



Canadian  
Seal  
Products

Version 4.0

By Akufen

# Brand Guidelines

# Introduction

The Seals and Sealing Network regulates the use of the Canadian Seal Products (CSP) Brand. Please read this carefully before using the Canadian Seal Products (CSP) brand.

Registered CSP Vendors are encouraged to use the CSP logo on their: website, brochure, social media, product label, packaging, tradeshow banner, etc.

In general, we want the logos and pictos to be used as widely as possible to promote Canadian Seal Products and the Canadian Seal Industry.

Derivative versions of the CSP logo family are prohibited, as they dilute CSP's brand identity.

You may not use the logo or its likeness as a company logo.

If you have any question regarding the use of CSP Branding, please contact us at [info@canadiansealproducts.com](mailto:info@canadiansealproducts.com)

# Introduction

The CSP Brand includes:



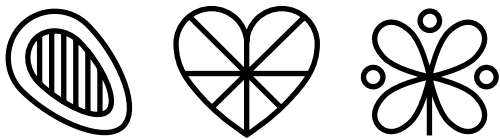
**The Master logo** which is the main logo of the "Canadian Seal Products" brand. The CSP brand promise is to offer consumers a range of the highest quality Canadian Seal Products (Omega-3 Oil, Meat and Fur & Leather) that promote food health and safety, support a healthy ecosystem that will maintain and sustain the seal resource in the long term, the humane harvest of seal, and that supports the culture and livelihood of the coastal communities involved in the industry.



**The 3 Products Families' Logo:** The Canadian Seal Products universe is made up of 3 families of products encompassed under a single brand. Like the main logo, the visual inspiration of each type of product (seal oil, seal meat, seal fur & leather) is the result of a crossbreed between its benefit/quality and the final product.



**Proudly Indigenous Crafts & Design (PIC&D) Logo:** This Certification allows products harvested by indigenous communities and/or made by indigenous crafters to be marketed and sold on the PIC&D online store. PIC&D is working with recognized bodies to ensure consumers receive high quality and authentic Indigenous seal products.



**CSP Pictograms** are used to illustrate seal products benefits. You can find CSP pictograms across the website and CSP brochures. As opposed to master logo and the 3 products families' logo, the pictograms should not have a frame around the image.



The **Seals and Sealing Network (SSN)** regulates the use of the Canadian Seal Products (CSP) Brand. SSN's mission is to bring together Canada's sealing industry harvesters, processors, manufacturers, retailers, and Indigenous Peoples of Canada to promote and market high quality and sustainable Canadian Seal Products (Omega-3/Meat/Fur & Leather).

# Logos

## Main logo

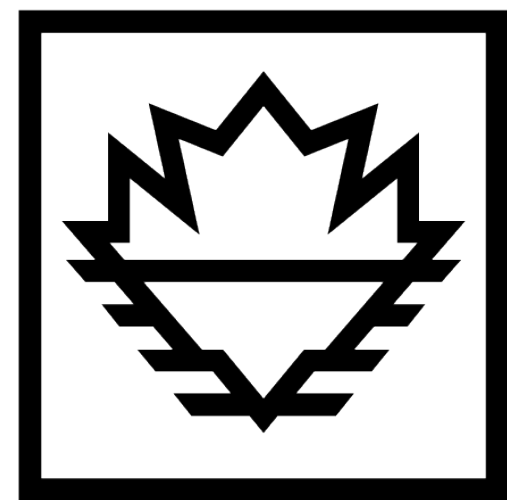
The main logo of the brand "Canadian Seal Products"

Inspired by the concept of hybridization, the Canadian Seal Products logo is based on two fundamental pillars: quality and trust. For the composition of the main logo, two symbols of Canadian excellence are brought together. The maple leaf, a symbolic icon of Canada as well as the iceberg and the water, to represent the pristine environment in which the seal evolves and lives. The logo is structured to remind the effect of a quality seal, like a stamp that could be affixed on seal products as a guarantee of quality.

**How to use it**

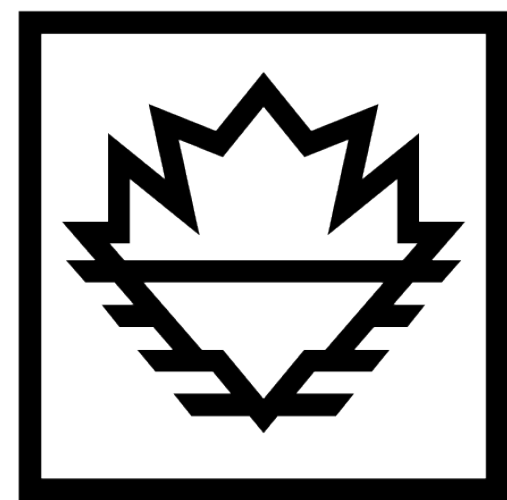
Logos may only be placed on solid backgrounds (preferably white) unless approved by SSN.

English version



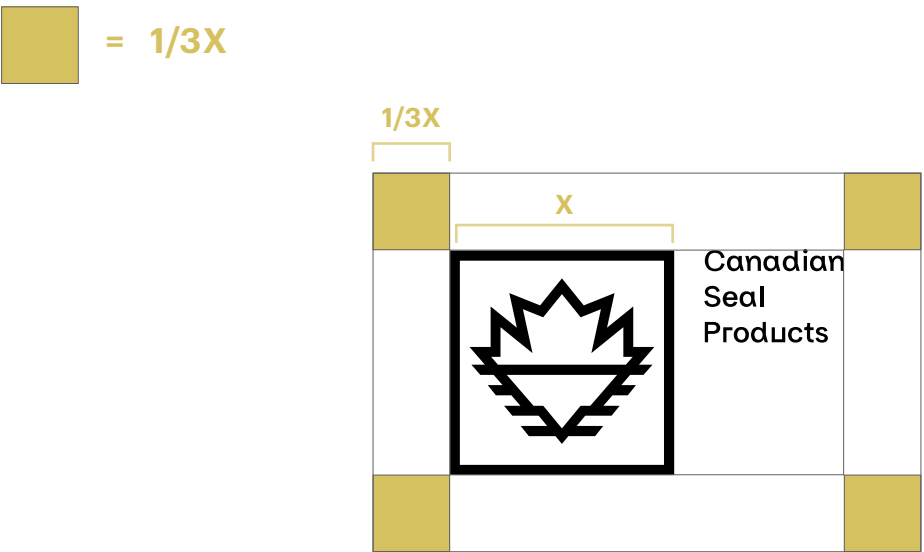
Canadian  
Seal  
Products

French version



Produits  
de Phoque  
Canadien

Protection area



Minimal dimensions

Minimum height = 25 pixels • 1/4"  
Under 25" or 1/4" high, use the "MINI" version of the logo





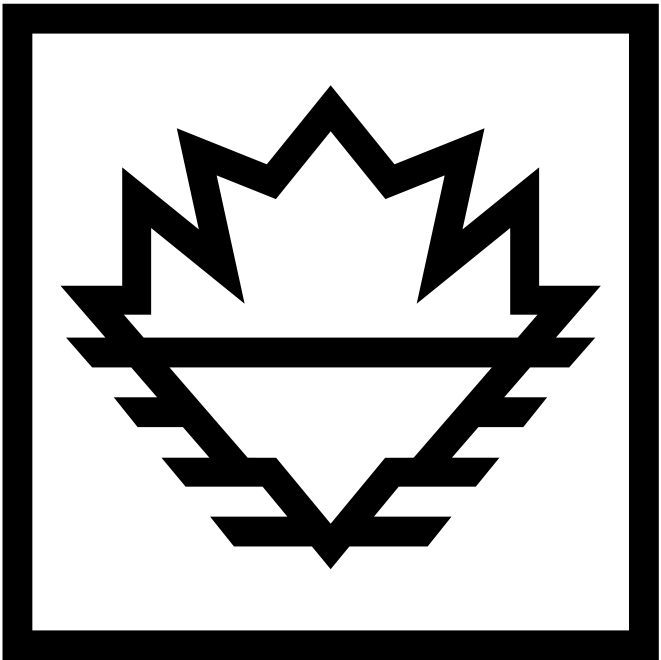
# Logos

## Main Monogram

The main monogram of the brand "Canadian Seal Products"

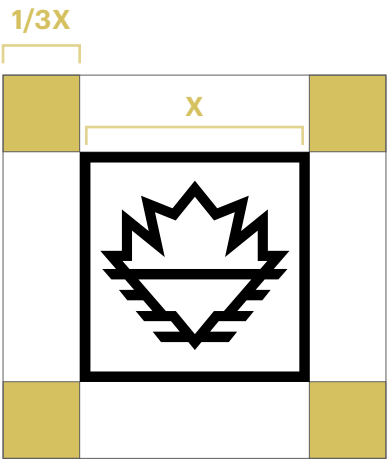
### How to use it

Logos may only be placed on solid backgrounds (preferably white) unless approved by SSN.



### Protection area

 = 1/3X



### Minimal dimensions

Minimum height = 25 pixels • 1/4 inch



# Logos

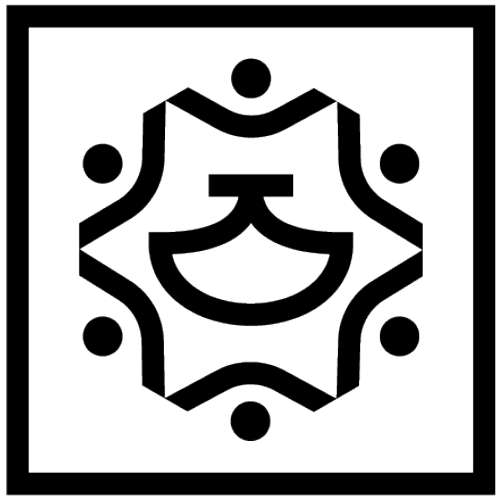
## Proudly Indigenous Crafts & Design (PIC&D) Logo:

The PIC&D logo depicts people in a circle holding hands around an Ulu, a symbol of Inuit tradition and heritage. Traditionally, the Ulu, used by women, would be passed down from generation to generation. It was believed that an ancestor’s knowledge was contained within the Ulu and thus would also be passed on. Each angle of the logo translates into a message of humaneness, unity and sharing.

