
BRAND GUIDE

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TripleNine



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PREFACE

This set of guidelines will inspire and enable us to strengthen the visual identity of the TripleNine brand.

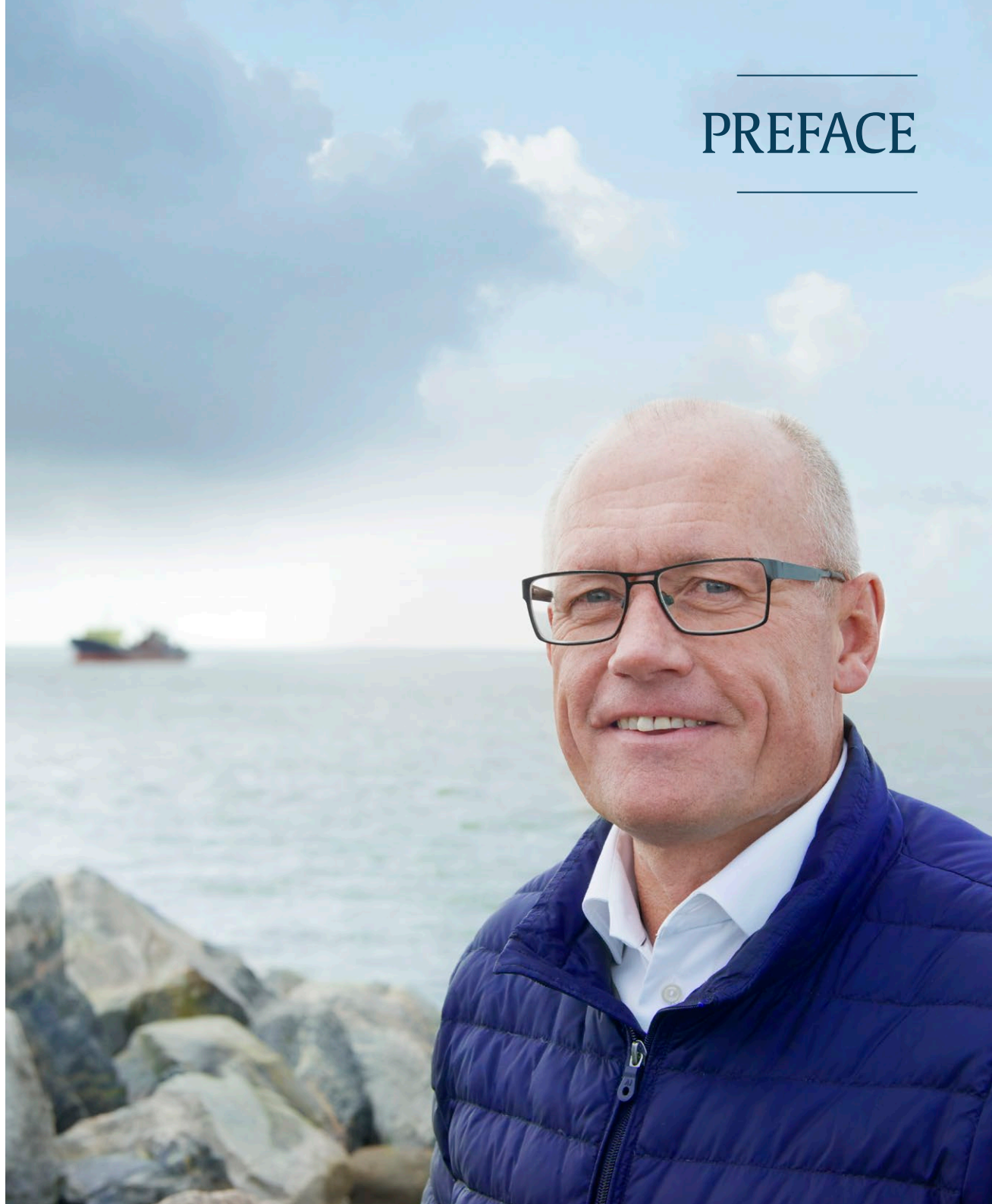
The brand guide defines the core elements that will empower us to deliver strongly-branded and consistent communication for TripleNine globally.

The manual provides mandatory specifications for how TripleNine should be presented. It provides guidance and examples to show how logotypes and associated graphics should be implemented.

A uniform representation of the corporate identity throughout the businesses is important to demonstrate to employees that we are all part of the same company. Likewise, it is important that our market communication is professional, consistent, and uniformed across the world so that it is clear to customers and suppliers – no matter where in the world they meet us – that TripleNine adds value to marine resources in a responsible way. This is a vital step in becoming a preferred and global leading partner in the marine ingredients business.



Jes Bjerregaard
Chief Executive Officer



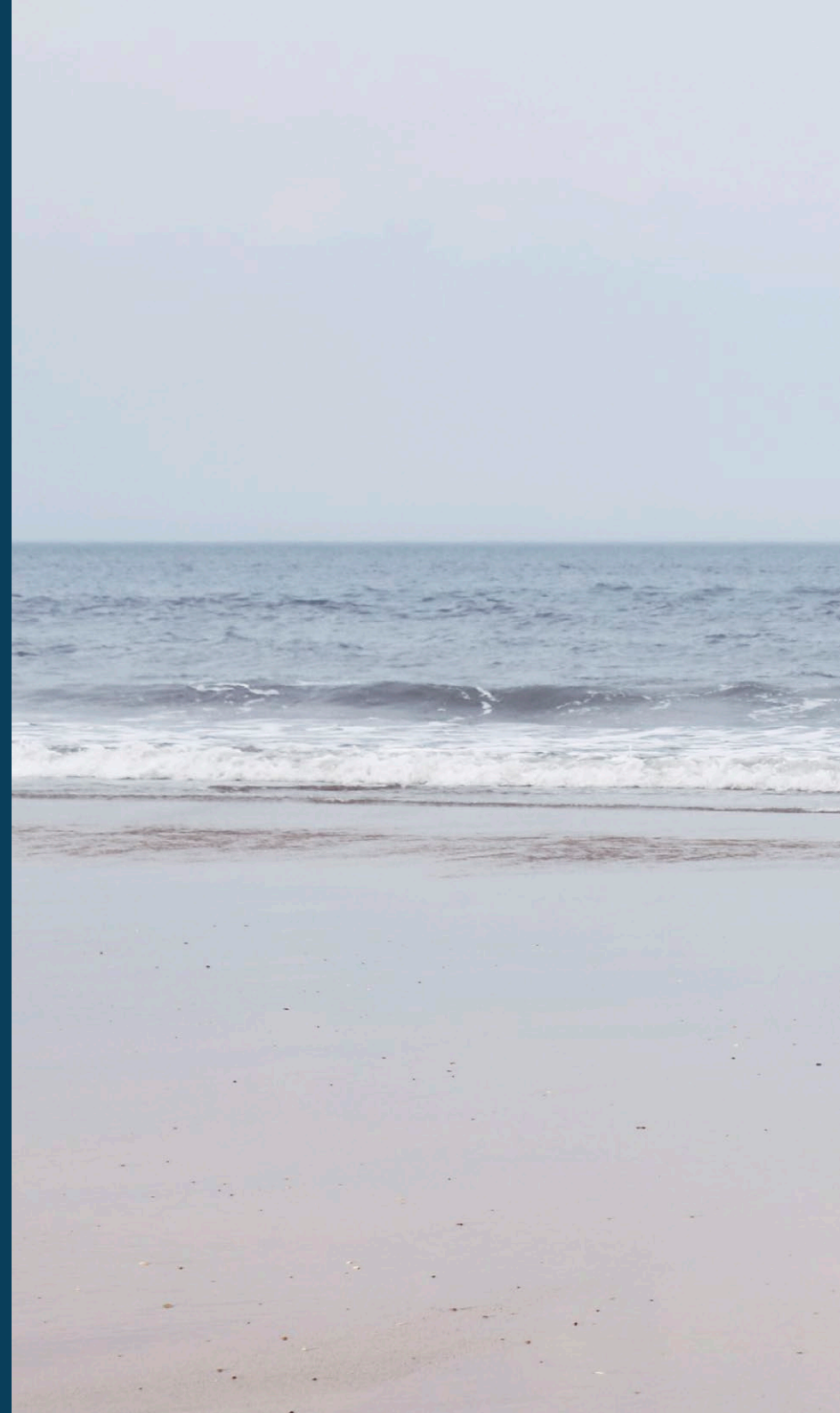
BRAND PROMISE

TripleNine focuses on taking care of both customers and suppliers. Through a cost-effective production of innovative quality products, TripleNine optimizes the use of marine resources and creates value for customers, suppliers and the world around us.

Responsibility as well as high moral and ethical standards form the basis of long-term, positive collaboration and make TripleNine a preferred partner of both customers and suppliers.

TripleNine delivers valuable high quality products which can raise the quality of our customers' own products, and as a result, provide advantages in a competitive global market.

Through our activities, TripleNine wishes to make a positive contribution to society and minimize our environmental impact.



COMMUNICATION GUIDELINES OF THE TRIPLININE BRAND



POSITION STATEMENT

TripleNine is the preferred partner of both customers and suppliers in the global marine ingredients market. Through state-of-the-art knowledge and production processes TripleNine develops and produces high quality value adding nutritional and functional ingredients to the BTB market in a responsible way and with respect for people and the nature surrounding us.



TRIPLENINE BRAND COMMUNICATION GUIDELINES

It takes time and resources to build a strong global brand, not to mention maintain it.

All employees and management, as well as our collaborators, must be conscious of what the brand means and the significant advantages which come with a strong brand – and also, that there is a red thread running through all our activities and attitudes, both internally and externally.

No matter where in the world the TripleNine brand is found, it is important that the brand is shown in a consistent and easily recognizable way.

This is the goal of this guide: to allow us to make the brand strong, together.

For any questions, please contact Marketing at marketing@999.dk

BRAND PERSONALITY

The brand personality of TripleNine reflects the way we communicate and behave – and the way our surroundings perceive us.

We meet the world with high ethic and respect, because through a long term perspective we are aware that our future business relies on the way we behave today.

Our approach is calm, open and consistent. You notice that we through years of experience have earned trust by being responsible, honest and always deliver high quality, at the right time.

We are market-driven, curious and innovative as we share knowledge and collaborate closely with a wide range of partners in our aim at increasing the standards for the development and production of marine ingredients in a responsible way.

TripleNine





MISSION

We add value to
marine resources
- in a responsible way





VISION

We strive to be a
preferred and global
leading partner in the
marine ingredients
business

TripleNine



LOGO

To strengthen our TripleNine brand, it is important that the rules regarding the use of the logo are respected. The rules ensure optimal and consistent visibility, so that the brand can act professionally and intelligently on all media.

As a ground rule, the positive version of the logo must be used wherever possible.

When there are no other options available, the pantone version may be used.

The rules regarding the use of the logo in different contexts are described throughout the brand guide.

When in doubt or in a situation which does not fit a description contained in the brand guide, please direct your questions to marketing@999.dk.





TripleNine



LOGO - TRIPLENINE

The TripleNine brand comes from the very first telephone number (999) used by Andelssildeoliefabrikken a.m.b.a. when it was established back in 1948 – and that is where the TripleNine history began.

The logo is available in a range of formats and color versions for different applications. It is not allowed to alter the shape or color of the logo in any way.

The positive version is the primary logo and primarily used in printed media and on electronic platforms.

Download the logo package at:
tripleninegroup.com/uk/corporate-downloads/corporate-downloads.aspx

The positive version



The pantone version is primarily used for merchandise.

The negative version is the preferred one on darker backgrounds and imagery.

The white version is used on darker backgrounds and imagery, when the negative version does not work.

The black version is used for fax, stamp and monochrome print e.g. embroidery on clothes.

The pantone version - 2925 C



The negative version



The white version



The black version



LOGO - TRIPLENINE

Rules for building the TripleNine logo.

The TripleNine logo with the icon 999 is the primary logo in branding TripleNine.

The distance between the letter e and the blue, round logo is the width of the letter e.



The TripleNine logo font is aligned with the top of 999.

The four specific company logos are defined by their geographical location: Esbjerg, Thyborøn, Vedde and Lota.

Company logos are used only when it relates to specific production facilities and locations.

