



MACDUFF™

Wild about Shellfish





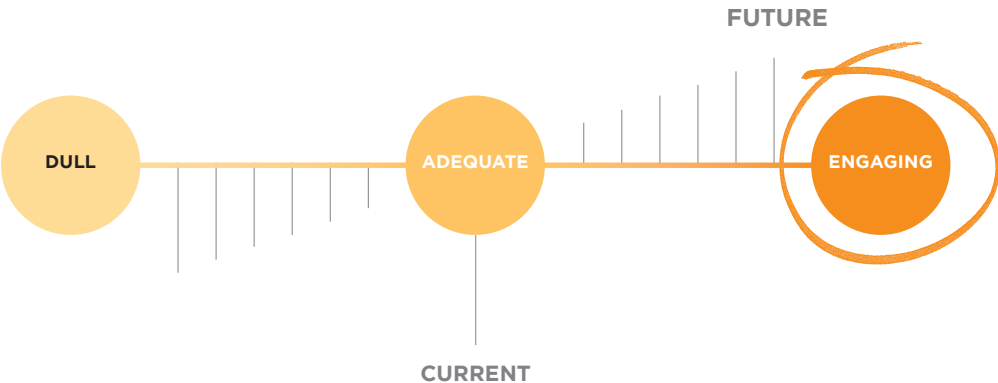
OVER A CENTURY AT SEA

At Macduff we've been working the sea for over 130 years. We're passionate about delivering the finest shellfish to our customers, whatever it takes. We control every step and aspect of the supply chain, from the sea to kitchen. That's how we can guarantee a constant supply and impeccable quality, week after week, year after year.



MESSAGING

We can influence interest levels in all Macduff communications



	PRODUCT	MARKET	SERVICE	PRICE
MACDUFF CURRENT	↑	↑	↑	↑
MACDUFF FUTURE	↑	↑	↑	↑

↑ HIGH VALUE | ↑ LOW VALUE
Companies who enjoy good market positioning are aligned

OUR MISSION

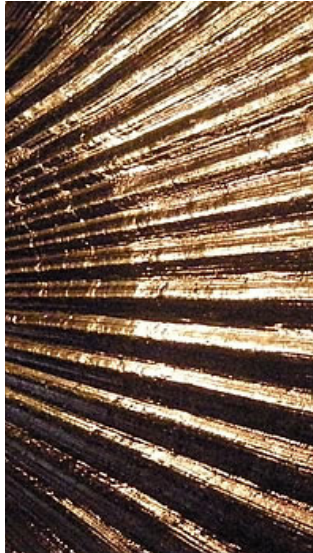
**To lead the wild
shellfish industry,
from sea to kitchen,
for sustainable and
profitable growth.**

PASSION



We love our work, and it's in our blood.

INTEGRITY



Our product is honest and pure, and we're committed to keeping it that way.

COURAGE



It takes guts to go out to sea, day in, day out, whatever the weather.

RESPECT



The natural world gives us our living. We respect and care for it in everything we do.

TEAMWORK



From the sea to your kitchen, everyone plays their part.