### How to use it

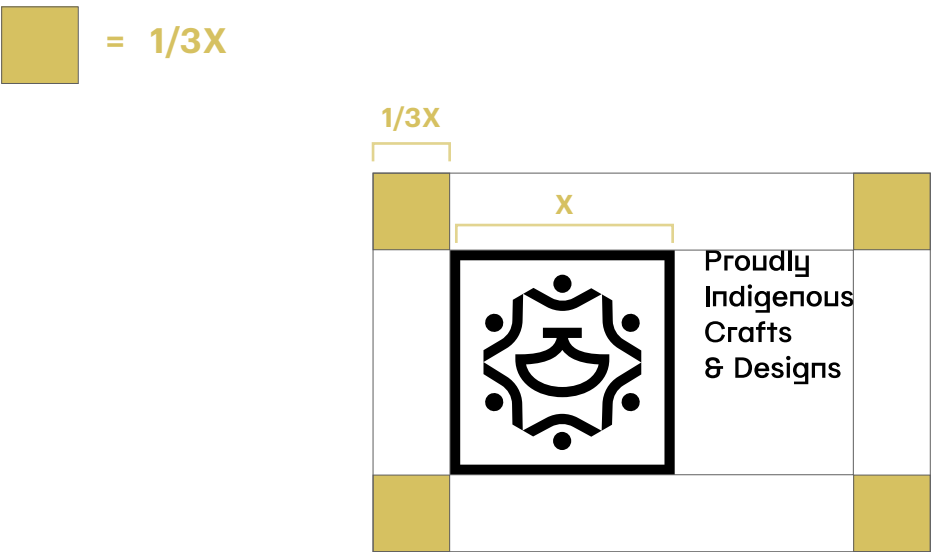
Logos may only be placed on solid backgrounds (preferably white) unless approved by SSN.

English version

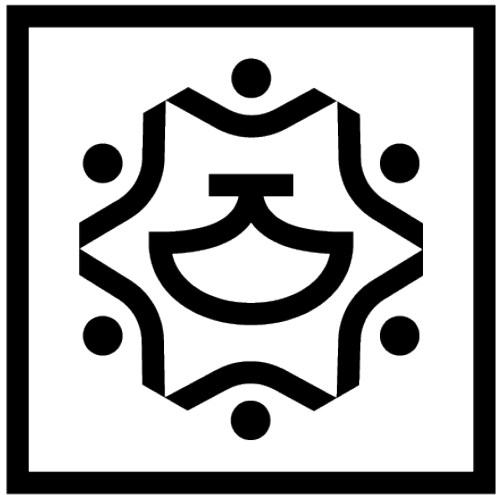


Proudly  
Indigenous  
Crafts  
& Designs

Protection area



French version



Artisanats  
& créations  
fièrement  
autochtones

Minimal dimensions

Minimum height = 25 pixels • 1/4"  
Under 25" or 1/4" high, use the "MINI" version of the logo



# Logos

## Seals and Sealing Network (SSN)

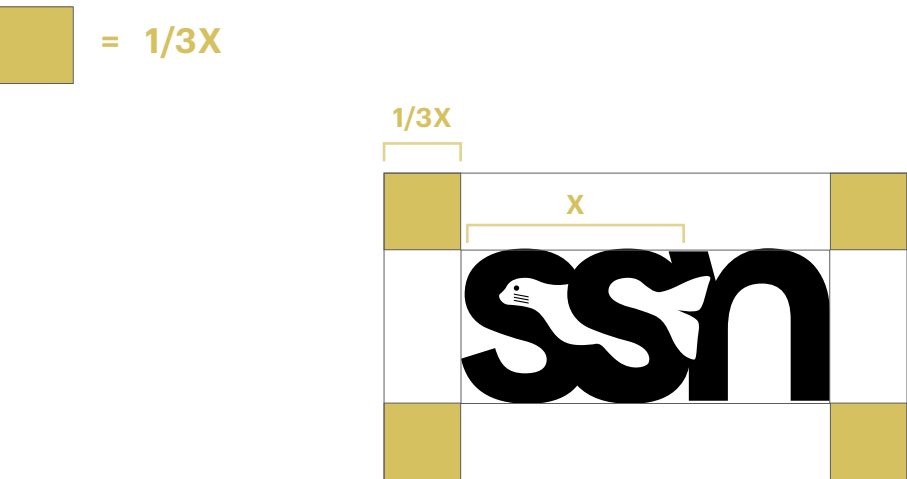
The Seals and Sealing Network (SSN) regulates the use of the Canadian Seal Products (CSP) Brand. SSN’s mission is to bring together Canada’s sealing industry harvesters, processors, manufacturers, retailers, and Indigenous Peoples of Canada to promote and market high quality and sustainable Canadian Seal Products (Omega-3/Meat/Fur & Leather).

### How to use it

Logos may only be placed on solid backgrounds (preferably white) unless approved by SSN.



### Protection area



### Minimal dimensions

Minimum height = 25 pixels • 1/4"



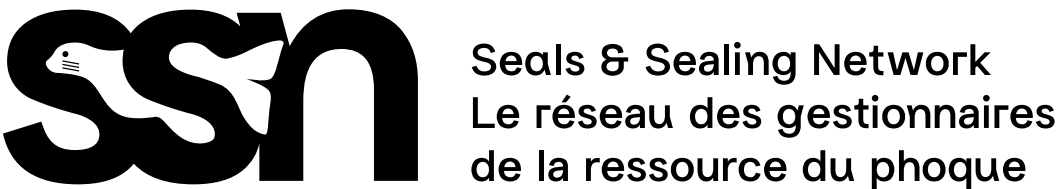
# Logos

## Seals and Sealing Network (SSN)

The Seals and Sealing Network (SSN) regulates the use of the Canadian Seal Products (CSP) Brand. SSN’s mission is to bring together Canada’s sealing industry harvesters, processors, manufacturers, retailers, and Indigenous Peoples of Canada to promote and market high quality and sustainable Canadian Seal Products (Omega-3/Meat/Fur & Leather).

### How to use it

Logos may only be placed on solid backgrounds (preferably white) unless approved by SSN.

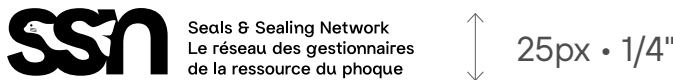


### Protection area



### Minimal dimensions

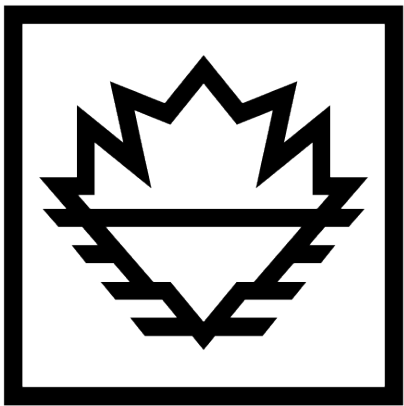
Minimum height = 25 pixels • 1/4"



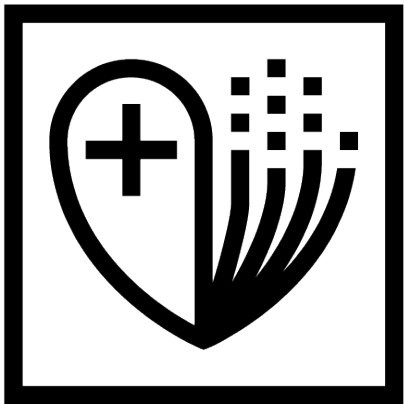
# Logos

## The family

The Canadian Seal Products universe is made up of 3 families of products encompassed under a single brand. Like the main logo, the visual inspiration of each type of product is the result of a crossbreed between its benefit/quality and the final product.



Canadian  
Seal  
Products



Pure  
Omega-3  
Oil



Unique,  
Natural Fur  
& Leather



Wild  
Canadian  
Meat

# Logos

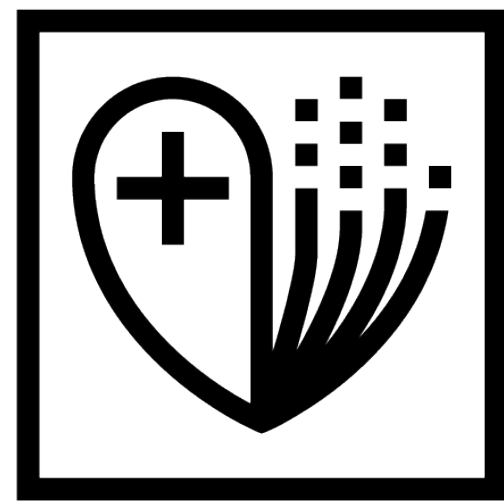
## Oil products

Logo for oil products.