If there is a need to establish new company logos, please see the guide on page 18 and consult Marketing at marketing@999.dk

TripleNine
Esbjerg



TripleNine
Services Esbjerg



TripleNine
Thyborøn



TripleNine
Vedde



TripleNine
Lota



LOGO - NEW COUNTRIES

The new country text is set in the font:

Eurostile LT Pro - Extended #2

The font can be downloaded at:

www.myfonts.com/fonts/linotype/eurostile/pro-extended-2/



If the new country text becomes too small and not clearly visible, it would be appropriate to refer to the guidelines on the next page.

The distance between the TripleNine and the company name, is the width of the stem of the N.

TripleNine
Propeterram

The distance between the letter e and the blue, round logo is the width of the letter e.



The center of the blue circle is aligned with the bottom of TripleNine.

The new company names that do not fit in a readable size under Nine can be featured in the width from the stem of the T, until the letter e in Nine.

LOGO - HOW TO USE TRIPLENINE LOGOS

The logos are available in a range of formats and color versions for different applications. It is not allowed to alter the shape or color of the logos in any way.

The positive version is the primary logo and primarily used in printed media and on electronic platforms.

Download the logo packages at:
tripleninegroup.com/uk/corporate-downloads/corporate-downloads.aspx

The positive version

TripleNine



The pantone version is primarily used for merchandise.

The negative version is the preferred one on darker backgrounds and imagery.

The white version is used on darker backgrounds and imagery, when the negative version does not work.

The black version is used for fax, stamp and monochrome print e.g. embroidery on clothes.

The pantone version - 2925 C



The positive version



The negative version



The white version



The black version

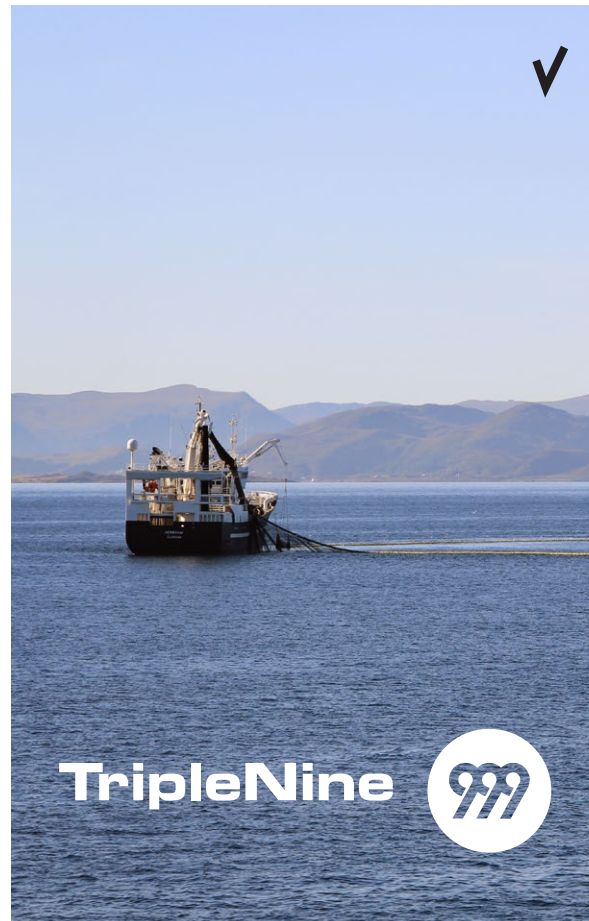


LOGO USAGE - PLACEMENT ON COLORED BACKGROUNDS

Always place the logo on a calm and consistent background with sufficient contrast to make the logo stand out as much as possible.

Always place the logo on calm and high-contrast backgrounds, to make it clear and visible.

Never place the logo on busy or low-contrast backgrounds. Exception: when used as a watermark on video files.



As a minimum, the logo must be featured with space surrounding it, matching the height of the T in the TripleNine logo font, as in the example.



COLORS AND TYPOGRAPHY





COLOR PALETTE - PRIMARY BRAND COLORS

These are our principal brand colors.

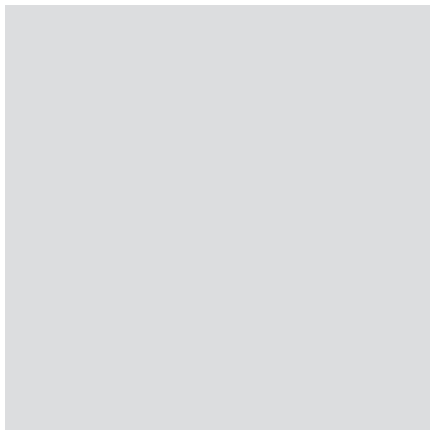
They should be used for all brand and marketing related activities.

To keep consistency towards the brand, these colors should be the only ones in use.

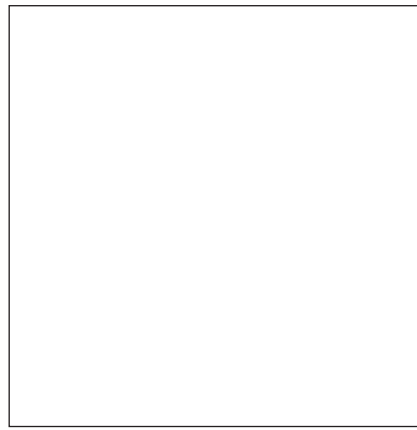
For special cases, please refer to our secondary color palette.



Pantone 2955 C
CMYK / C88 / M55 / Y25 / K50
RGB / R42 / G65 / B92



Pantone 2925 C
CMYK / C78 / M25 / Y00 / K00
RGB / R227 / G227 / B227



White

The Pantone variant is ONLY used for the logo when 4 colors are not used for printing.



Pantone 2925 C
CMYK / C78 / M25 / Y00 / K00
RGB / R0 / G150 / B213

Complementary colors

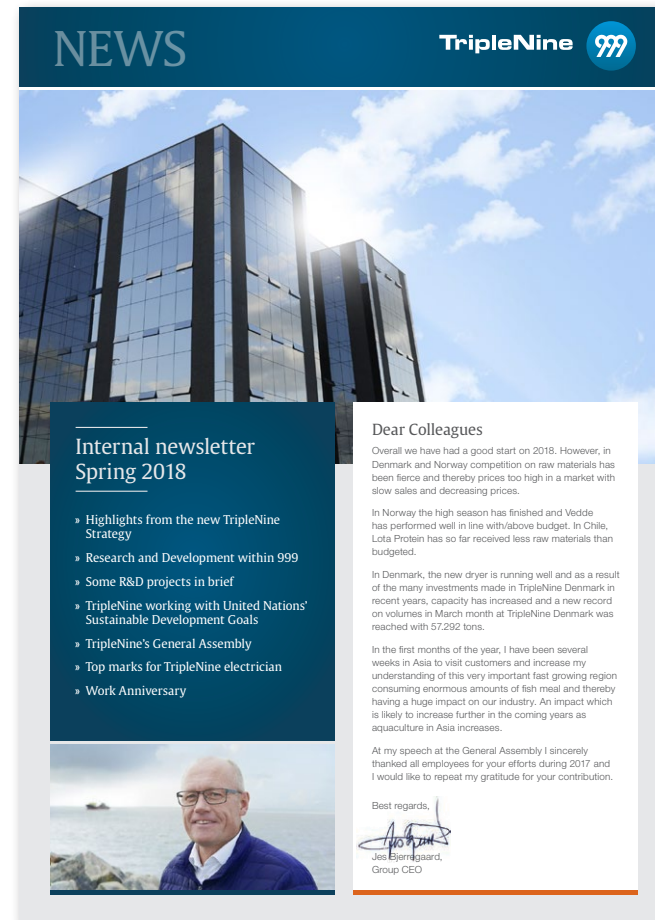
These two colors may be used when there is a need to create extra attention to messages or as background colors on icons or similar graphic forms.



Pantone 2925 C
CMYK / C78 / M25 / Y00 / K00
RGB / R0 / G150 / B213



Pantone 152 C
CMYK / C0 / M70 / Y100 / K10
RGB / R218 / G95 / B6



TYPEFACE FOR PRINT - GULLIVER REGULAR

The corporate typeface for printed material, e.g. brochures, ads and business card is called Gulliver Regular.

Gulliver Regular is used for **headings**.

Used in uppercase or lowercase.

The graphic stripes must be used as a graphic element of main headings and follow the color scheme of the headings. The primary brand colors may be used for the stripes.

The graphic stripes must always have a minimum length of 1/3 of the heading's length or the whole length of the heading, and the text must be centered to the stripes.

Gulliver can be downloaded at:
www.myfontsfree.com/140342/gulliverregular.htm

An alternative font to Gulliver Regular is the font **Times New Roman** for primary use in PowerPoint and Word documents (headings).

GULLIVER_{REGULAR}

CAPITALS THE WORLD IS OUR BUSINESS OYSTER

A Bright Future with a Global Perspective

The monthly review

GROWING MARKETS

MARKETING MANAGER

The corporate typeface for printed material, e.g. brochures, ads and business card is called Helvetica Neue.

Helvetica Neue may be purchased and downloaded at:
www.myfonts.com/fonts/linotype/neue-helvetica/helvetica-55-roman/

Helvetica Neue Roman

To be used for printed media, as a ground rule on standard text in a minimum size of 8,5 pt. / leading 12.

An alternative font to Helvetica Neue is the font **Arial** for primary use in PowerPoint and Word documents.

If it is necessary to deviate from the regular sizes in standard texts, Helvetica Neue Roman must be used in a minimum size of 7,5 pt. / leading 11.

Texts in that size must not be used with pictures in the background.

Pedi incia quasseditium ipsae qui bera ilis dolla sundita similiqui to miliquibusam eius uament hil id et excestrum, quis doluptatist as et optatem quibuscil et, occae experrum as et versper itatecus.aUs, cor audi cullescid quam essii te pratur?

Pedi incia quasseditium ipsae qui bera ilis dolla sundita similiqui to miliquibusam eius uament hil id et excestrum, quis doluptatist as et optatem quibuscil et, occae experrum as et versper itatecus. aUs, cor audi cullescid quam essii te pratur?

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Cest ped ut vent omnisqui doluptatque saperro doluptatenda voluptatem audae. Nem sime verit plit magnimaxim eosaecu mquaepraest quiandi caborpo.

Pedi incia quasseditium ipsae qui bera ilis dolla sundita similiqui to miliquibusam eius uament hil id et excestrum, quis doluptatist as et optatem quibuscil et, occae experrum as et versper itatecus. aUs, cor audi cullescid quam essii te pratur?

Pedi incia quasseditium ipsae qui bera ilis dolla sundita similiqui to miliquibusam eius uament hil id et excestrum, quis doluptatist as et optatem quibuscil et, occae experrum as et versper itatecus. aUs, cor audi cullescid quam essii te pratur?

Pedi incia quasseditium ipsae qui bera ilis dolla sundita similiqui to miliquibusam eius uament hil id et excestrum, quis doluptatist as et optatem quibuscil et, occae experrum as et versper itatecus. aUs, cor audi cullescid quam essii te pratur?

BRAND ELEMENTS

TripleNine





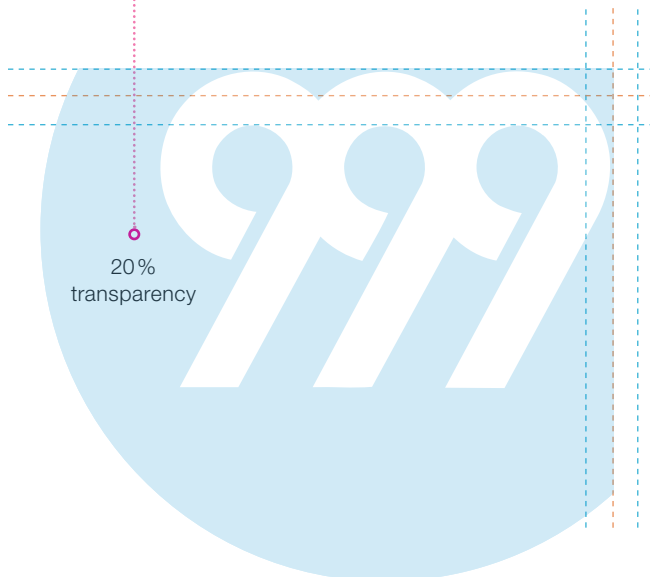
GRAPHIC ELEMENTS

As a ground rule, the 999 symbol may not be cropped closer than the middle of the stem of the number 9.