**SUSTAINABLE
HARVEST**

**PROCESS
EXCELLENCE**

**SHELLFISH
ENJOYMENT**

THE PEOPLE

FISHERMEN
FLEET
DRIVERS
SALES

THE PROCESS

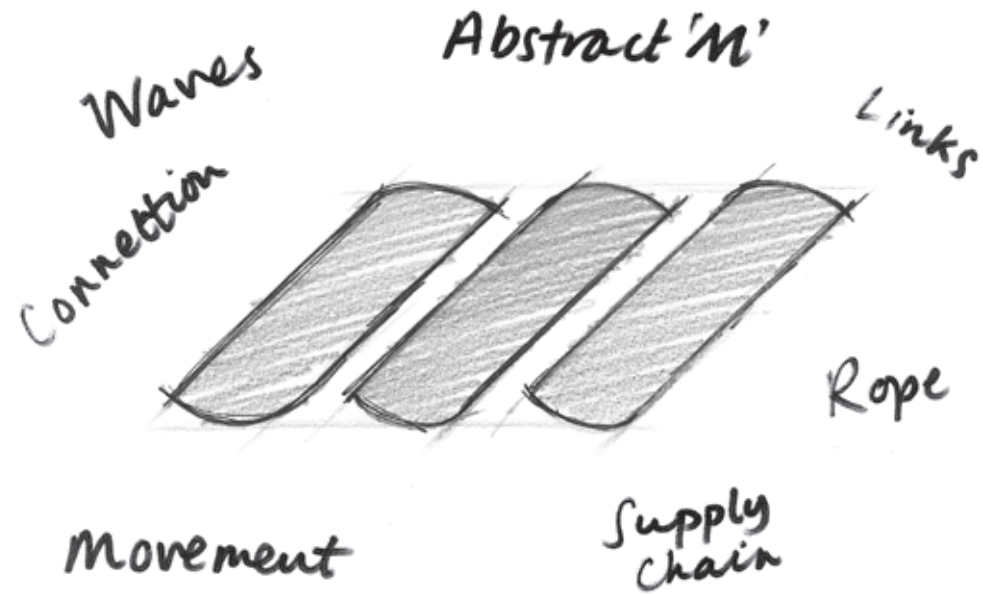
TECHNOLOGY
MANAGEMENT
TEAMWORK
DELIVERY

THE PRODUCTS

LANGOUSTINE
SCALLOPS
WHELKS
CRAB

The image features a dark, grainy, and textured background, resembling a close-up of a rough surface or a night sky. A solid, bright orange horizontal band cuts across the middle of the image. The word "IDENTITY" is written in a white, serif, all-caps font, centered within the orange band.

IDENTITY



When we travel around presenting Macduff to the world, we refer to our three pillars.

It's a way of explaining our strengths and priorities to people who don't yet know us. These pillars create the unique 'M' icon in our new logo.

THE PEOPLE

- FISHERMEN
- FLEET
- DRIVERS
- SALES

THE PROCESS

- TECHNOLOGY
- MANAGEMENT
- TEAMWORK
- DELIVERY

THE PRODUCTS

- SCALLOP
- LANGOUSTINE
- CRAB
- WHELK





Macduff_icon_logo_black_horiz.eps
Macduff_icon_logo_black_horiz.jpg
Macduff_icon_logo_black_horiz.png



Macduff_icon_logo_cmyk_horiz_pos.eps
Macduff_icon_logo_colour_horiz_pos.jpg
Macduff_icon_logo_colour_horiz_pos.png
Macduff_icon_logo_PMS_Orange_021c_horiz_pos.eps



Wild about Shellfish

Macduff_icon_logo_strap_black_horiz.eps
Macduff_icon_logo_strap_black_horiz.jpg
Macduff_icon_logo_strap_black_horiz.png



Wild about Shellfish

Macduff_icon_logo_strap_cmyk_horiz_pos.eps
Macduff_icon_logo_strap_colour_horiz_pos.jpg
Macduff_icon_logo_strap_colour_horiz_pos.png
Macduff_icon_logo_strap_PMS_Orange_021c_horiz_pos.eps



Macduff_icon_logo_cmyk_horiz_rev.eps
Macduff_icon_logo_colour_horiz_rev.png



Macduff_icon_logo_white_horiz.eps
Macduff_icon_logo_white_horiz.png



Wild about Shellfish

Macduff_icon_logo_strap_cmyk_horiz_rev.eps
Macduff_icon_logo_strap_colour_horiz_rev.png



Wild about Shellfish

Macduff_icon_logo_strap_white_horiz.eps
Macduff_icon_logo_strap_white_horiz.png



Macduff_icon_tm_black.eps
Macduff_icon_tm_black.jpg
Macduff_icon_tm_black.png

Wild about Shellfish™

Macduff_strap_tm_black.eps
Macduff_strap_tm_black.jpg
Macduff_strap_tm_black.png



Macduff_icon_tm_cmyk.eps
Macduff_icon_tm_orange.jpg
Macduff_icon_tm_PMS_Orange_021c.eps

Wild about Shellfish™

Macduff_strap_tm_cmyk.eps
Macduff_strap_tm_orange.jpg
Macduff_strap_tm_colour.png
Macduff_strap_tm_PMS_Orange_021c.eps



Macduff_icon_tm_white.eps
Macduff_icon_tm_white.png

Wild about Shellfish™

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Macduff_strap_tm_white.png



Macduff_icon_tm_cmyk.eps
Macduff_icon_tm_orange.jpg
Macduff_icon_tm_PMS_Orange_021c.eps