### How to use it

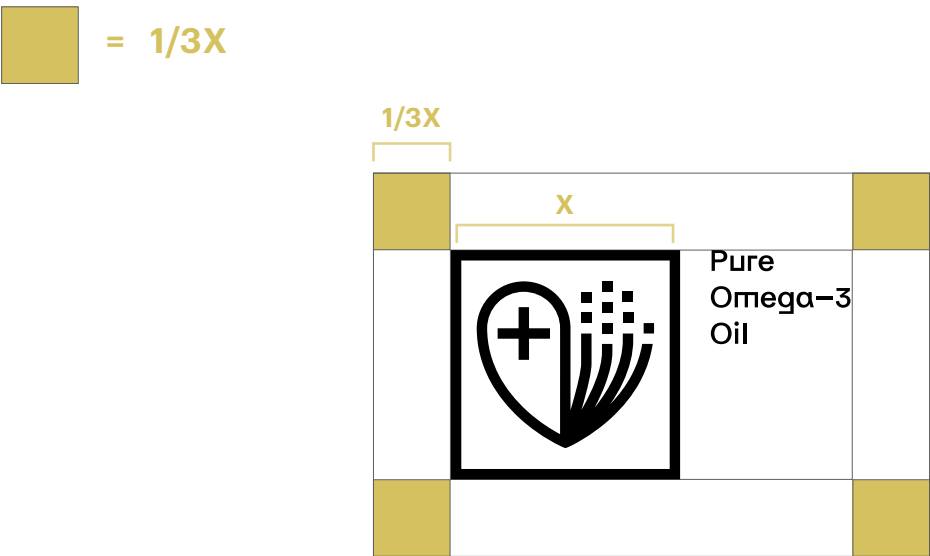
Logos may only be placed on solid backgrounds (preferably white) unless approved by SSN.

English version

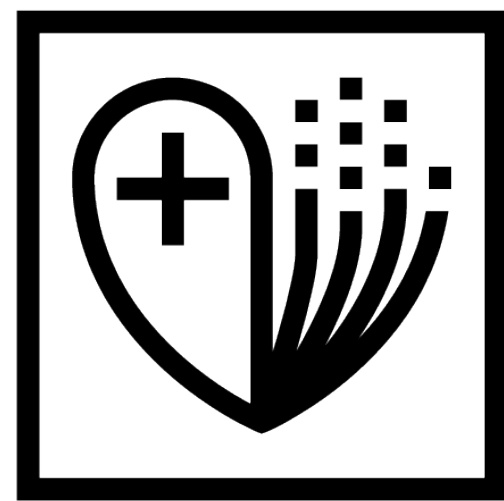


Pure  
Omega-3  
Oil

Protection area



French version



Huile  
d'oméga-3  
pure

Minimal dimensions

Minimum height = 25 pixels • 1/4"  
Under 25px or 1/4" high, use the "MINI" version of the logo



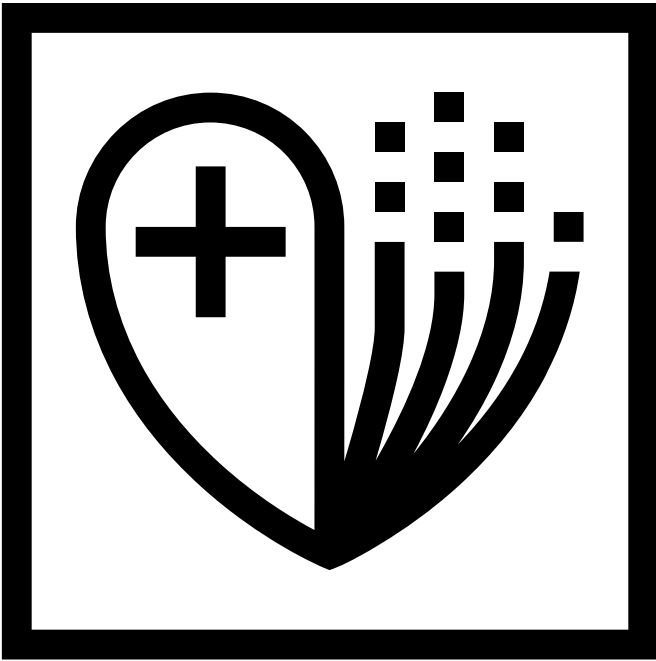
# Logos

## Oil products

Monogram for oil products.

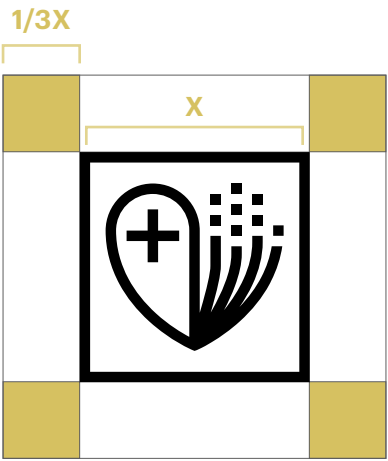
### How to use it

Logos may only be placed on solid backgrounds (preferably white) unless approved by SSN.



### Protection area

 = 1/3X



### Minimal dimensions

Minimum height = 25 pixels • 1/4"



# Logos

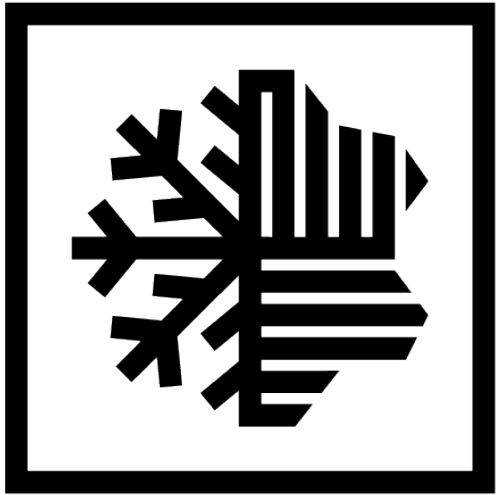
## Textiles products

Logo for textiles products.

### How to use it

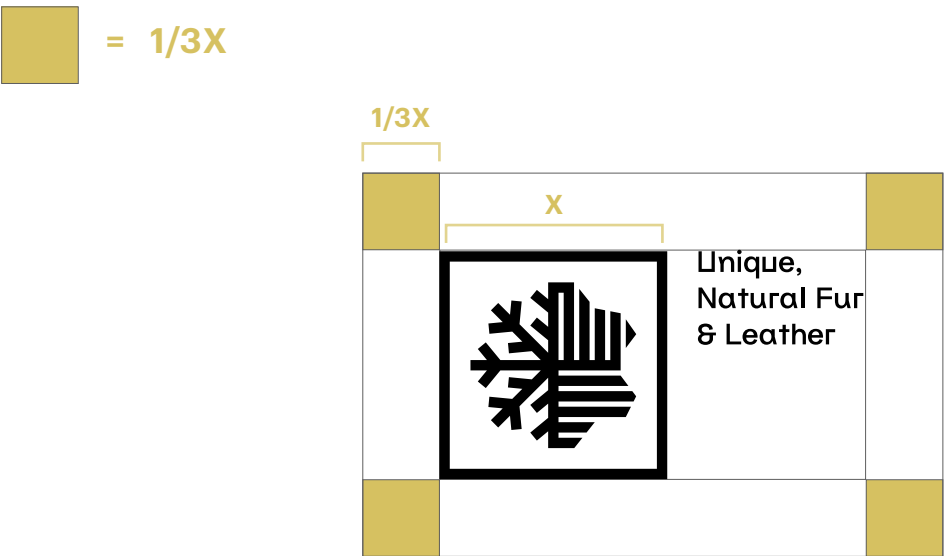
Logos may only be placed on solid backgrounds (preferably white) unless approved by SSN.

English version

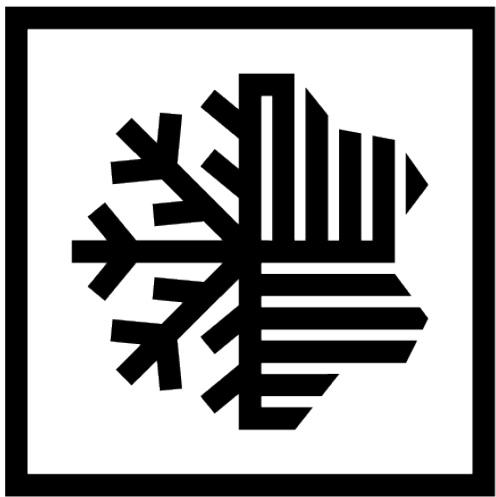


Unique,  
Natural Fur  
& Leather

Protection area



French version



Fourrure  
unique  
& naturelle

Minimal dimensions

Minimum height = 25 pixels • 1/4"  
Under 25" or 1/4" high, use the "MINI" version of the logo





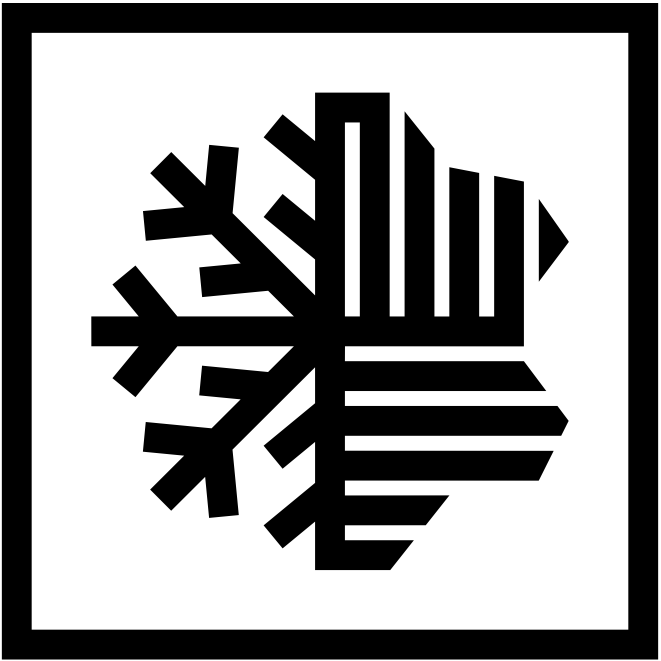
# Logos

## Textiles products

Monogram for textiles products.