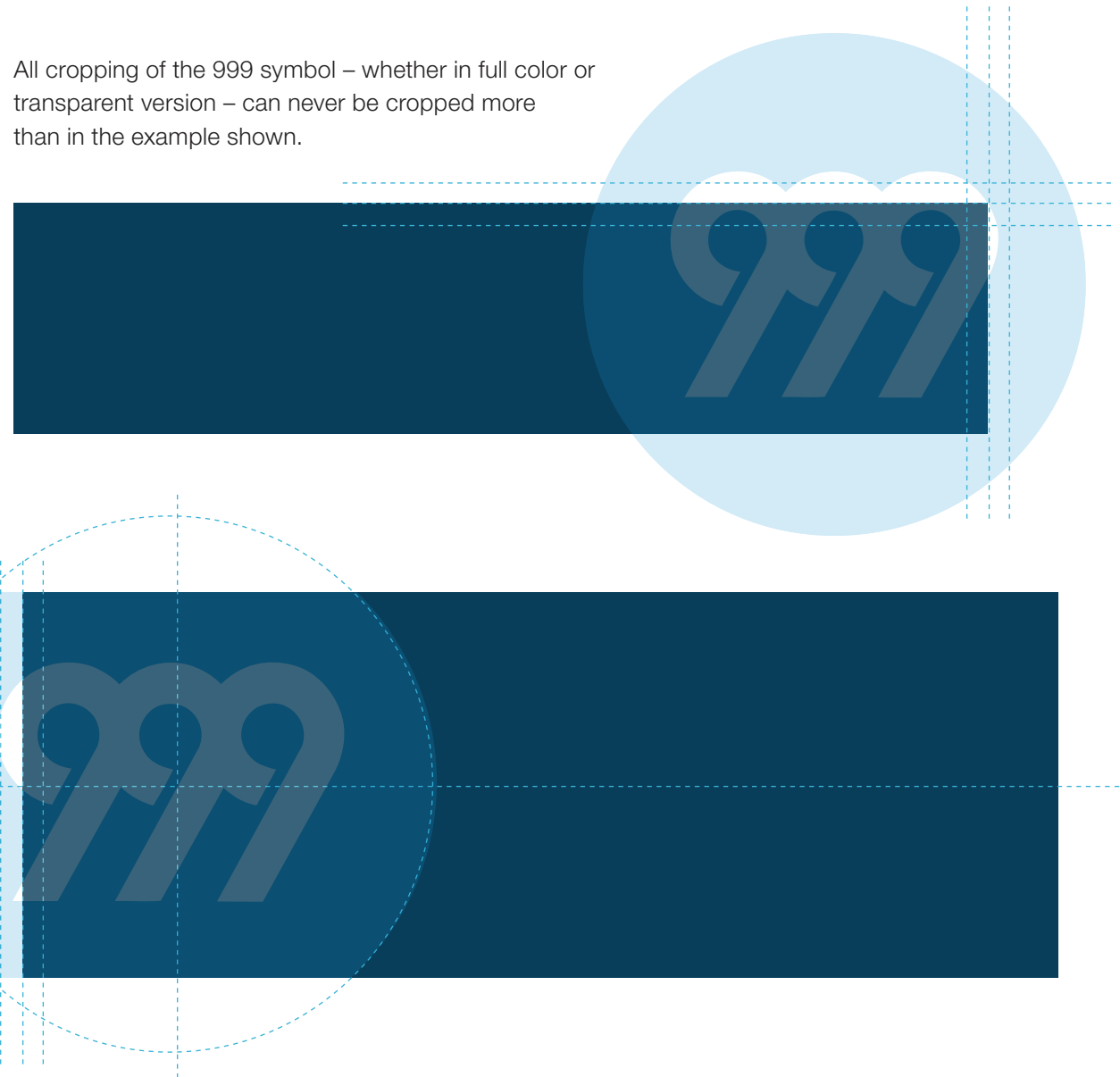
The 999 symbol must be set in CMYK as follows:
C78 / M25 / Y00 / K00 with the transparency set on 20%, when used as a graphic element.



Logo set in a CMYK
version of the pantone logo



All cropping of the 999 symbol – whether in full color or transparent version – can never be cropped more than in the example shown.



Always place the 999 symbol on calm and high-contrast backgrounds.



Never place the transparent 999-symbol on busy backgrounds.







IMAGE AND PHOTO STYLE

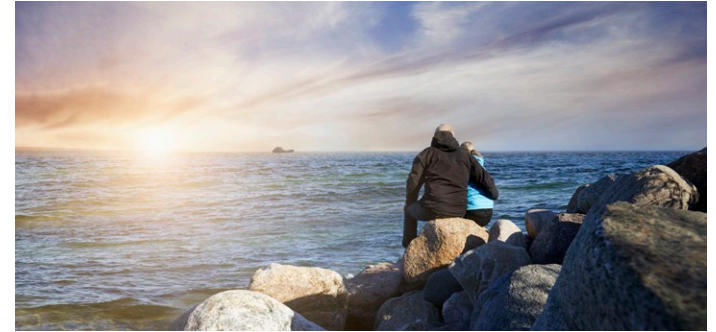
Our picture style is dynamic and gives insight into the environments and the world surrounding TripleNine's activities and the people who work with and benefit from TripleNine.

IMAGES - HUMAN AND PET FOOD

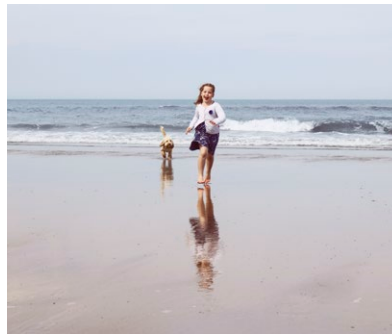
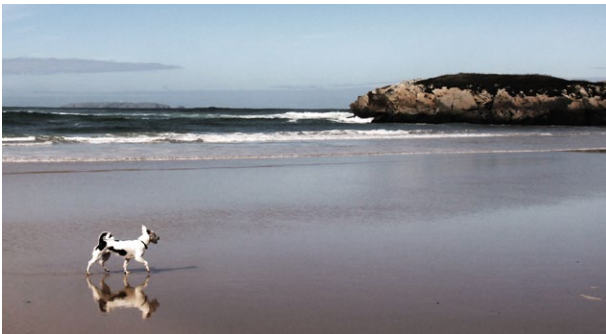
The target group must be illustrated by pictures of people.

In their structure, they must show families with children and situations where water is always part of the picture.

They can be close-ups, use eye contact or be emotional moments of closeness.



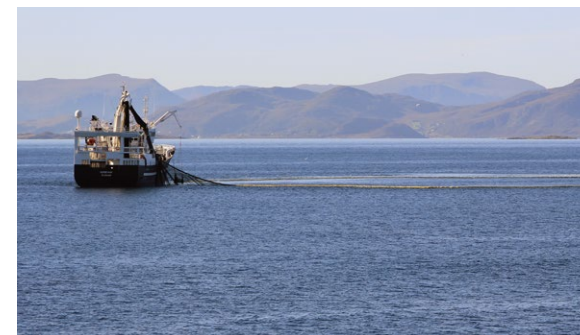
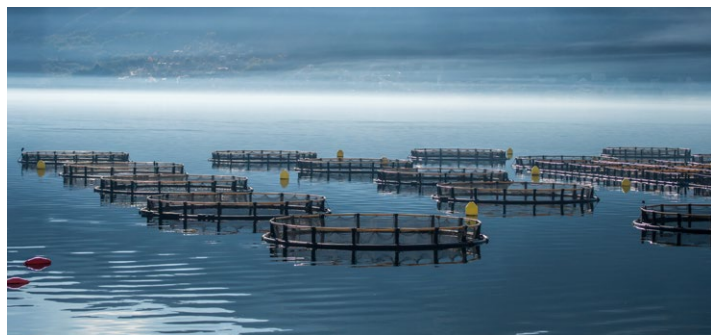
The pictures for the Pet food segment must be pictures of dogs, who have a happy and healthy life, for example. The pictures must evoke a feeling of joy and energy. The motifs can be with or without the family.





The pictures that illustrate the process of catch, transport and so on must be reliable and show real work situations.

We must try to use width and light to create pleasing motifs, showing ships on different waters.

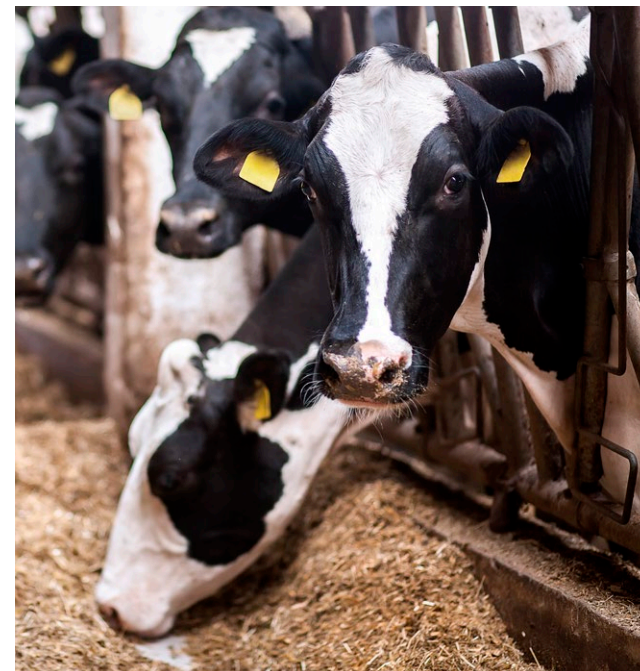


AQUACULTURE AND AGRICULTURE

Illustrations of the aquaculture and agriculture business areas must represent the animals in the most humane and positive way.

Images shall as far as possible show animals with ample space in orderly conditions.





PICTURES - PRODUCTION AND PORTRAITS

In the locations where the path of the fish to further processing and the production of oil is narrated, it is important to work with the lighting. If pictures are being taken during production and aboard ships, they must be edited and cropped as needed before being used on media.

This way, we will be sure that our surroundings get the best possible impression of the firms.

It may be a good idea to edit some pictures and make black and white versions, especially if the picture is noisy and not particularly photogenic.



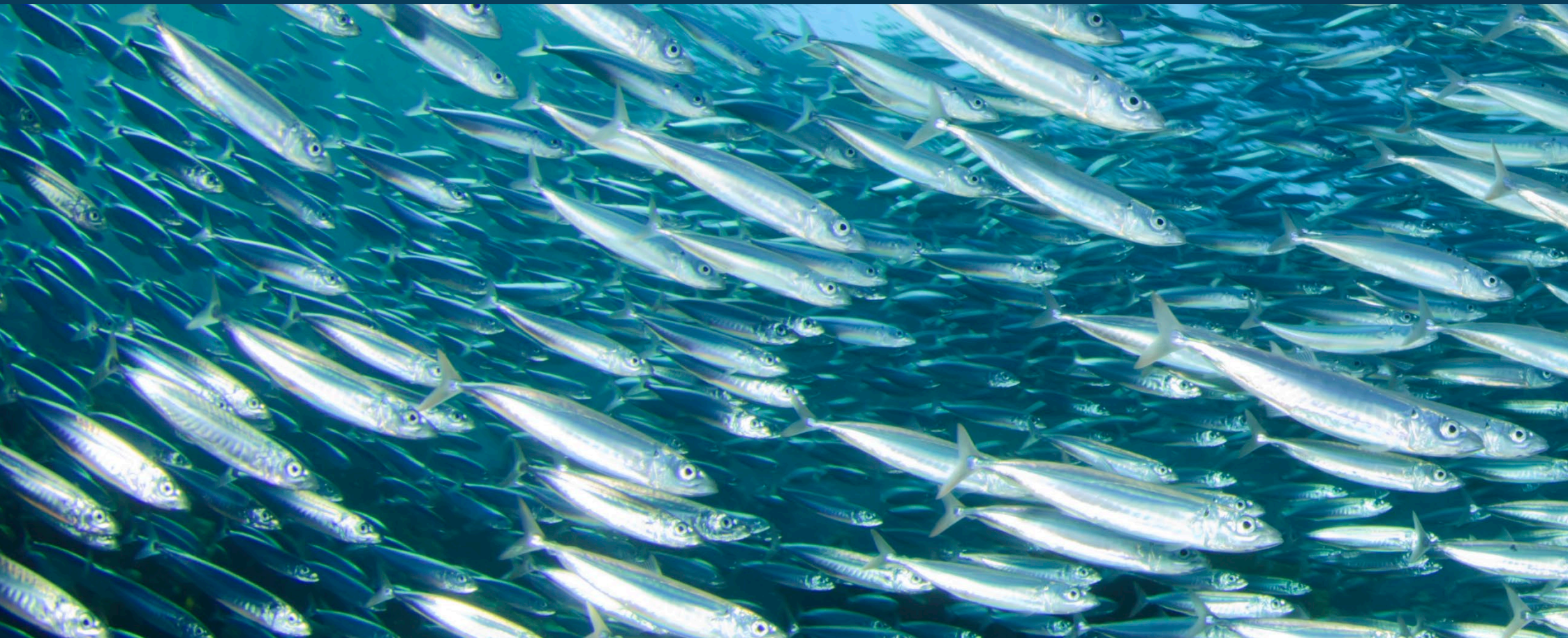


The pictures that portray the company's management in connection with articles can be color pictures taken in a real location, an office or outdoors, in a place with a view over a maritime environment, a harbor or water. Always focus on the person, with a toned-down background.