Wild about Shellfish™

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Macduff_strap_tm_colour.png
Macduff_strap_tm_PMS_Orange_021c.eps



PANTONE®
ORANGE 021

C : 0 1
M : 50
Y : 100
K : 0

R : 245 2
G : 142
B : 49

Hex: #F58E31 3

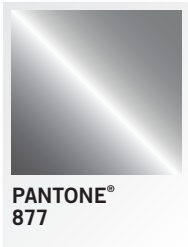


PANTONE®
BLACK

C : 0 1
M : 0
Y : 0
K : 100

R : 0 2
G : 0
B : 0

Hex: #000000 3



PANTONE®
877

KURZ 1
Alufin Matt

Aa

GOTHAM LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£

Aa

GOTHAM REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£

Aa

GOTHAM BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£





Do not change the vertical scaling



Do not change the space between the symbol & text



Do not change the horizontal scaling



Do not change the size between the symbol & text



Do not impinge on the protected area



Do not reproduce the logo in any other colour than those specified



remarkable seafood,
responsible choice

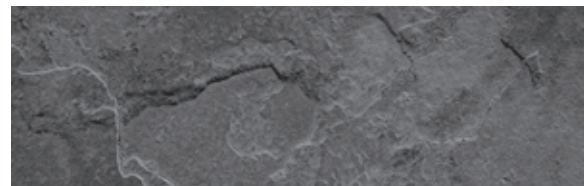


www.clearwater.ca

remarkable seafood,
responsible choice



PHOTOGRAPHY

















PRINT

HERO SEASCAPE
Full bleed
Black & white
seascape image



SPECIES
9pt Gotham Book
Black
in CAPS

WEBSITE
8pt Gotham Bold
Pantone 021 U

CONTACT DETAILS
8pt Gotham Book
Gotham Bold T, F & E
Pantone 021 U

REGISTERED LINE
5pt Gotham Bold
Numbers in
Gotham Book

LEFT MARGIN
22mm

SCALLOP / LANGOUSTINE / CRAB / WHELK
www.macduffshellfish.co.uk

MACDUFF
Wild about Shellfish

**MACDUFF LOGO
WITH STRAPLINE**
60mm width
Align Macduff text
to the top margin

CLEARWATER LOGO

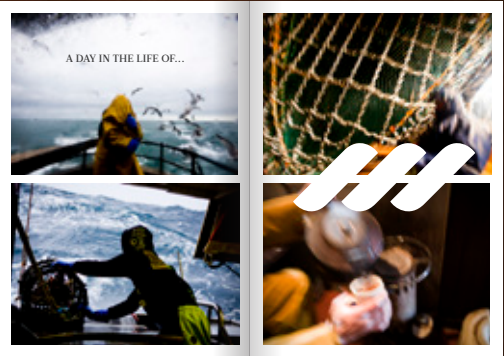
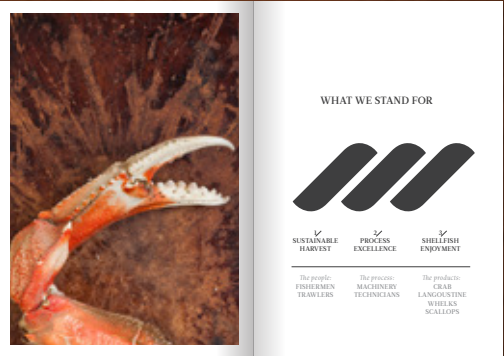
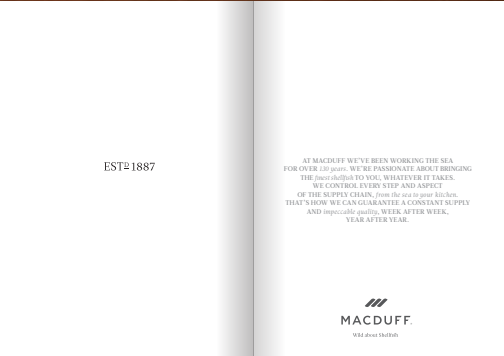
Macduff Shellfish (Scotland) Ltd, Station Road, Mintlaw, Aberdeenshire AB42 4LU
T +44 (0)1773 624000 F +44 (0)1773 624111 E sales@macduffshellfish.co.uk
Registered in Scotland No. SC108554 / 1987 No. SC108555