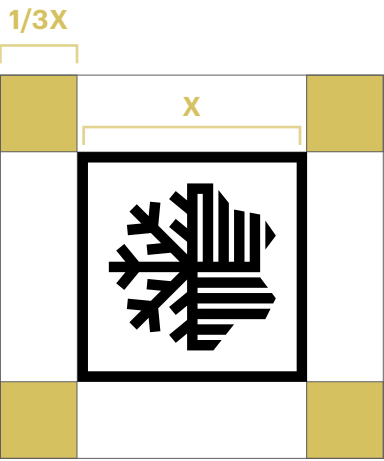
### How to use it

Logos may only be placed on solid backgrounds (preferably white) unless approved by SSN.



### Protection zone

 = 1/3X



### Minimum size

Minimum height = 25 pixels • 1/4"



# Logos

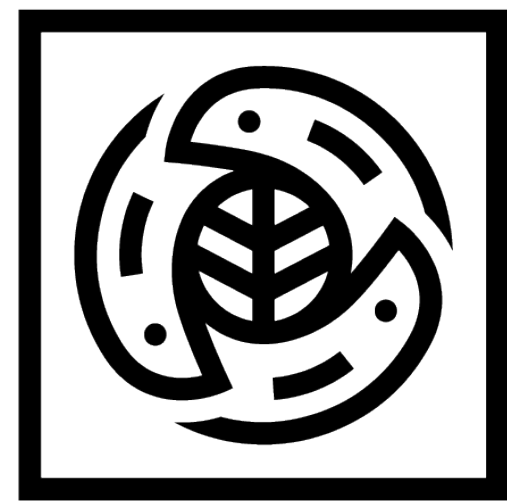
## Meat products

Logo for meat products.

### How to use it

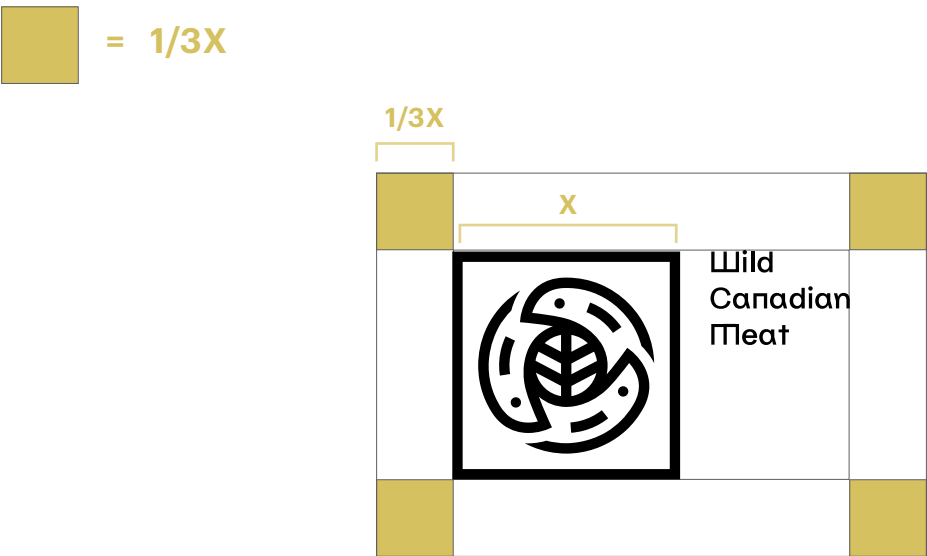
Logos may only be placed on solid backgrounds (preferably white) unless approved by SSN.

English version

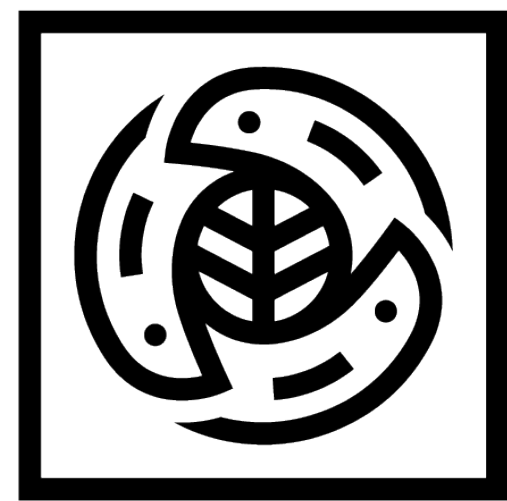


Wild  
Canadian  
Meat

Protection area



French version



Viande  
sauvage  
canadienne

Minimal dimensions

Minimum height = 25 pixels • 1/4"  
Under 25" or 1/4" high, use the "MINI" version of the logo



# Logos

## Meat products

Monogram for meat products.

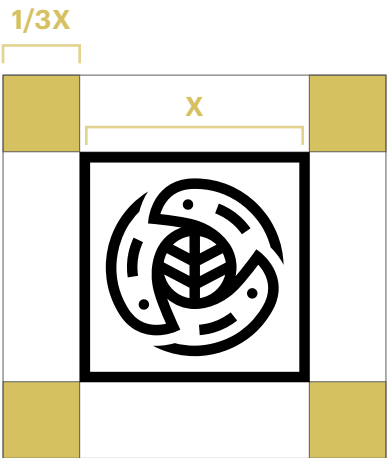
### How to use it

Logos may only be placed on solid backgrounds (preferably white) unless approved by SSN.



### Protection area

 = 1/3X



### Minimal dimensions

Minimum height = 25 pixels • 1/4 inch

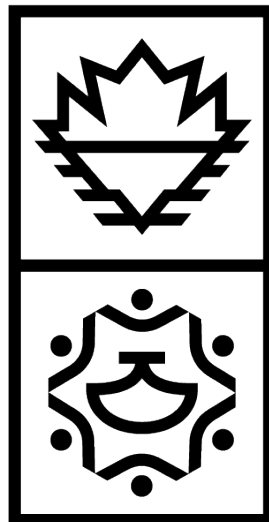


# Logos

## The family

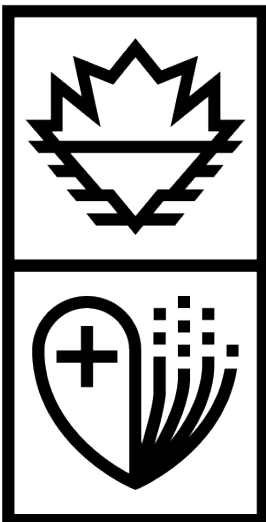
Each product logo combines with the brand logo in a coherent way to create a powerful and identifying brand universe.

English versions

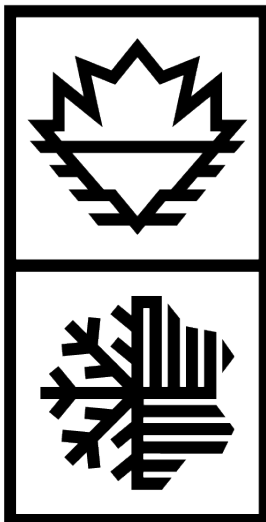


Canadian  
Seal  
Products

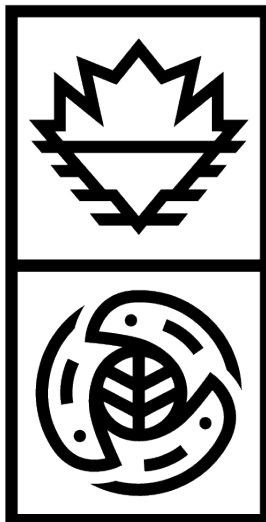
Proudly  
Indigenous  
Crafts  
& Designs



Canadian  
Seal  
Products

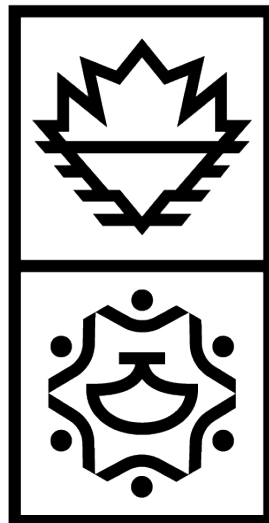


Canadian  
Seal  
Products



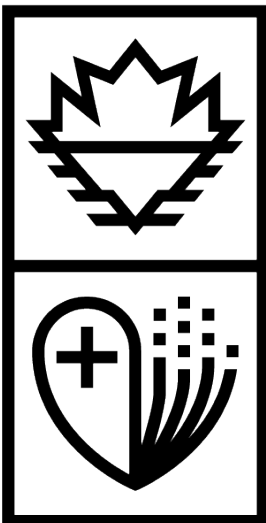
Canadian  
Seal  
Products

French versions

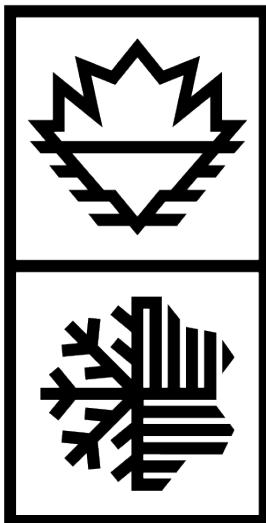


Produits  
de Phoque  
Canadien

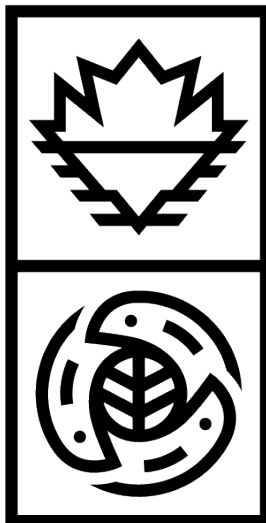
Artisanats  
& créations  
fièrement  
autochtones



Produits  
de Phoque  
Canadien



Produits  
de Phoque  
Canadien



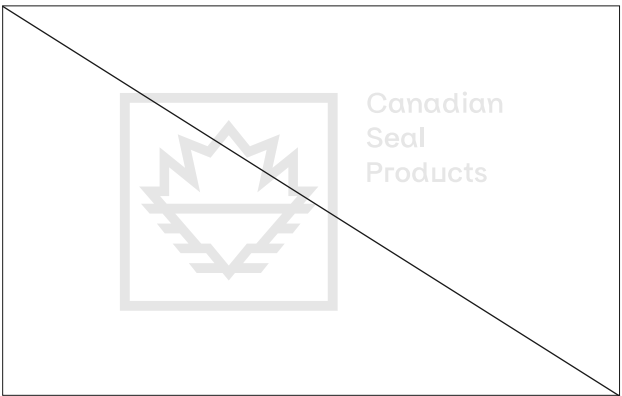
Produits  
de Phoque  
Canadien

# Incorrect usage

## Not to do

These rules apply to all versions of the Canadian seal products family logo.