In general, it is preferable for portraits of general staff that may be featured on the website, to always focus on the person and have a very toned-down background. To achieve a consistent display, it is recommended that these are in black and white and with good contrast, preferably in the same location in the companies, an office, hallway or corridor.

CORPORATE LITERATURE



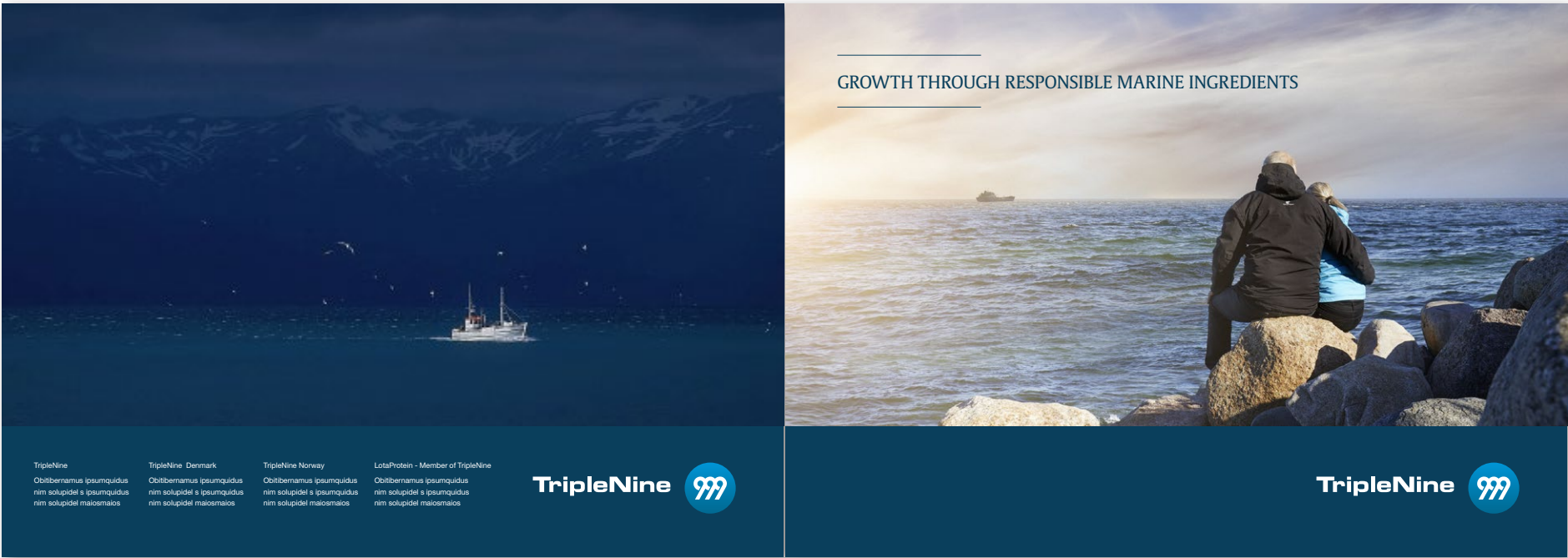


CORPORATE BROCHURE

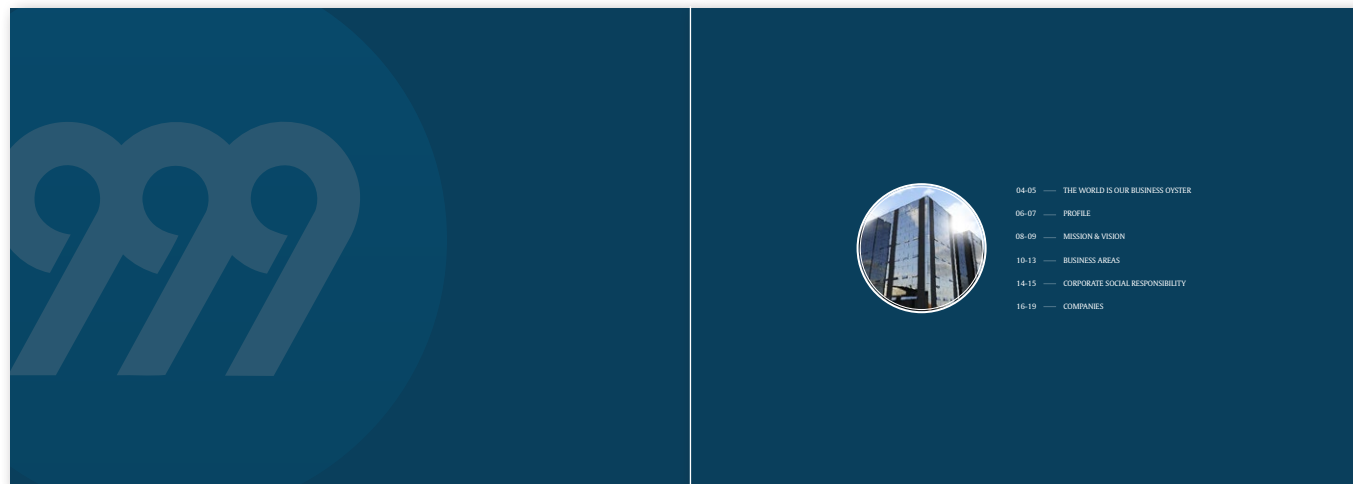
Printed publications are usually in A4 landscape format but can also be set up in other formats for more special publications.

For further advice and guidance, please contact Marketing at marketing@999.dk

Leaflet design, front page



Leaflet design, spread



COVER FOLDER

Cover folder with slot for business card.

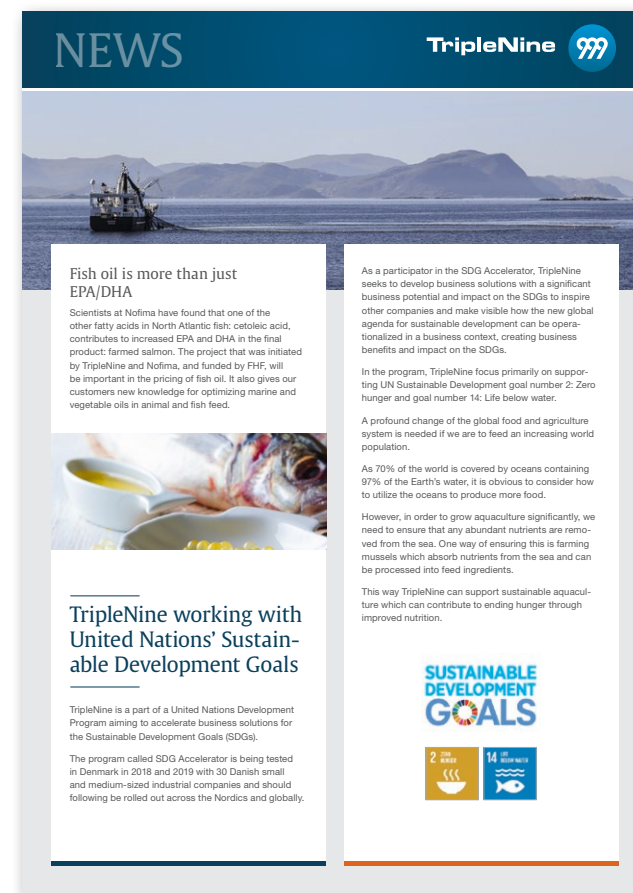
For further advice and guidance,
please contact Marketing at
marketing@999.dk



The template in A4 high size contains different page layouts.

The typeface is Helvetica Neue and the colors are used according to the specifications in this manual.

For further advice and guidance, please contact Marketing at marketing@999.dk

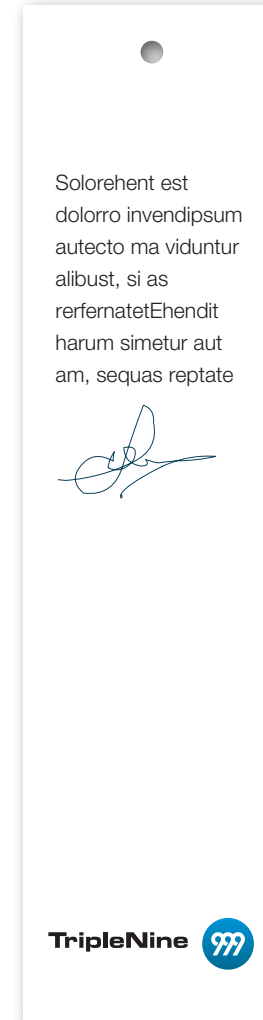


CARD

Freebie with card

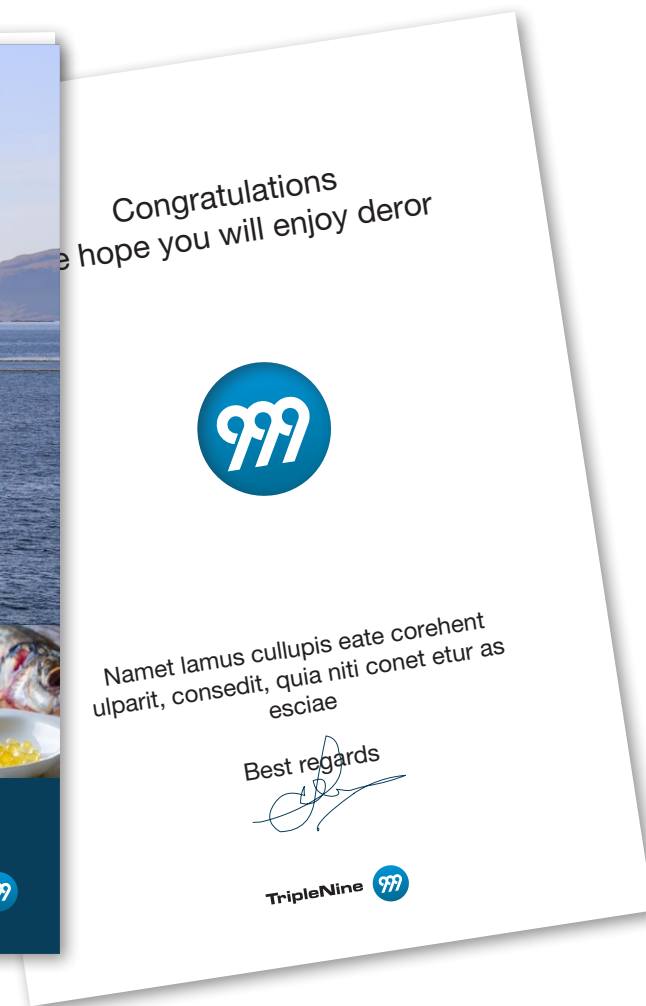
Card size: 50 mm x 200 mm

For further advice and
guidance, please contact
Marketing at
marketing@999.dk



Birthday, retirement etc. card.