BOTTOM MARGIN 1
5mm

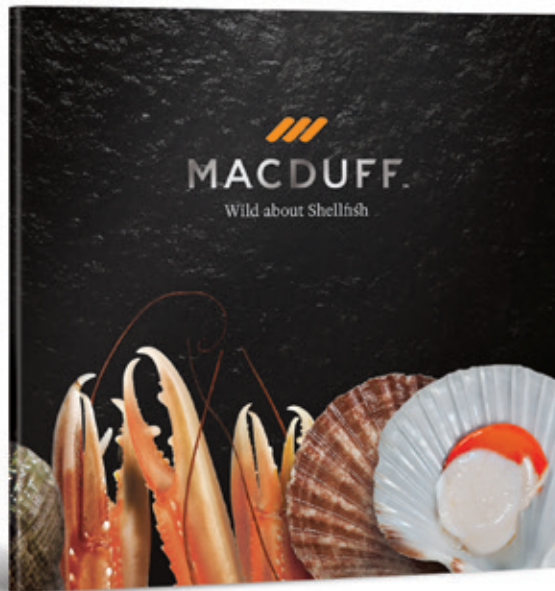
BOTTOM MARGIN 2
10mm

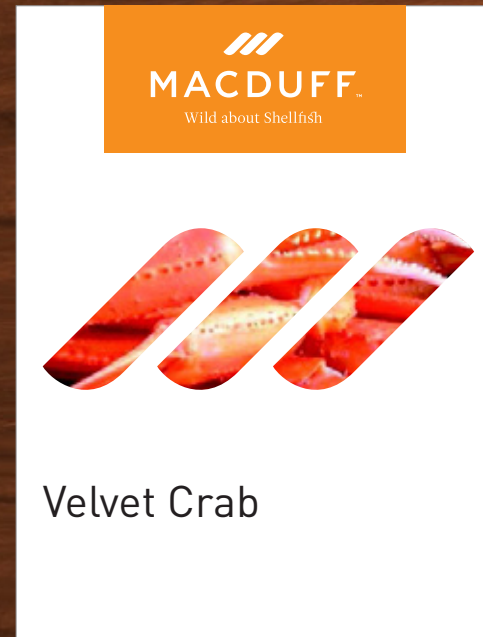




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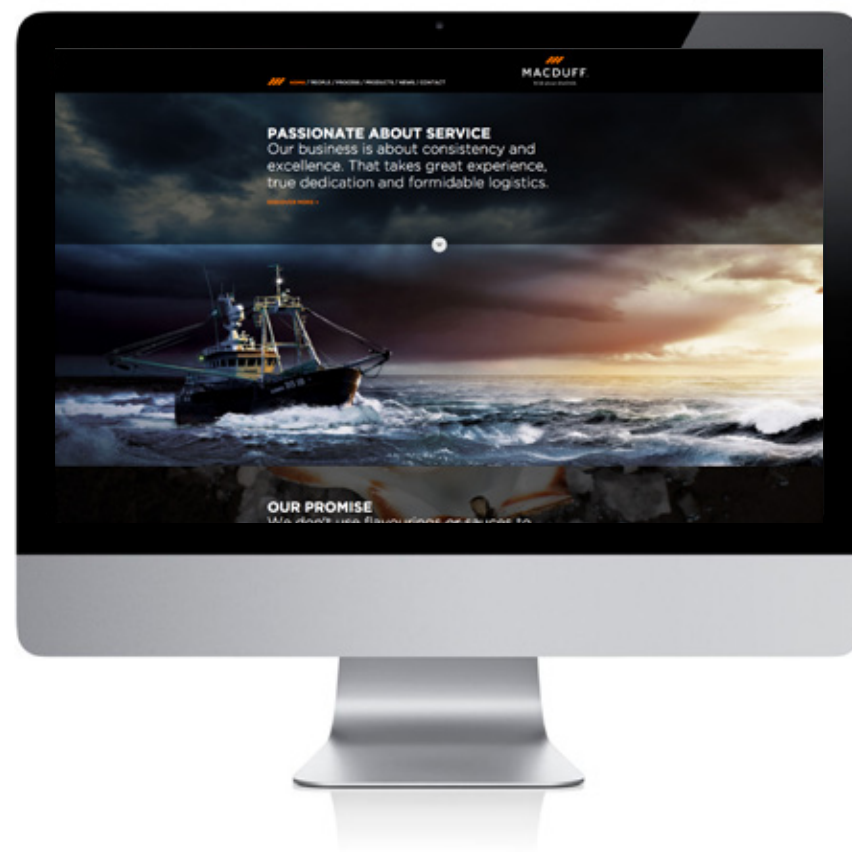