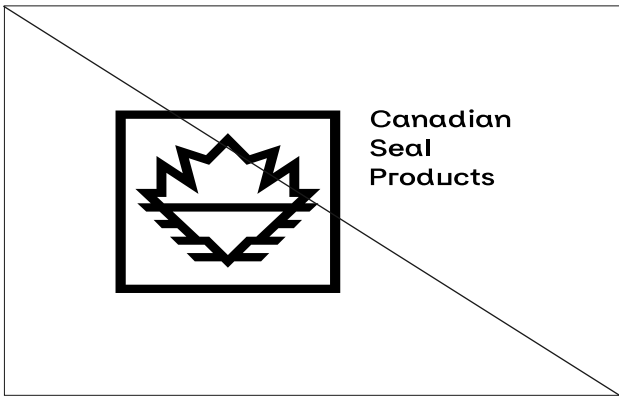
The size and color of a logo are the only modifications allowed within the guidelines to preserve brand continuity and brand recognition.



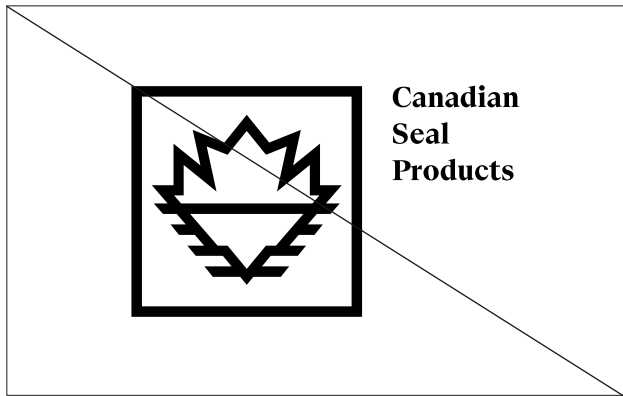
Do not place the logo on a background of low contrast color



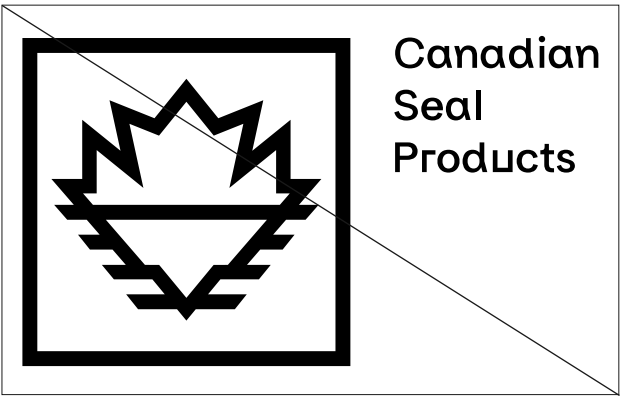
Do not change the proportions of logo elements



Do not change the ratio of logo proportions



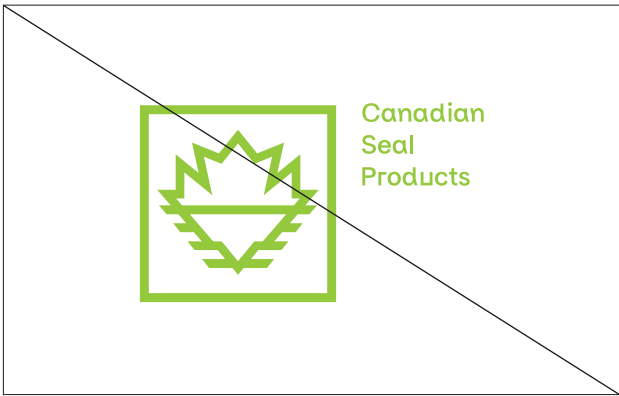
Do not change the font signature



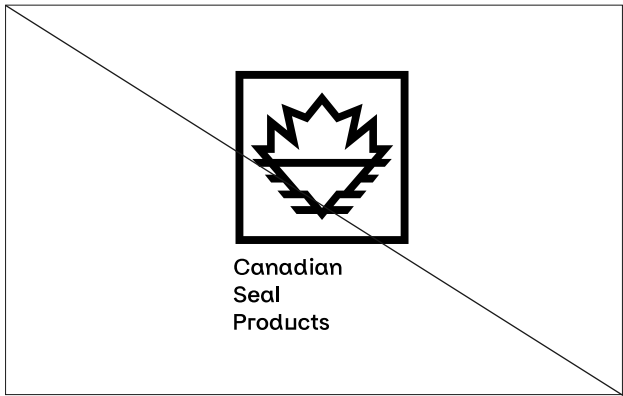
Respect the logo protection area



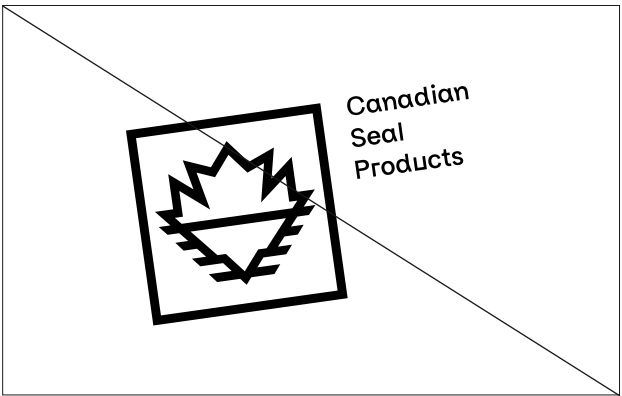
Do not use more than one color for the logo



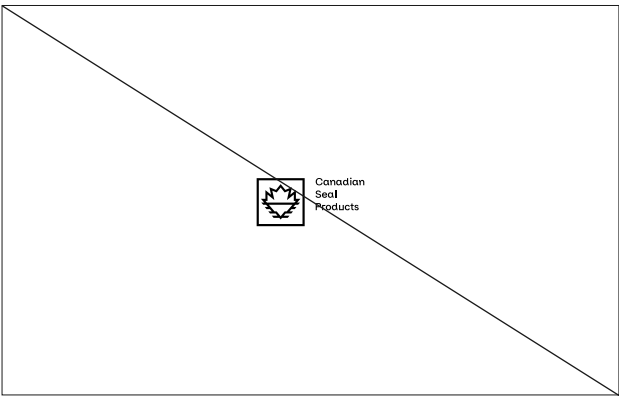
Do not change or vary the colors of the logo



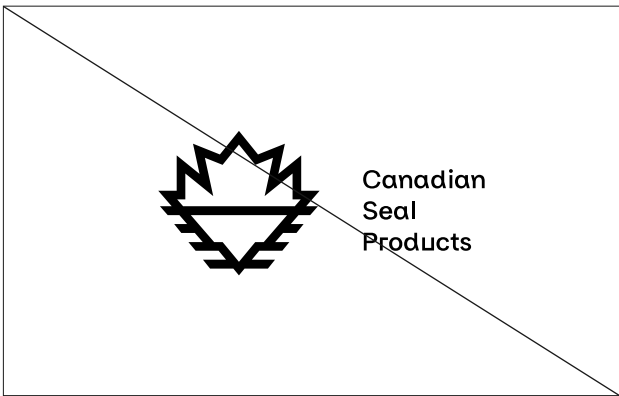
Do not change the position of logo elements



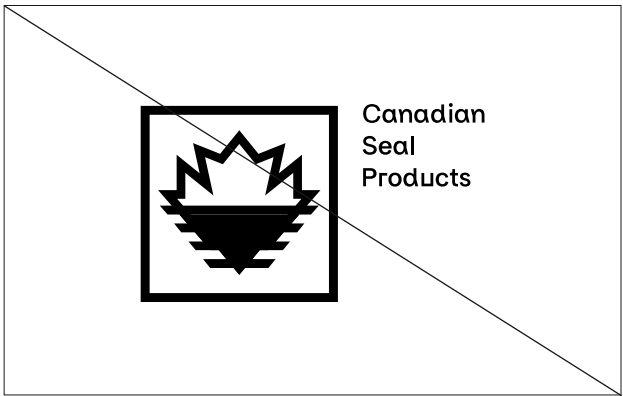
Do not change scale, skew or rotate the logo



Do not shrink the logo to less than 1 inch in width or height



Do not remove the frame of the logo



Do not change the design of the logo

# Incorrect usage

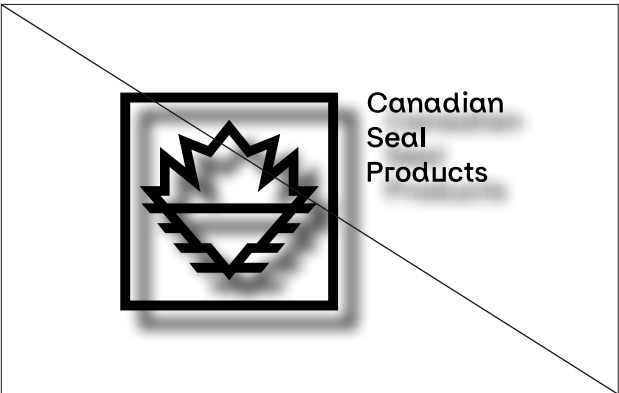
## Not to do

These rules apply to all versions of the Canadian seal products family logo.