For further advice and guidance, please
contact Marketing at marketing@999.dk

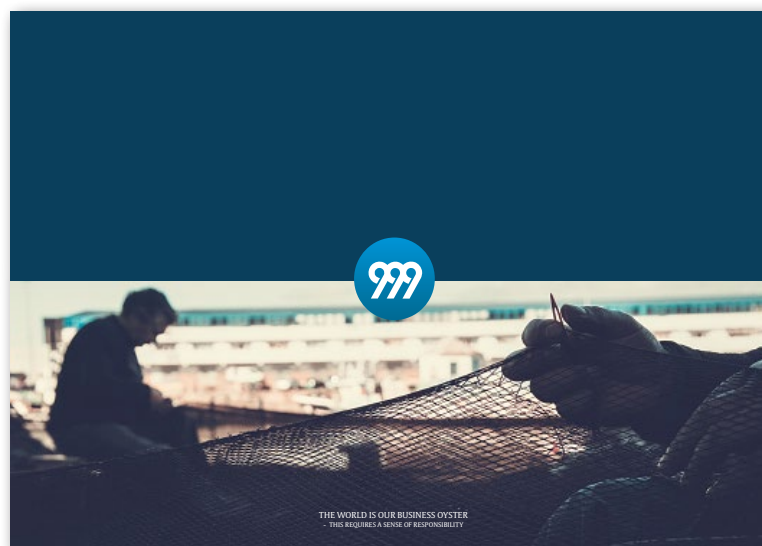
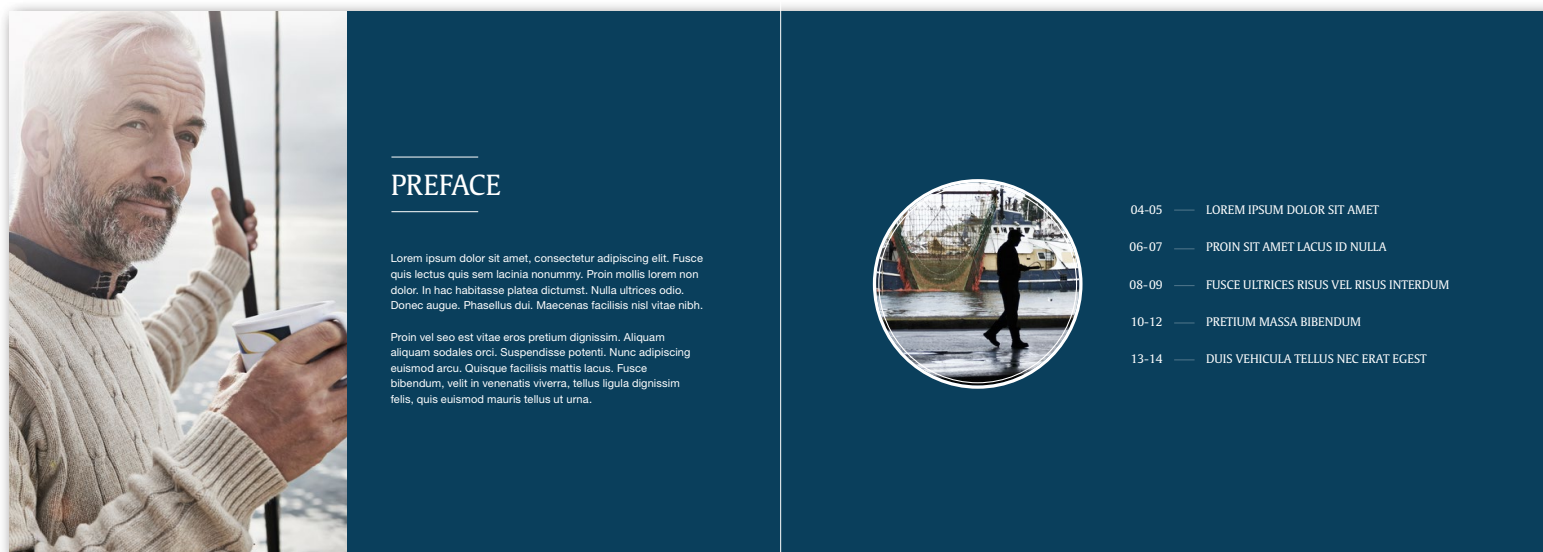


EMPLOYEE HANDBOOK

Employee handbook
Welcome and general information
for new employees.

For further advice and guidance,
please contact Marketing at
marketing@999.dk





ONLINE PLATFORMS

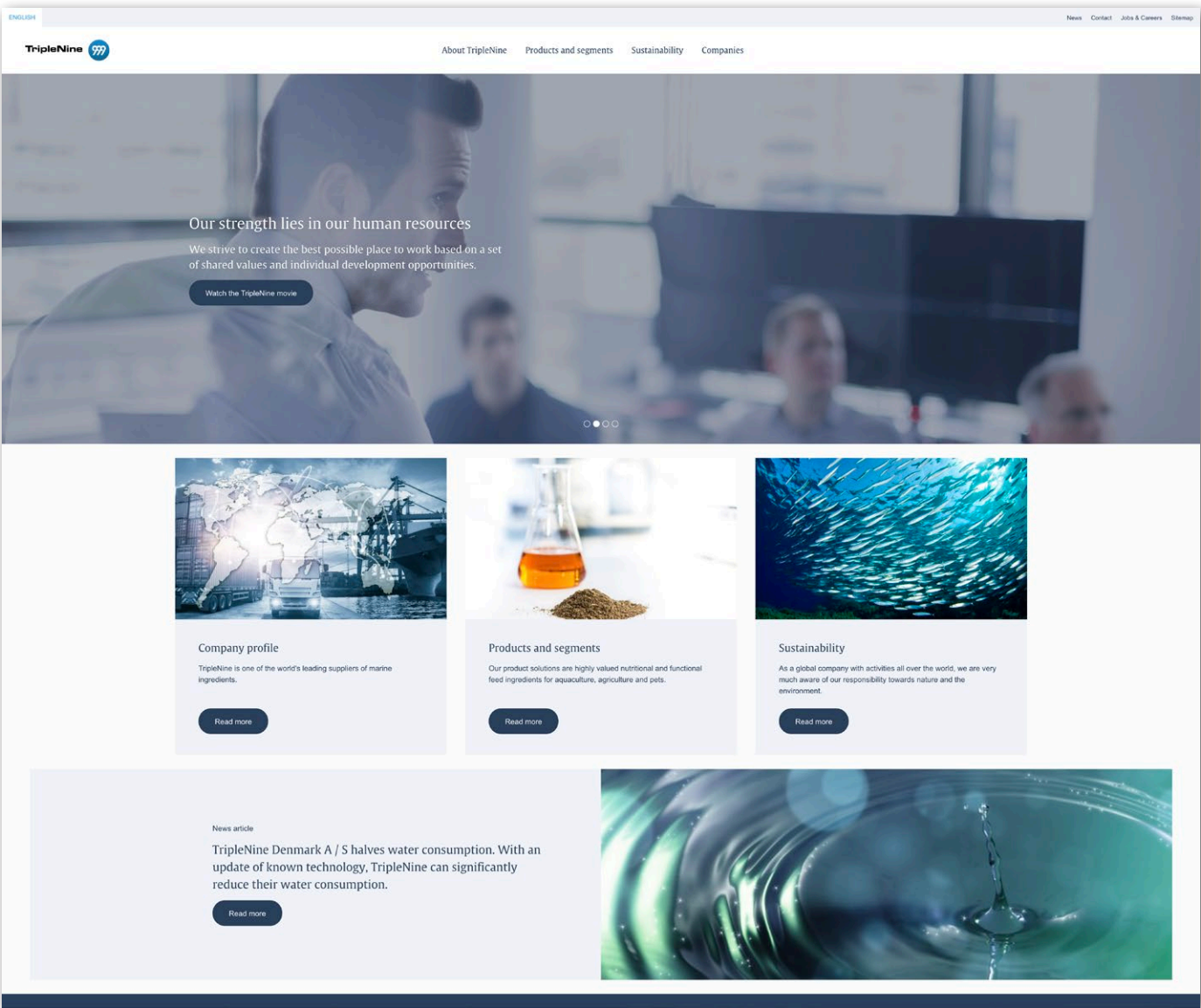
TripleNine





CORPORATE WEBSITE

Global home page
published in Umbraco.
www.999.dk



Generally, it is important to follow the brand guide's guidelines and strive for recognizability in relation to the corporate website and its structure, colors etc.

Images

Picture material is used in accordance with the rules in the paragraph "Image and photo style".

Colors

Colors are used in accordance with the rules in the paragraph "Color palette".

The white color creates a calm and minimalist look.

Dark blue is used for buttons and graphic elements.

The following style sheets are used for fonts

```
body{
font-family: Helvetica ,Verdana, sans-serif;
font-size: 13px;
line-height: 19px;
font-weight: 300;
}
```

```
h1{
font-family: Gulliver Regular;
font-size: 20px;
line-height: 26px;
font-weight: 300;
text-transform: uppercase;
}
```

```
h2{
font-family: Gulliver Regular;
font-size: 16px;
line-height: 22px;
font-weight: 300;
text-transform: uppercase;
}
```

```
h3{
font-family: Helvetica ,Verdana, sans-serif;
font-size: 13px;
line-height: 19px;
font-weight: 700;
}
```

EMAIL SIGNATURE

This is an example of an e-mail signature.

If e-mail signature is not automatically generated
a new employee can acquire the word template
for use in their email at:

[tripleninegroup.com/uk/corporate-downloads/
corporate-downloads.aspx](http://tripleninegroup.com/uk/corporate-downloads/corporate-downloads.aspx)