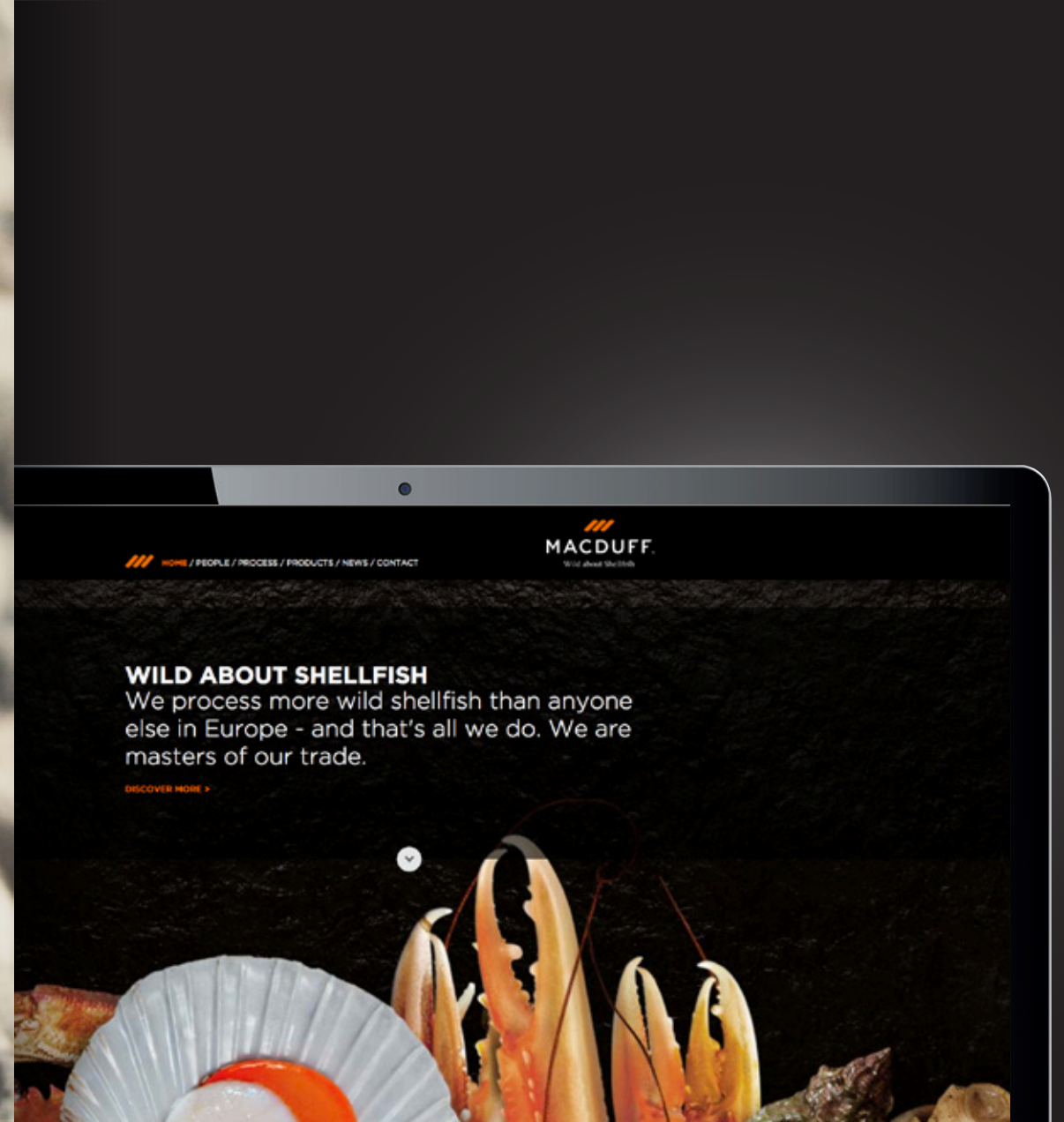
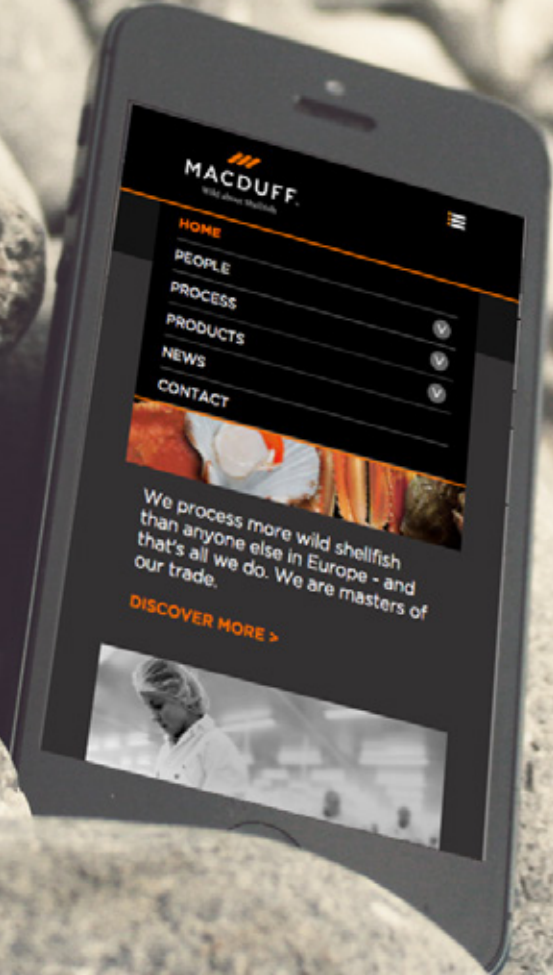