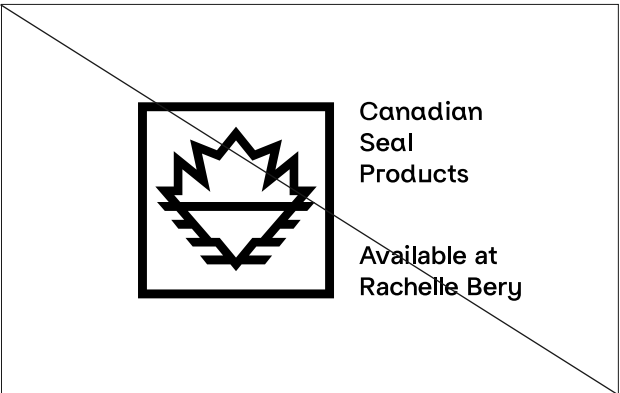
The size and color of a logo are the only modifications allowed within the guidelines to preserve brand continuity and brand recognition.



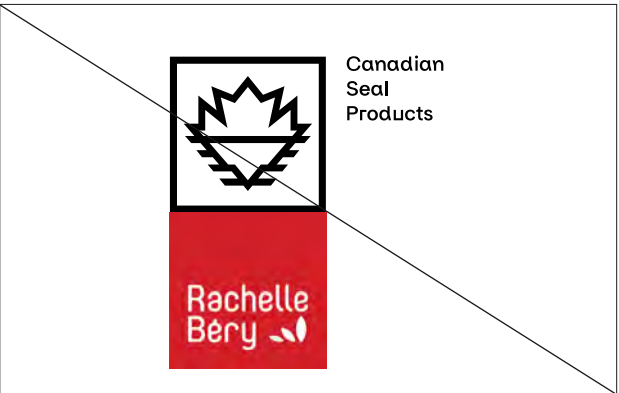
The logo may only be placed on solid backgrounds (preferably white) unless approved by SSN, and not over an image or pattern (unless approved by SSN).



Do not apply any artistic effects (such as drop-shadows, gradients or embossing) on the logo



Do not combine the logo with any other design, trademark, graphic, text or other element, including your name, any trademarks or any generic terms



No other design, trademark, text, graphic or other element may be placed closer to the logo without first meeting the clear space requirements found in the Brand Guidelines.



Apply an outline to the logo

# Colors

## Color palette

In order to make the brand easily recognizable and distinctive, the color palette is deployed in two colors for the main brand and an additional color is added for each type of product.

The main colors are the blue (#1e313d) and the gold (#d6c161) The gold should only be used as an accent, in small proportion.

- The two main colors can be combined with the color of each product:
- Green for oil products (#5e8e82)
  - Gray for textiles products (#5d7689)
  - Red for meat products (#b35b56)

<div><div>RGB 94-142-130 HEX #5e8e82 CMYK 67-29-51-5 PANTONE 624 C</div><div>Green Oil</div></div>	<div><div>RGB 93-118-137 HEX #5d7689 CMYK 68-47-35-7 PANTONE 5415 C</div><div>Grey Textiles</div></div>	<div><div>RGB 179-91-86 HEX #b35b56 CMYK 24-73-63-9 PANTONE 7524 C</div><div>Red Meat</div></div>
<div><div>RGB 30-49-61 HEX #1e313d CMYK 86-68-53-53 PANTONE 303 C</div><div>Blue Seal</div></div>		
<div><div>RGB 214-193-97 HEX #d6c161 CMYK 18-19-76-0 PANTONE 458 C</div><div>Gold Quality</div></div>		

# Colors

## Color main logo

The main logo is always use in gold (#d6c161) on blue (#1e313d) background.



Canadian  
Seal  
Products



# Colors

## Color oil products

Oil products logo is always use in blue  
(#1e313d on green (#5e8e82) background.



Pure  
Omega-3  
Oil

# Colors

## Color textiles products

Textile products logo is always use in blue (#1e313d) on grey (#5d7689) background.



Unique,  
Natural Fur  
& Leather

# Colors

## Meat products

Meat products logo is always use in blue (#1e313d) on red (#b35b56) background.



Wild  
Canadian  
Meat

Typefaces

Unique typography

This atypical typography makes the brand distinctive. It is a modern font, with also a subtle tribute to indigenous culture

Ft Polar is a solidly constructed font. The many glyphs give endless possibilities.

The medium weight will be preferred for headlines and slogans. The current text is in regular weight.

It is recommended to use lowercase typography to give a perspective on a human scale and stay close to the population.

FT Polar

Medium

aaabbbcddefggghijklmnnnopqrrsttuuvwxxyyz  
AABBCDEFGHIJKLMNOPQRSTUUVWXYZ  
11223344556677889900!@#%&\*\_+

Title and punchline

Regular

aaabbbcddefggghijklmnnnopqrrsttuuvwxxyyz  
AABBCDEFGHIJKLMNOPQRSTUUVWXYZ  
11223344556677889900!@#%&\*\_+

Paragraph

# Typefaces

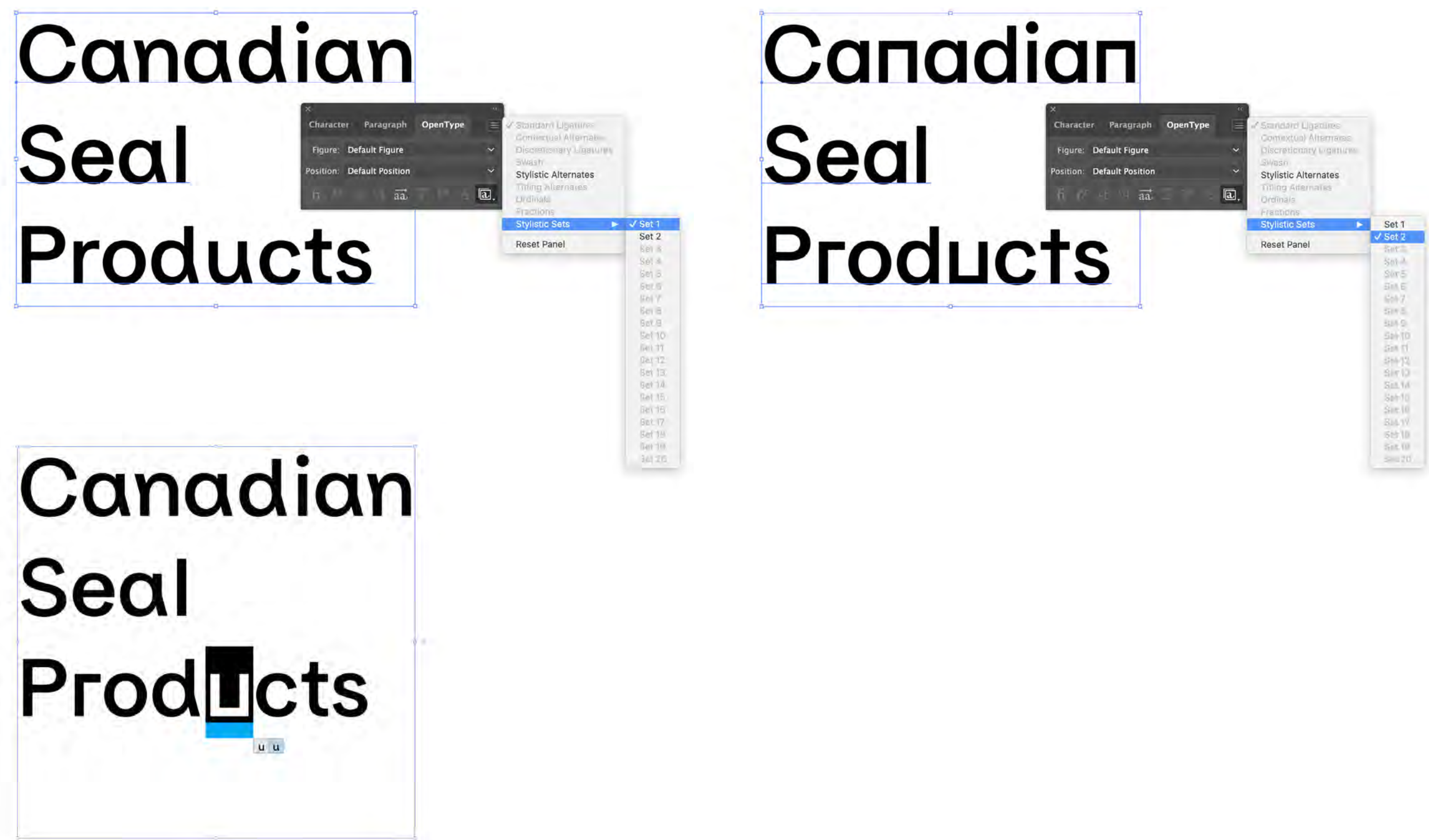
## Unique typography

In Illustrator you can use the typography with 3 sets of glyphs (Set 1, Set 2,) Or by combining them together (Set 1 + Set 2).

1 - Open your WINDOW panel and choose TEXT and OPEN TYPE.

2 - In the Burger menu at the top right of the panel choose STYLISTIC SETS.

You can also change each different letters individually by selecting them with text tool.



# Typefaces

## Backup typography

For languages with special characters that the FT Polar could not handle, such as Inuktitut for example, the Noto typography can be used.