Best regards / Bedste hilsner

Full name

Title / department

TripleNine

Mail xxx@999.dk

Mobile +xx xx xxx xxx

Phone +xx xx xxx xxx

Address Trafikhavnskaj 9

Zip code 6700 Esbjerg

Country Denmark

Phone +45 79 120 999

Mail 999@999.dk

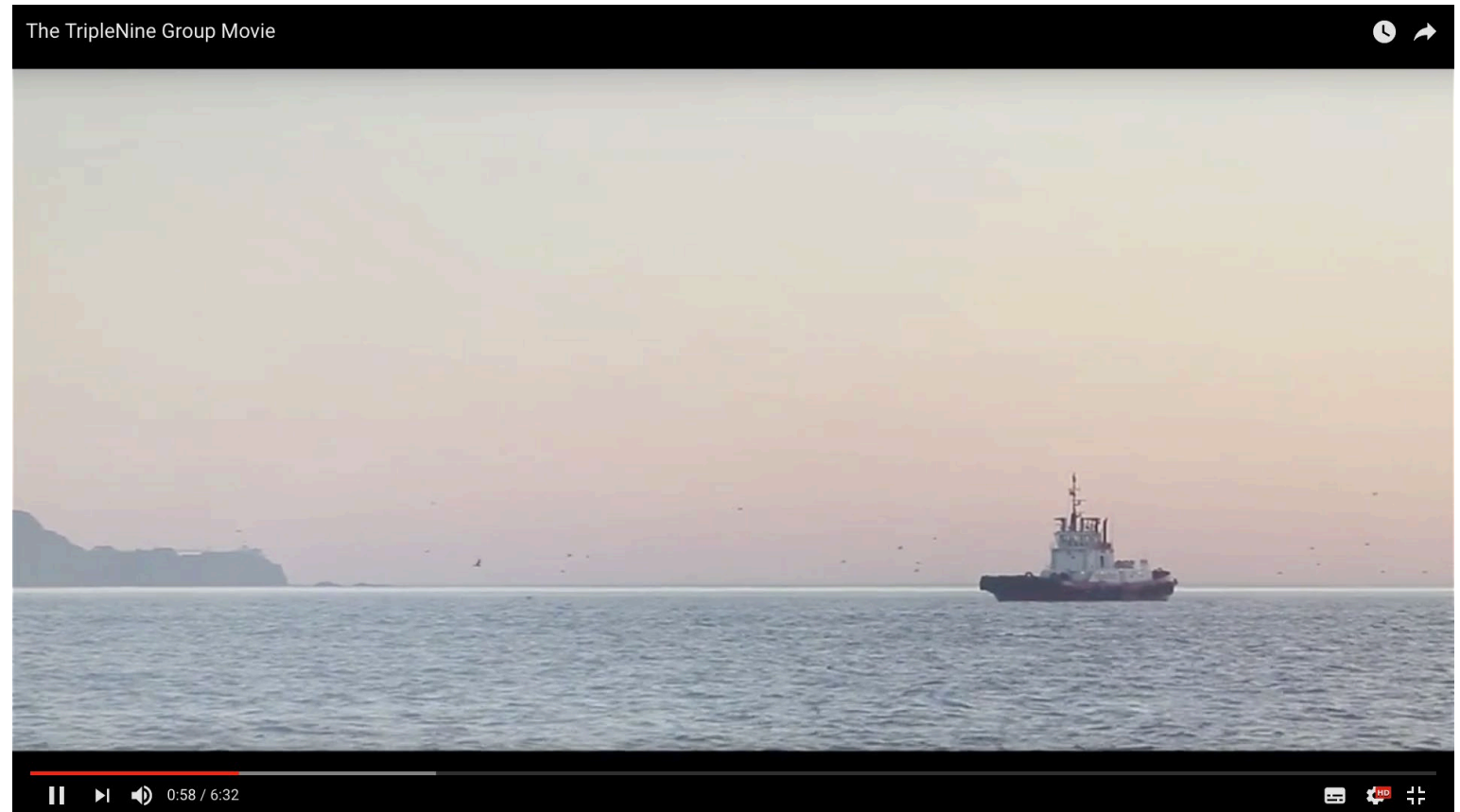
Web www.999.dk



Notice: It is not allowed to change the corporate
color, fonts or size of the e-mail signature.
For any questions regarding the e-mail signature
please contact Marketing: marketing@999.dk

As part of TripleNine's strategy to widen activities on a global scale, a global presentation video has been produced.

The video gives investors and collaborators insight into the values and business areas of TripleNine.

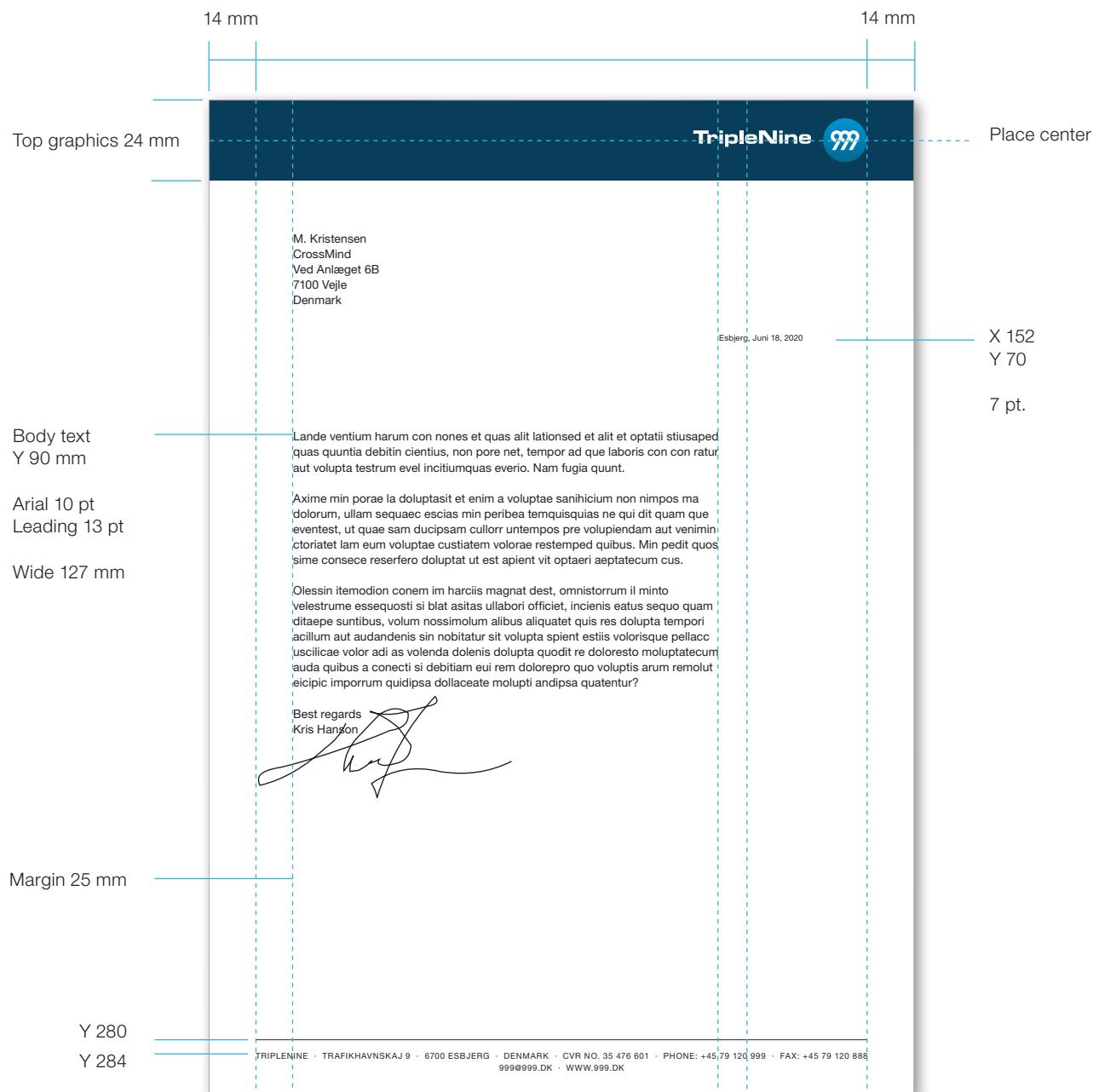
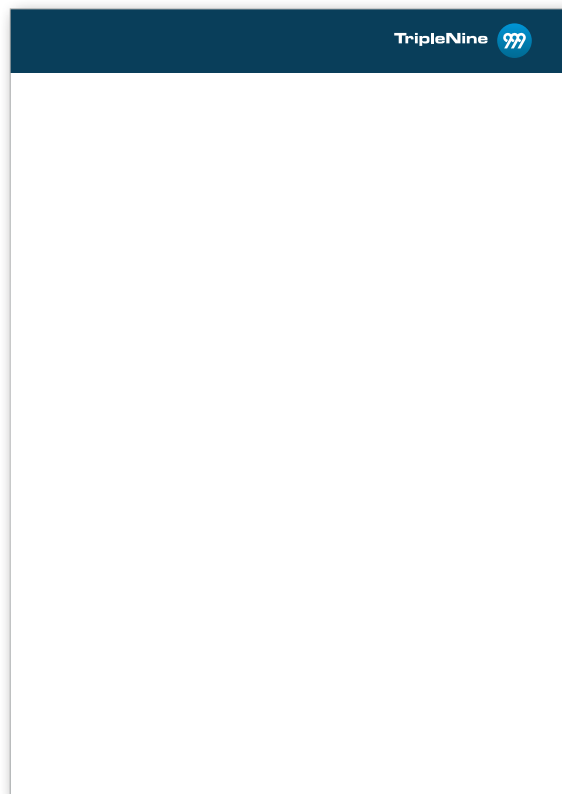


STATIONERY TEMPLATES

Print files with letterhead for individual countries can be found at: tripleninegroup.com/uk/corporate-downloads/corporate-downloads.aspx

Word template for digital use can be found at: tripleninegroup.com/uk/corporate-downloads/corporate-downloads.aspx