The image features a dark, grainy, and textured background, resembling a close-up of a rough surface or a night sky. A solid, bright orange horizontal band runs across the center of the image. The word "DIGITAL" is written in a white, sans-serif, uppercase font on the right side of this orange band.

DIGITAL







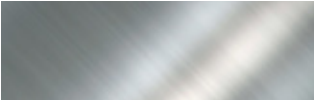
ENVIRONMENT



MATERIALS / SPECIFICATION



CEDAR



STEEL



ACRYLIC



STONE



GLASS



SLATE



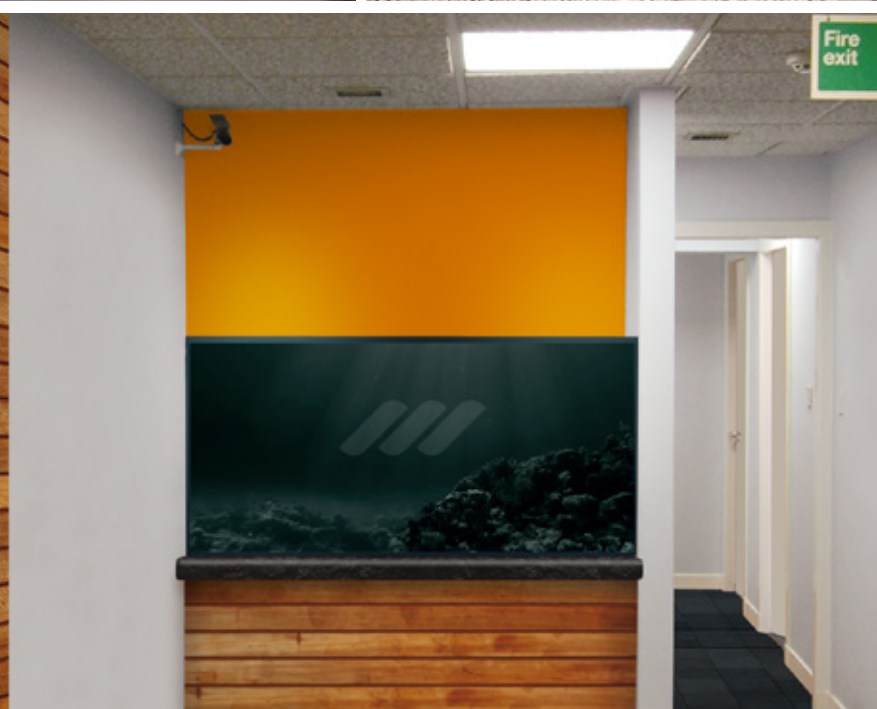
MACDUFF™
Wild about Shellfish

www.macduffshellfish.co.uk



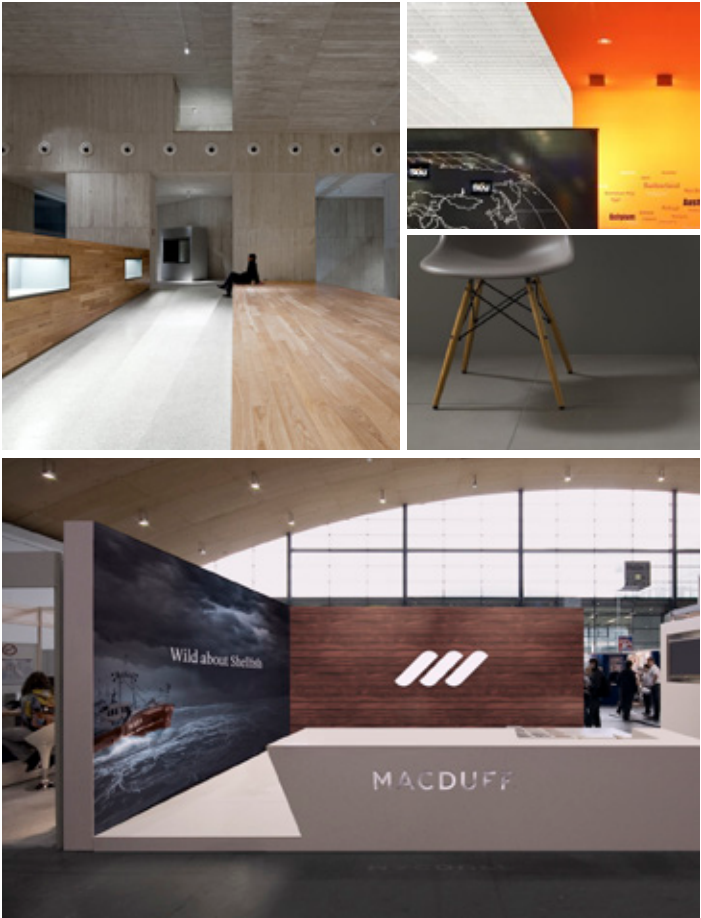
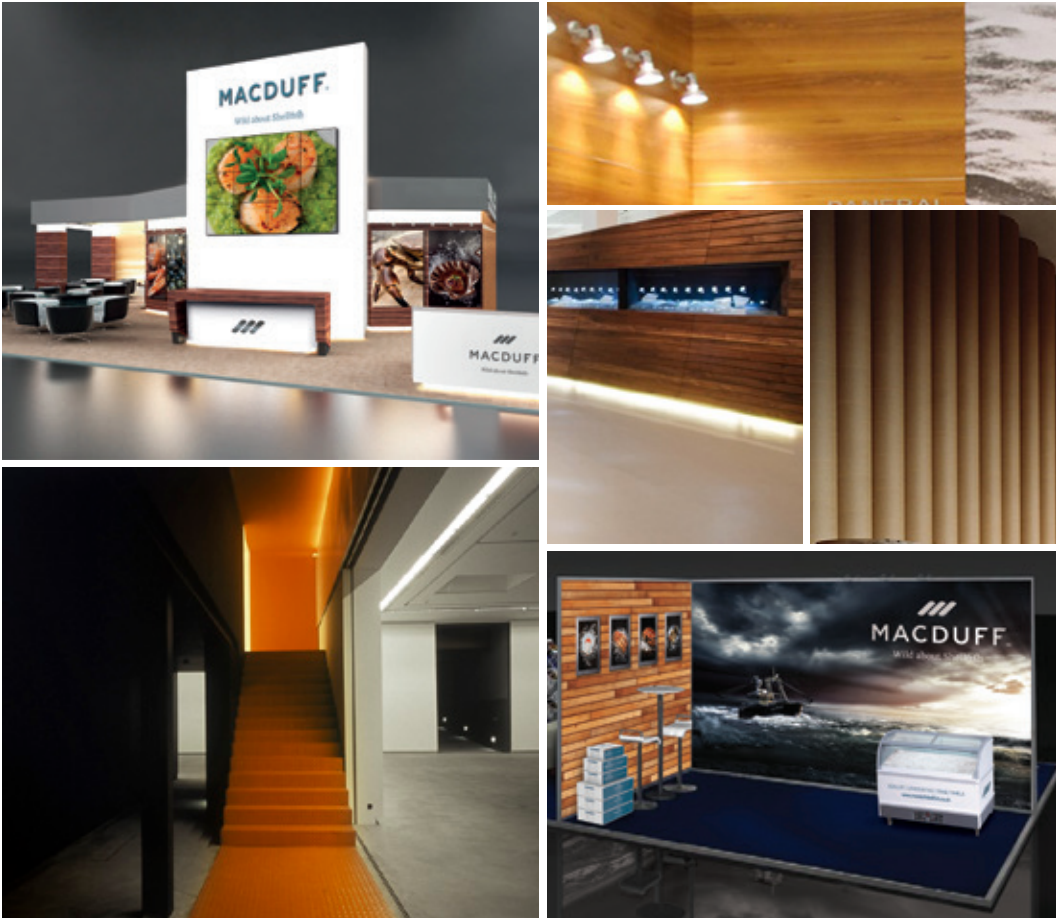
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EXHIBITION