Noto

Semi bold  
abcddefghijklmnnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%?&\*()\_+

---

Title and punchline

Regular  
abcdefghijklmnpqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%?&\*()\_+

---

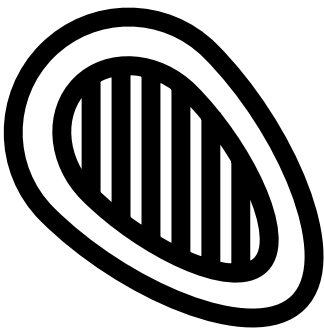
Paragraph

# Pictograms

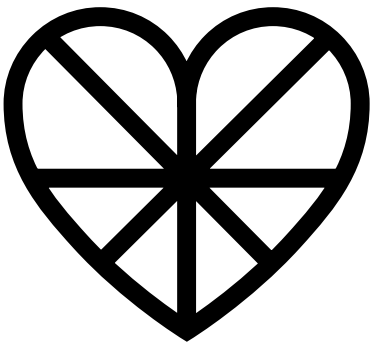
## CSP Pictograms: Seal Meat Benefits

Vendors can use a CSP pictogram to illustrate the benefits for Canadian Seal products in order to make the information more interesting, more memorable, or more engaging.

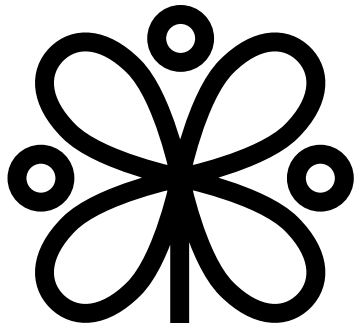
As opposed to master logo and the 3 products families' logo, the pictograms should not have a frame around the image. This will allow consumers to easily differentiate which are the key logos for our brand image.



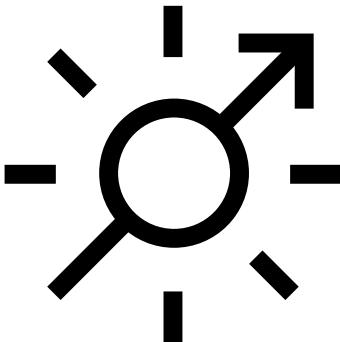
Source of protein



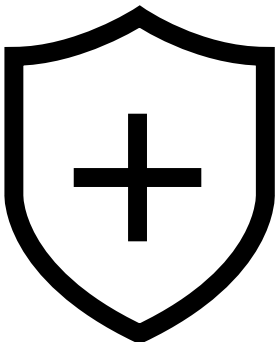
Very nutritious



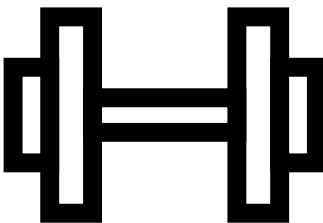
All natural  
(no antibiotics or growth hormones)



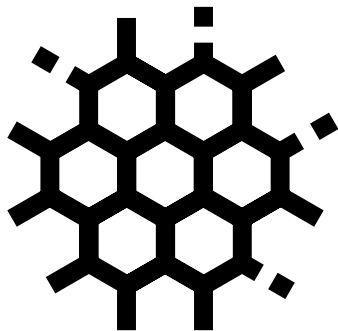
Increase energy



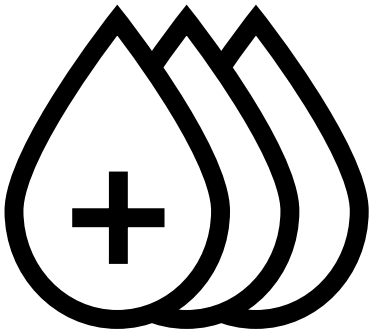
Boosts immune system



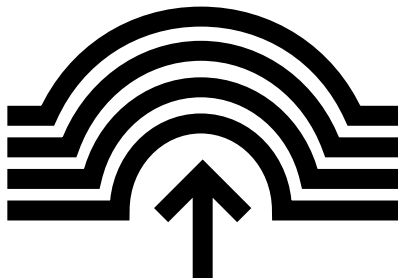
Strengthens muscles



Repairs body tissues



Promotes Red Blood  
Cell Formation

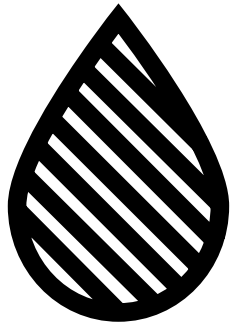


Improves  
muscle fonction

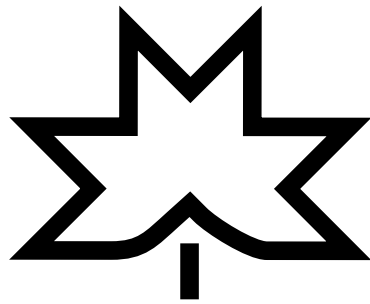
# Pictograms

## CSP Pictograms: Seal Oil Benefits (for humans)

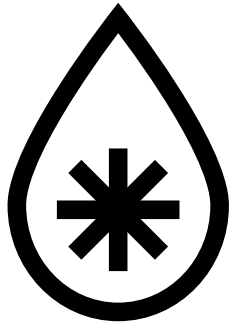
Vendors can use a CSP pictogram to illustrate the benefits for Canadian Seal products in order to make the information more interesting, more memorable, or more engaging. As opposed to master logo and the 3 products families’ logo, the pictograms should not have a frame around the image. This will allow consumers to easily differentiate which are the key logos for our brand image.



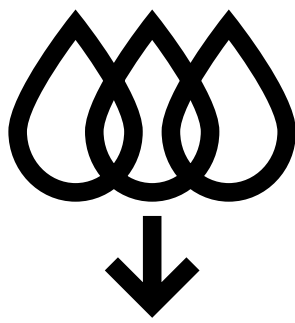
Contains DPA



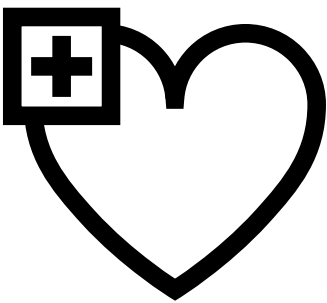
100% Canadian



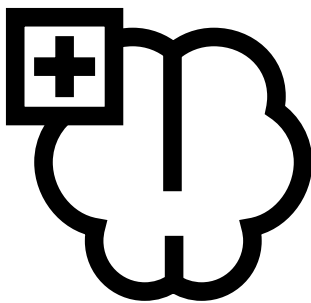
Preserved purity



Optimal absorption



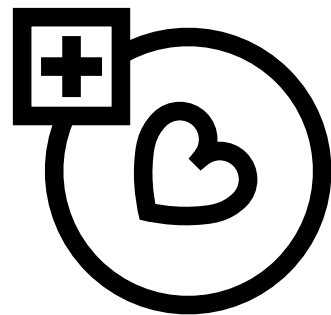
Heart health



Brain health



Joint health



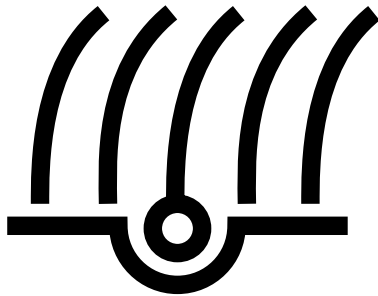
Prenatal health



# Pictograms

## CSP Pictograms: Seal Oil Benefits (for pets)

Vendors can use a CSP pictogram to illustrate the benefits for Canadian Seal products in order to make the information more interesting, more memorable, or more engaging. As opposed to master logo and the 3 products families’ logo, the pictograms should not have a frame around the image. This will allow consumers to easily differentiate which are the key logos for our brand image.



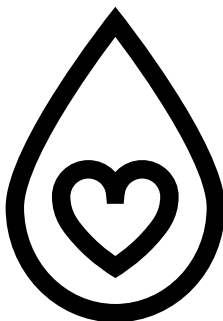
Reduces shedding



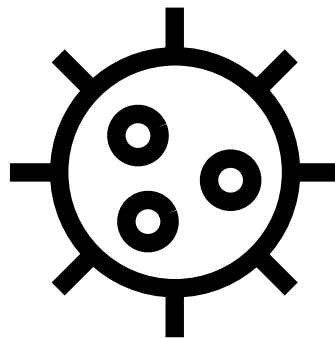
Healthy skin & shinny coat



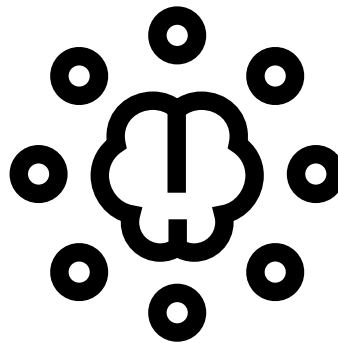
Decreases joints inflammation



Protects the heart



Decreases allergies symptoms

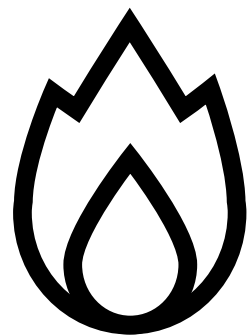


Neurologic development

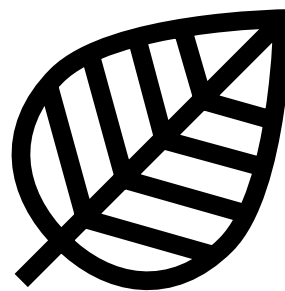
# Pictograms

## CSP Pictograms: Seal fur & leather benefits

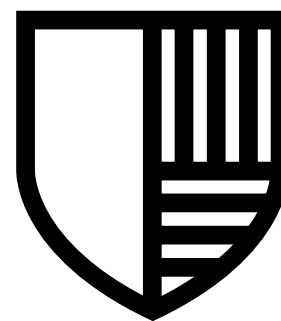
Vendors can use a CSP pictogram to illustrate the benefits for Canadian Seal products in order to make the information more interesting, more memorable, or more engaging. As opposed to master logo and the 3 products families’ logo, the pictograms should not have a frame around the image. This will allow consumers to easily differentiate which are the key logos for our brand image.