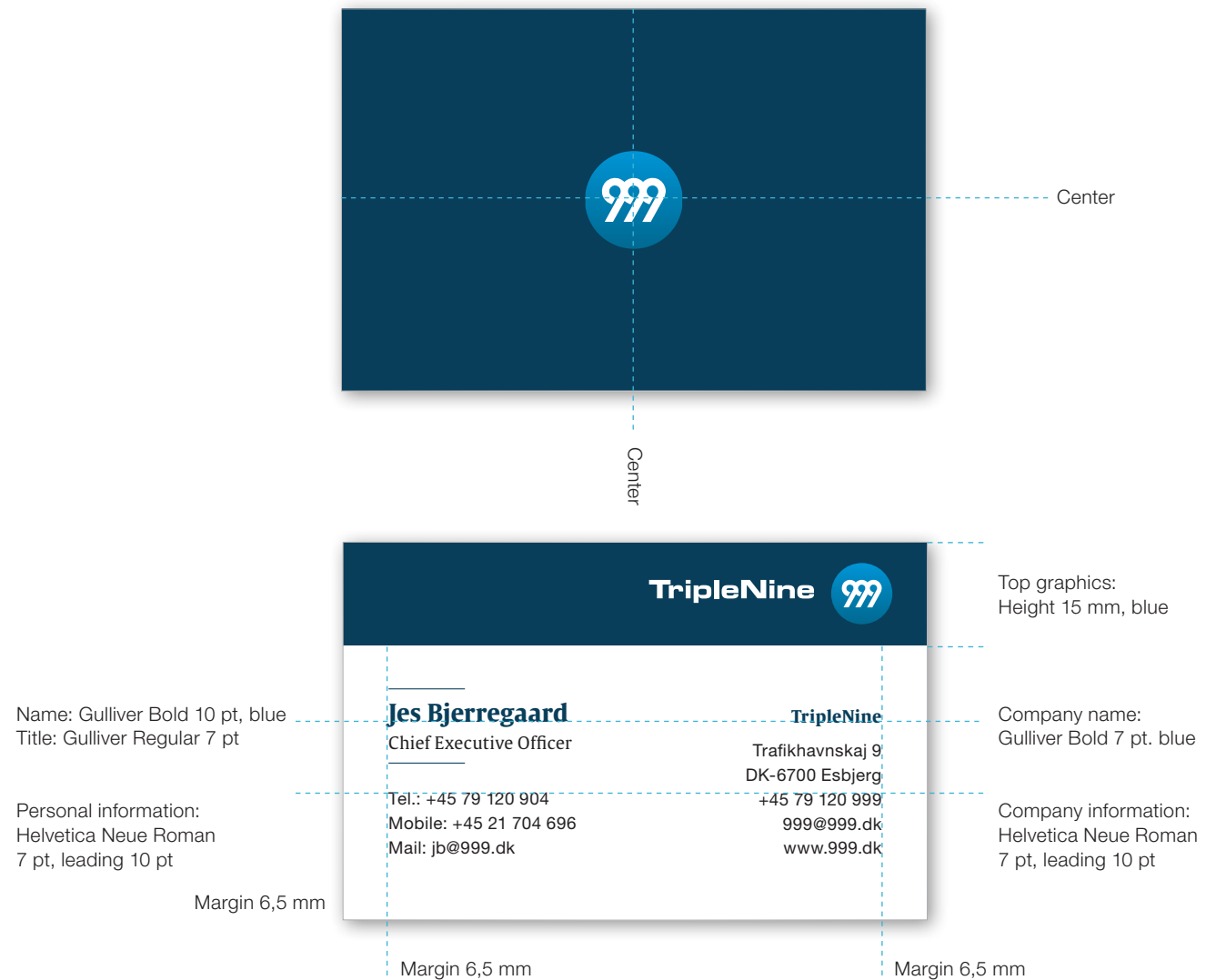
Letterhead page 2



BUSINESS CARD

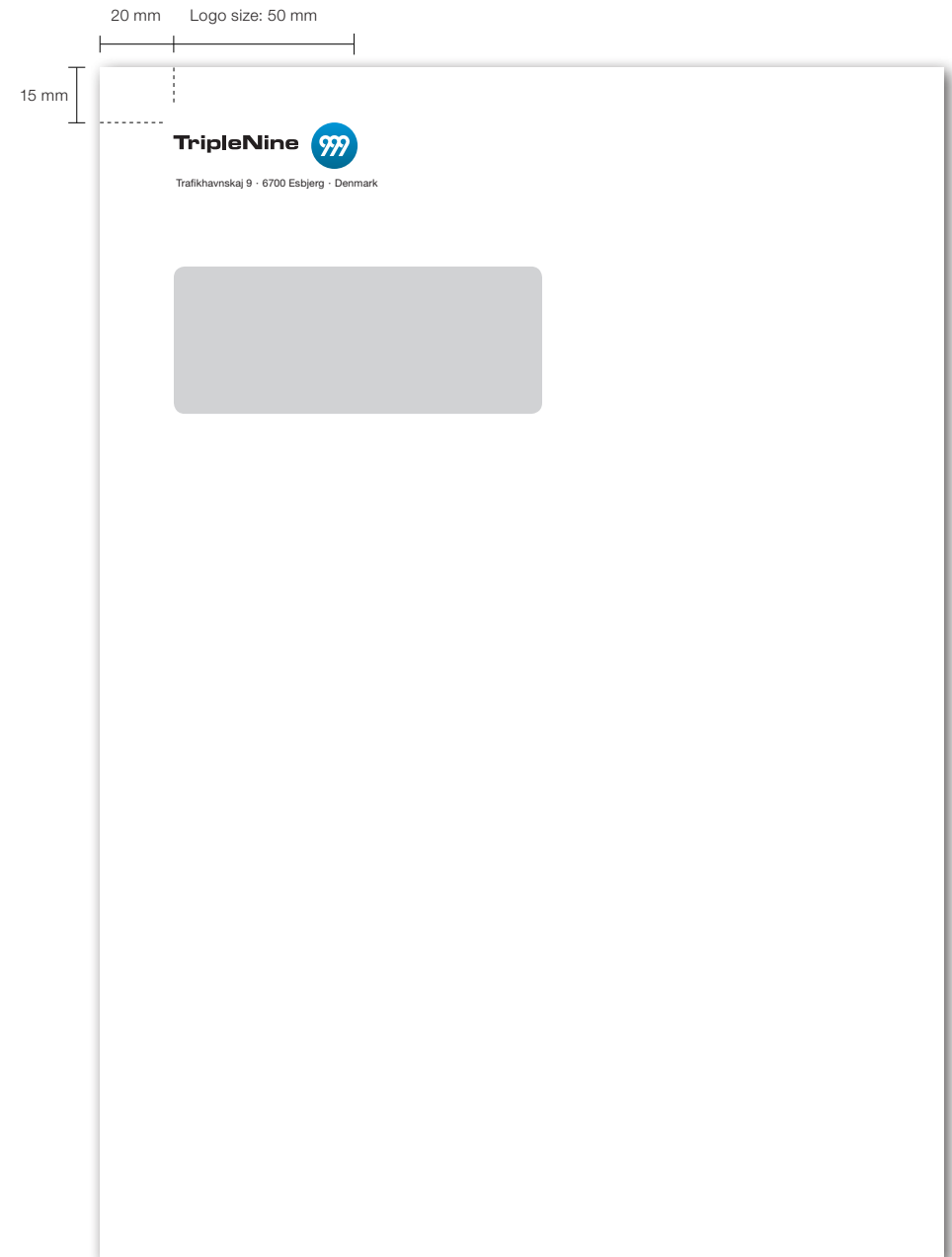
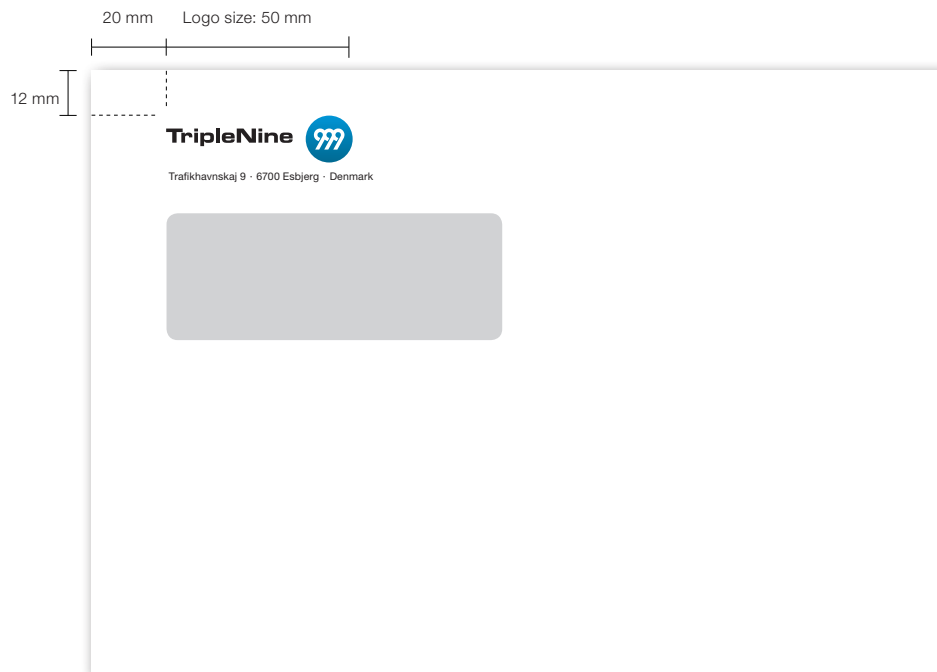
Business card front and back
See paper specifications on page 65.

Download editable InDesign files:
tripleninegroup.com/uk/corporate-downloads/corporate-downloads.aspx



C4 and C5 envelopes, white with 4-color print.

Editable files for C4 and C5 envelopes can be downloaded at: tripleninegroup.com/uk/corporate-downloads/corporate-downloads.aspx



POWERPOINT 16:9 - WIDESCREEN

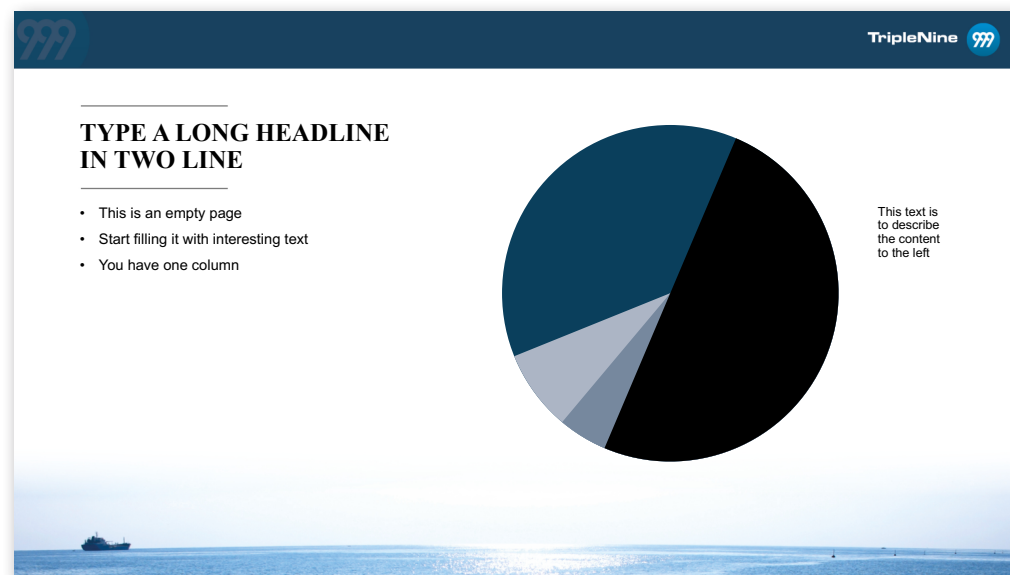
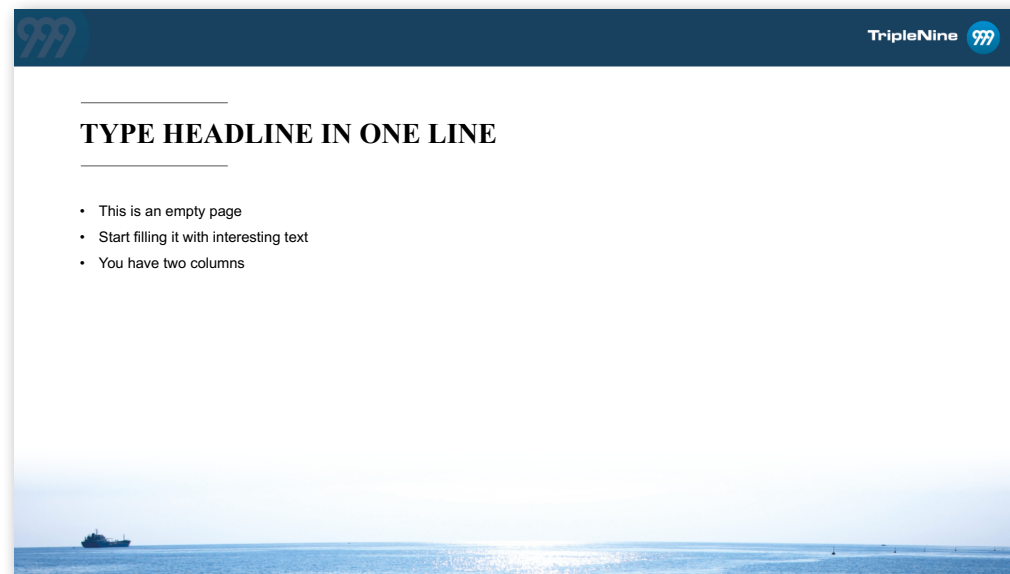
The PowerPoint template is available in size 16:9.

The template can be found at:
tripleninegroup.com/uk/corporate-downloads/corporate-downloads.aspx

Front pages



Sub-pages



PAPER SPECIFICATIONS



It is recommended using print shops with a FSC® marking. The FSC mark ensures that the materials used for print contribute to sustainable foresting.

It is moreover recommended to use print shops whose printing methods entail, that they live up to EU Ecolabel standards, as well as the Nordic Swan marking.

A Nordic Swan-certified print shops are among the best environmental performers on the market.



Media	Paper quality	Paper weight	Finishing
Business card	Blank - Offset	300 g	None
Letterhead	Blank - Offset	Min. 100 g	None
Envelopes	Blank - Offset	Min. 100 g	None
Card	Blank - Offset	Min. 250 g	None
Cover folder	Blank - Offset	Min. 300 g	None
Profile brochure	Blank - Offset	Cover 250 g Content pages: 150 g	None

ADVERTISEMENTS

TripleNine





COMMUNICATION AND MEDIA

In general, the message of advertisements should be based on TripleNine's mission and vision.

For further advice and guidance, please contact Marketing at marketing@999.dk

Image advertisement
1/1 page



WE CONTRIBUTE TO A GROWING
POPULATION WHO CHOOSE HIGH QUALITY
NUTRITIONAL AND FUNCTIONAL INGREDIENTS

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TripleNine 

www.999.dk





EXHIBITIONS AND MERCHANDISE

ROLL-UP BANNER

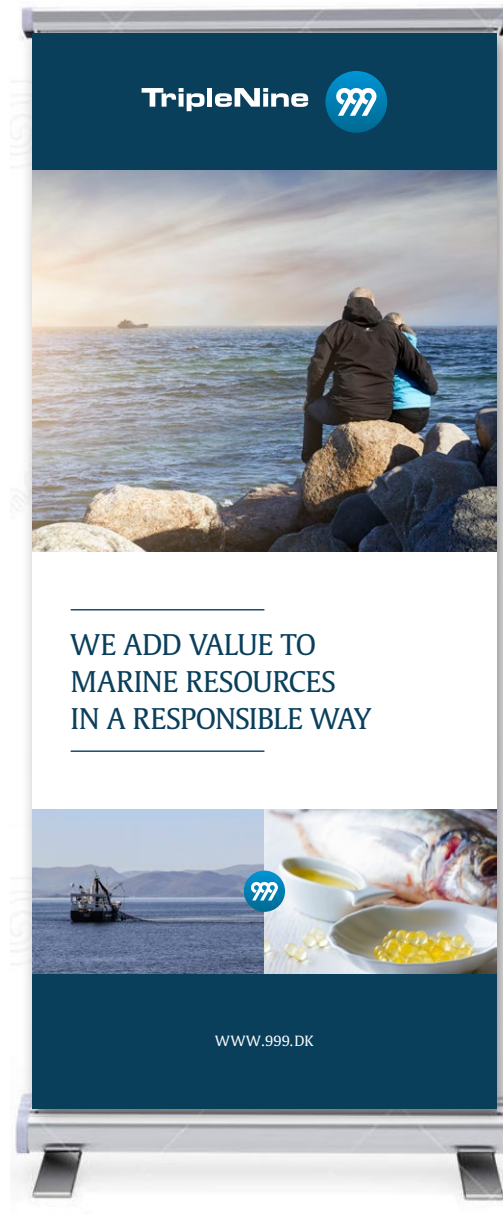
The roll-up banner must be used externally, at fairs etc., or internally as office decoration or in the reception.

