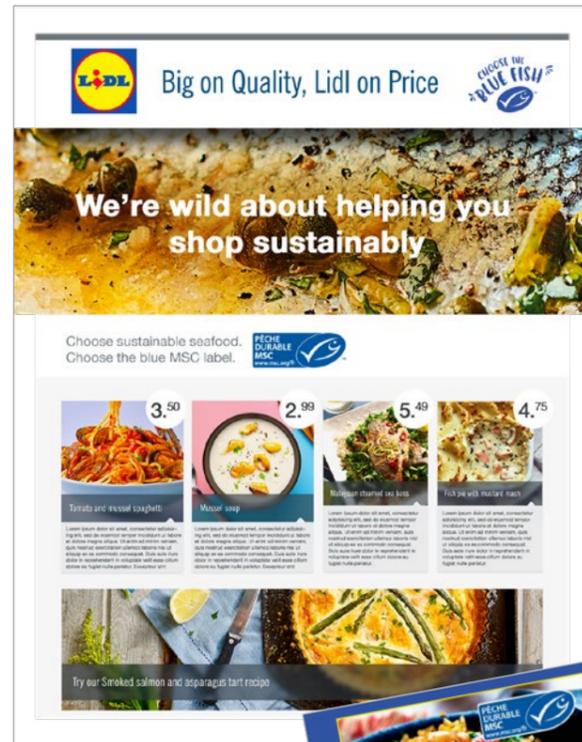


WE'RE  
**WILD** ABOUT HELPING YOU  
SHOP SUSTAINABLY



## ASSETS FOR CUSTOMER MAGAZINES

You can run a sustainable seafood focus in your store and door-drop magazines to promote sustainable shopping. Why not include a recipe or an article about a certified fishery that you source from. Ask the MSC team for more details.



## ARTWORK DOWNLOADS

All assets available to download on the [MSC Multimedia Library](#)



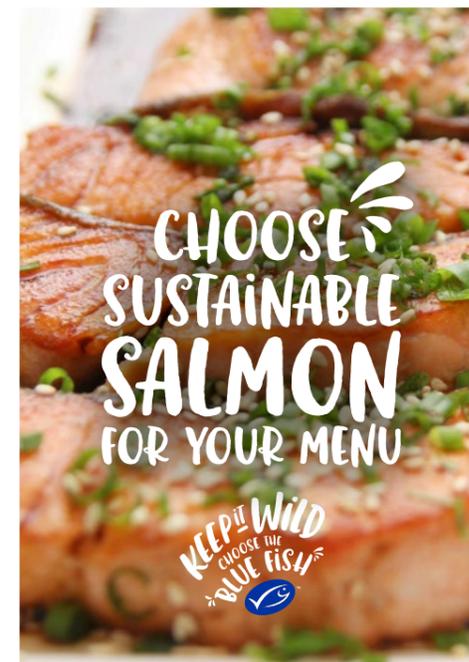
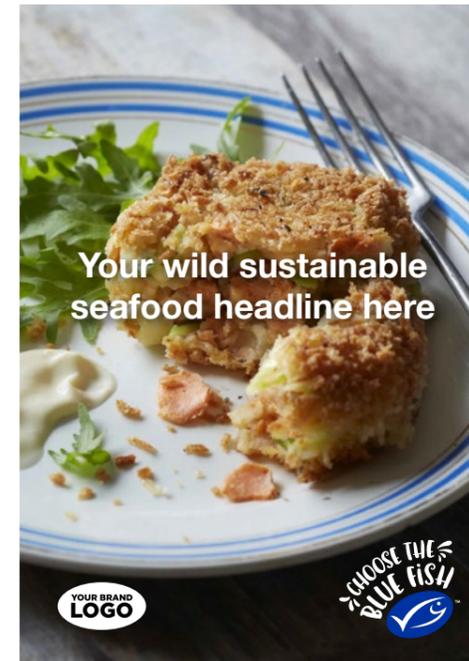
## A-FRAME / TABLE TENT CARD

Here are some ideas for promotional A boards and tent cards for your counter tops. You can download artwork for standard poster templates from our multimedia library.



## ARTWORK DOWNLOADS

[View and download artwork files](#)



## INTERNAL STAFF RELATIONS AND EDUCATION

It's important that your staff are informed and ready to talk 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 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 AT [HERE](#)

FURTHER TOOLKITS ARE AVAILABLE FOR FOODSERVICE AND RESTAURANT CLIENTS, AND FOR FISHMONGERS AND FRESH FISH COUNTERS:



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)