MATERIALS / SPECIFICATION



CEDAR



STEEL



ACRYLIC



LAMINATE



GLASS



SLATE









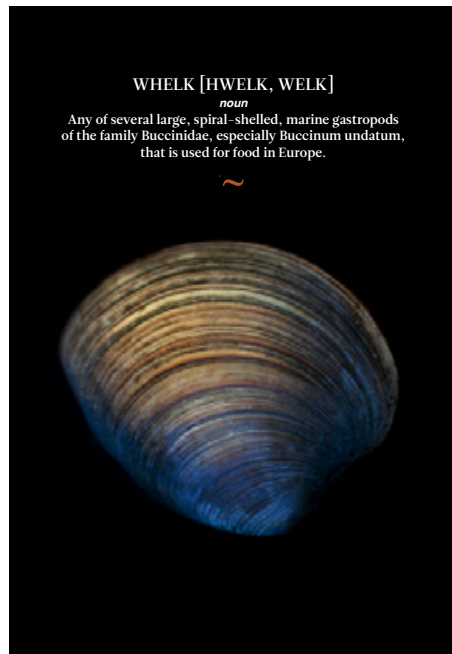




[KRAB], CRAB, CRABBED, CRAB-BING

noun

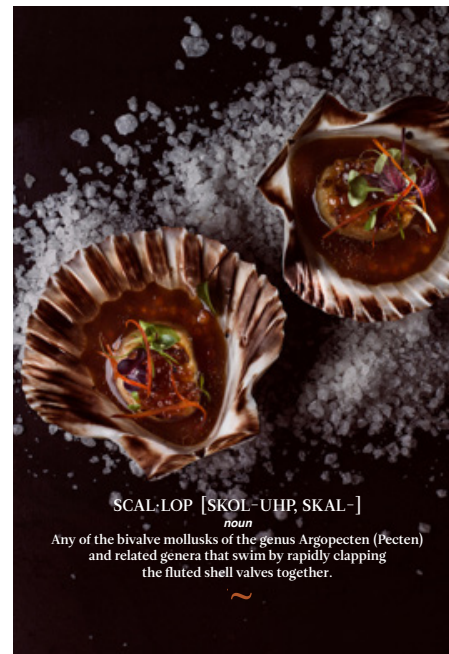
Any decapod crustacean of the suborder Brachyura, having the eyes on short stalks and a short, broad, more or less flattened body, the abdomen being small and folded under the thorax.



WHELK [HWELK, WELK]

noun

Any of several large, spiral-shelled, marine gastropods of the family Buccinidae, especially *Buccinum undatum*, that is used for food in Europe.



SCAL-LOP [SKOL-UHP, SKAL-]

noun

Any of the bivalve mollusks of the genus *Argopecten* (*Pecten*) and related genera that swim by rapidly clapping the fluted shell valves together.



LAN-GOUS-TINE [LANG-GUH-STEEN]

noun

A large prawn, *Nephrops norvegicus*, used for food.



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SCALLOP / LANGOUSTINE / CRAB / WHELK



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