It must always be hung accompanied by fixed elements, as shown in the example.

The logo must be placed at the top on a blue background.

The web address in white, must be placed on the bottom bar, on a blue background.

Messages and pictures are set up as in the example, with blue text on a white background.



MERCHANDISE AND CLOTHING GUIDELINES

Merchandise with printed logo in 2 colors:

999 symbol: Pantone 2925 C

Logofont: Pantone Process Black C

All merchandising must shine for its high quality.

When possible, it would be appropriate to find products in materials resembling steel.



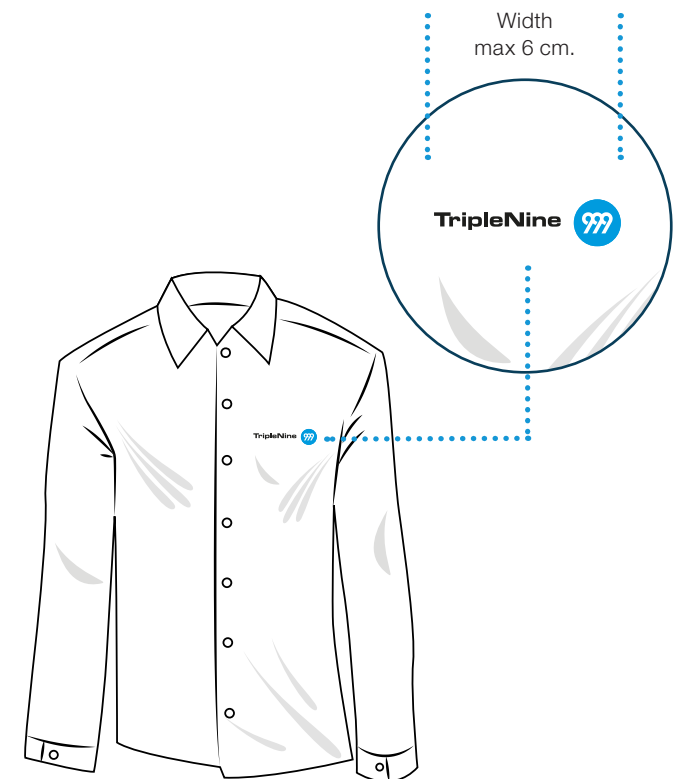
Shirt with embroidered logo

999 symbol: Pantone 2925 C and

Logofont: Pantone Process Black C

The shirts' minimum quality must be:

- Classic shirt without breast pocket
- Easy-care cotton poplin, easy to iron.
- Quality: 50% cotton / 50% polyester or 100% cotton
- Minimum weight: 105 g



T-shirt with printed logo in 2 colors

999 symbol: Pantone 2925 C

Logofont: Pantone Process Black C

The T-shirts' should as a minimum have a quality of:

- Short-sleeved interlock T-shirt in soft, anti-pilling quality
- Round collar with small ribbing
- Quality: 100% cotton
- Weight: 180-220 g



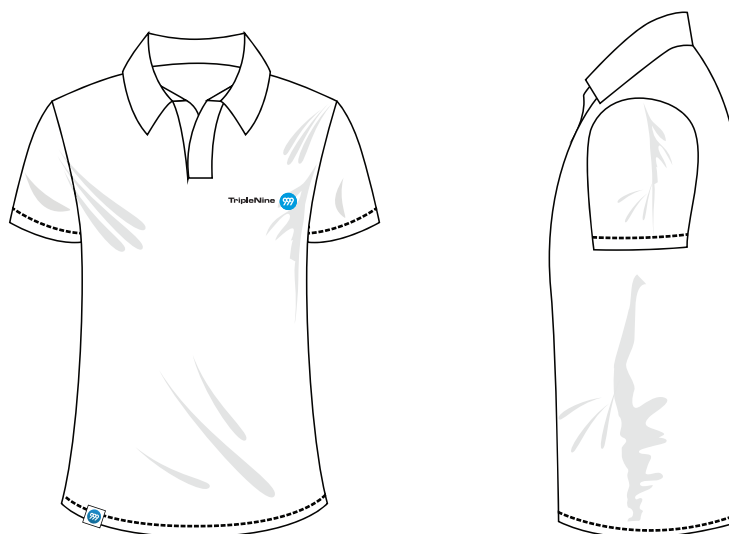
Polo shirt with printed or embroidered logo in 2 colors

999 symbol: Pantone 2925 C

Logofont: Pantone Process Black C

The polo shirt's minimum quality must be:

- Stretch pique with minimal wrinkling
- Classic polo cut
- Button band with tone-on-tone buttons
- Quality: 95% cotton. 5% Spandex.
- Weight: 210-200 g



SIGNAGE

TripleNine





SQUARE SIGNAGE AND WALL MOUNTED

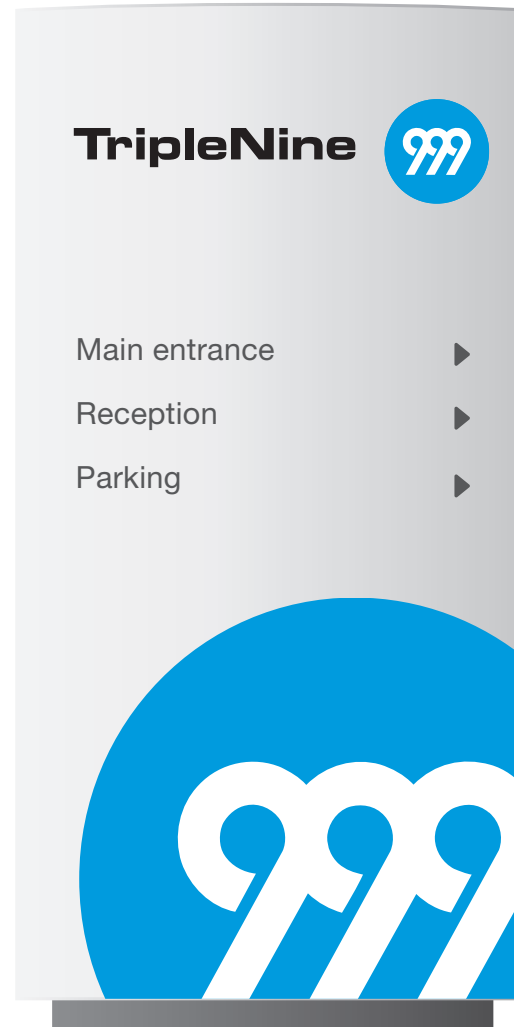
Pylon – outdoors

In general, signage can be featured with the logo placed at the top or as shown in a combination with a large 999 icon at the bottom, to make it more visible.

999 symbol: Pantone 2925 C

Logofont: Pantone Process Black C

With more than 3 references, the 999 is removed.



Signage – buildings

Signage on facades must be printed on a white background plate, with punched letters and spotlight illuminating it or as a lit up sign.

999 symbol: Pantone 2925 C

Logofont: Pantone Process Black C



Signage – other buildings

Signage on other buildings must normally be based on the principles of facade signage, but you can balance it out with painted sign on silos or other alternative buildings. The buildings must, however, always allow for being featured on a white background.

999 symbol: Pantone 2925 C

Logofont: Pantone Process Black C



SIGNAGE INDOOR OFFICE

Lacquered metal sign with print in blue
Pantone 2955 C
CMYK C100 / M60 / Y00 / K50
RGB / R23 / G65 / B94

MICHAEL K. HANSON
LOGISTICS MANAGER

MICHAEL K. HANSON
LOGISTICS MANAGER

MEETING ROOM ►

◀ **MEETING ROOM**

◀ **RECEPTION**

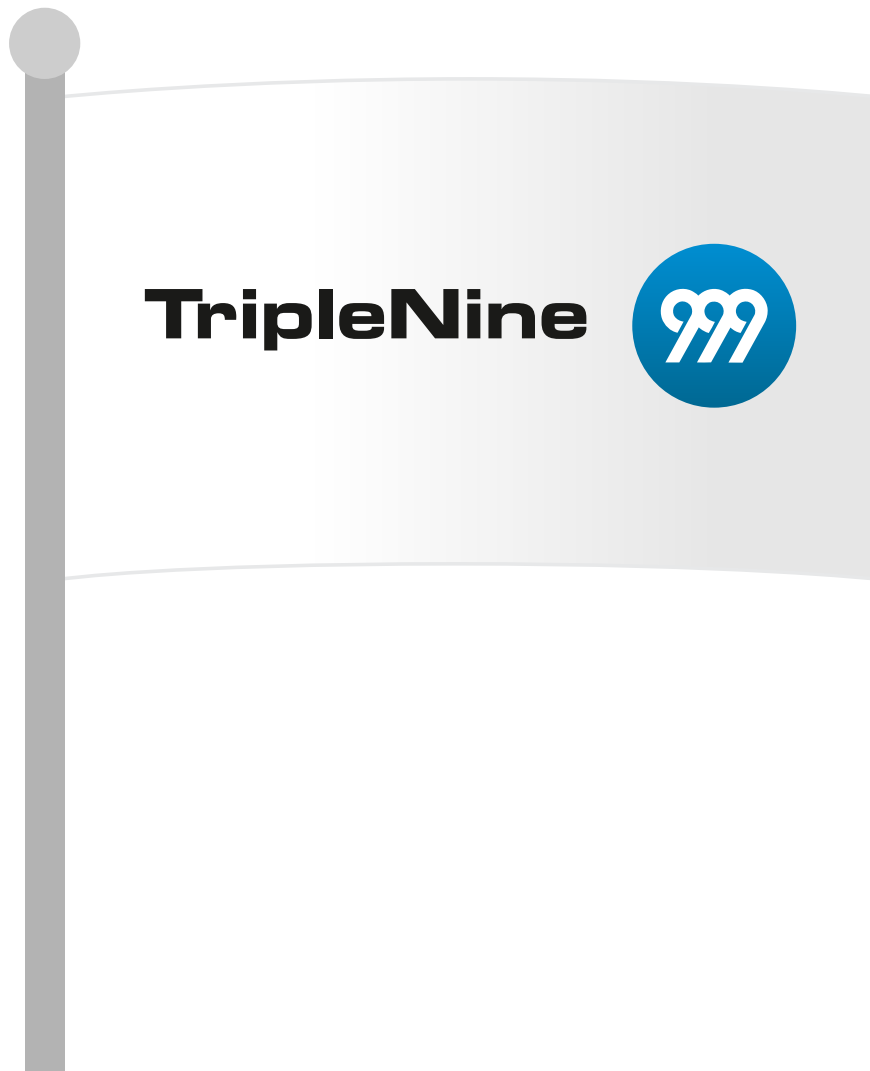
RECEPTION ►



FLAGS

TripleNine's flag with logo.
Placement of logo centered on the format.

999 symbol: Pantone 2925 C.
Logofont: Pantone Process Black C.



Elongated flag as an alternative and logo
as graphics at the bottom.



Examples of the logo split up on 2 doors:

Printed logos in 2 colors: 999 symbol: Pantone 2925 C

Logofont: Pantone Process Black C



Examples of logo on door and decoration with large logo on the lower part of the car.

Printed logos in 2 colors:

999 symbol: Pantone 2925 C

Logofont: Pantone Process Black C



PACKAGING

Examples of the logo on white sacks and big-bags.
999 can be used alone as graphics on the bags
or combined with the whole TripleNine logo in a
smaller size; see the examples.



In general, for the logo and 999 symbol
the pantone version is used:
999 symbol: Pantone 2925 C
Logofont: Pantone Process Black C

In special cases, please contact Marketing
at marketing@999.dk

Fiskemel **25 kgs %n**
Fish meal