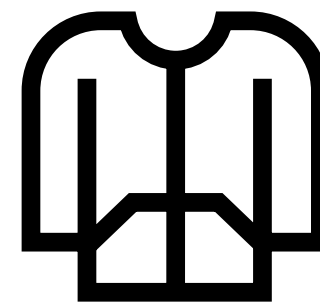
Incredibly warm



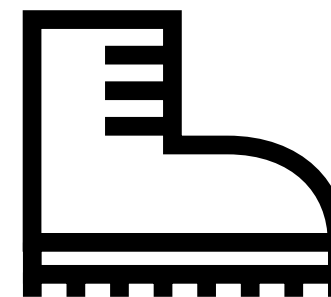
Biodegradable



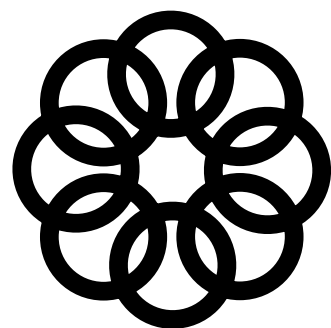
Durable



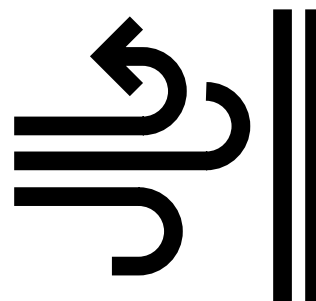
Clothing



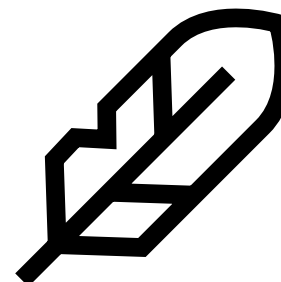
Footwear



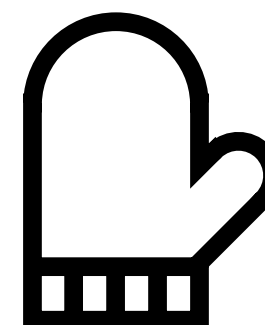
Versatile



Wind and water resistant



Lightweight



Accessories



Home Decors

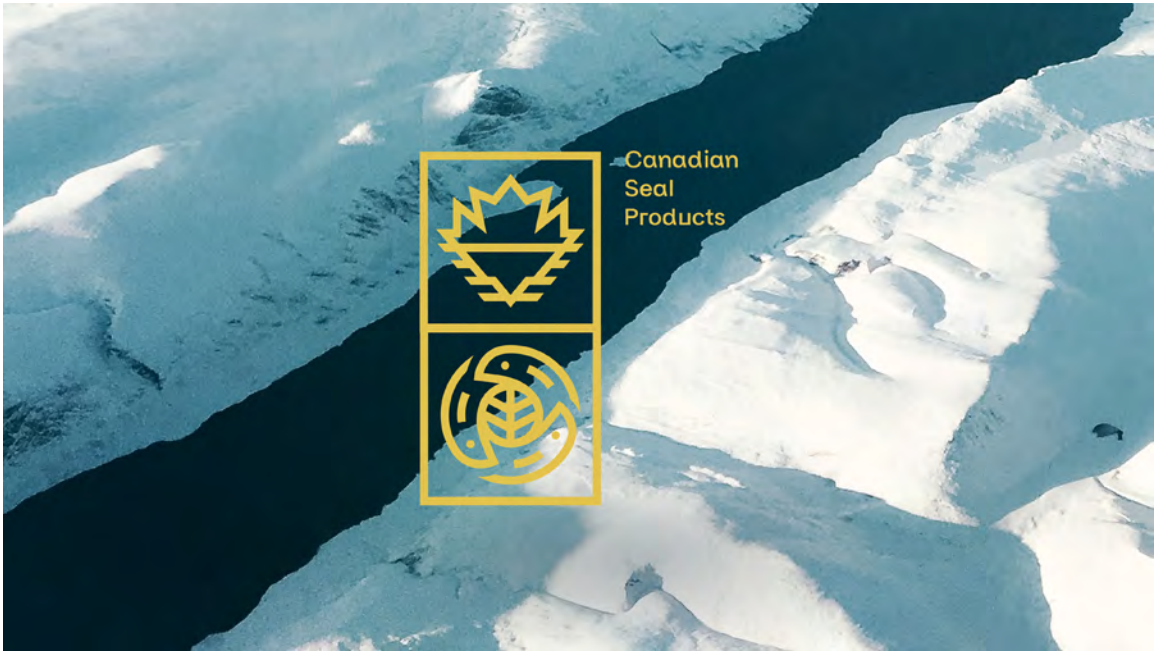


# Graphic universe

## Logo on environment visual

The logo is used in gold (#d6c161) mainly on the images but can be used in blue (#1e313d) when it is not legible.

Environmental photos may remain in color.





# Photography

## Image processing

Human picture traitement :

+ Black and white

+ Noise

+ Color dodge 50% blue (#1e313d)





# Photography

## Image Size

Product Page :  
Foreground image 1000px minimum

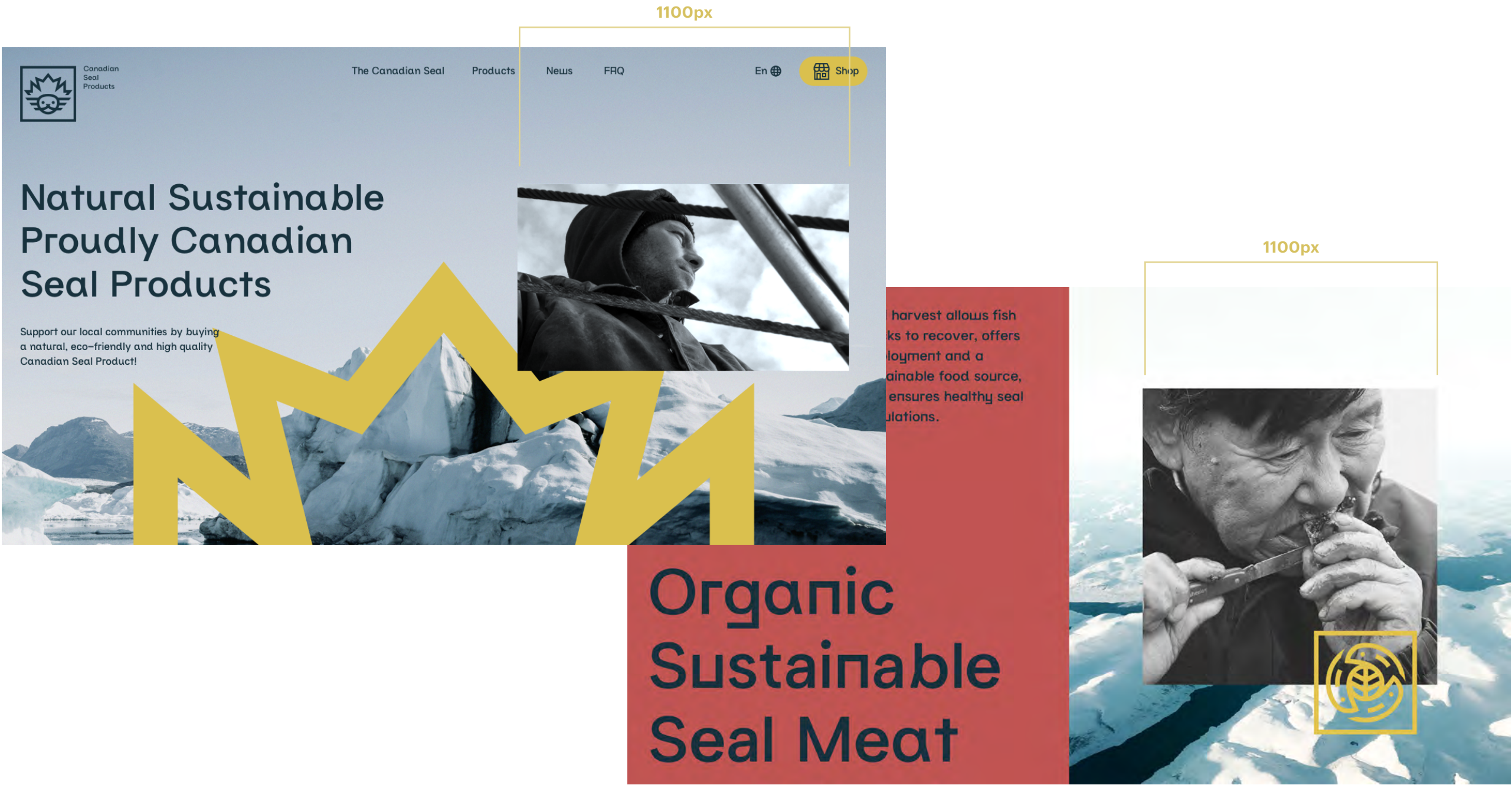




# Photography

## Image Size

All The foreground images for heros sections must be 1100px width minimum.





# Graphic universe

## Canadian Seal Products

The main brand graphic universe is always followed with a blue background (#1e313d) and the elements in gold (#d6c161).

Environmental photos are mainly in color. Black and white visuals are tinted with a bluish filter to homogenize the visuals.



# Naturally Sourced





# Graphic universe

## Oil Products

The Oil Products graphic universe is used only with a green background (#5e8e82). All the elements on the green background are in blue (#1e313d).

Environmental photos are mainly in color. Black and white visuals are tinted with a bluish filter to homogenize the visuals.





# Graphic universe

## Textiles Products

The Textiles Products universe is used only with a grey background (#5d7689). All the elements on the grey background are in blue (#1e313d).

Environmental photos are mainly in color. Black and white visuals are tinted with a bluish filter to homogenize the visuals.





# Graphic universe

## Meat Products

The Meat Product universe is used only with a red background (#b35b56). All the elements on the grey background are in blue (#1e313d).

Environmental photos are mainly in color. Black and white visuals are tinted with a bluish filter to homogenize the visuals.





Canadian  
Seal  
Products

Version 4.0

By Akufen