CORPORATE BRAND GUIDELINES

DECEMBER 2019



MISSION

Enriching Our Native Way of Life.

VISION

To protect the land in the Bristol Bay region, celebrate the legacy of its people, and enhance the lives of BBNC shareholders.

CORPORATE PROFILE

Bristol Bay Native Corporation (BBNC) is a responsible Alaska Native investment corporation dedicated to the mission of "Enriching Our Native Way of Life." Established through the Alaska Native Claims Settlement Act of 1971 (ANCSA), BBNC works to protect the land in Bristol Bay, celebrate the legacy of its people, and enhance the lives of its shareholders.

GOALS

Build the financial strength of BBNC.

Pay predictable and increasing shareholder dividends.

Balance responsible development and protection of our lands, fisheries and resources.

Increase shareholder employment and development opportunities.

Support educational, cultural and social initiatives that positively affect shareholders and descendants.

Help to develop economic opportunities in the Bristol Bay region.

VALUES

Respect the people, land and natural resources that are the basis for our culture and the Native way of life.

Responsibly manage natural resources, prioritizing the cultural and economic value of the Bristol Bay fishery.

Responsibly manage financial resources, leading to a continuous source of dividends and benefits for our shareholders.

Maintain integrity and fairness in our dealings with all stakeholders.

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SECTION 1.0 INTRODUCTION

WHAT IS A BRAND?

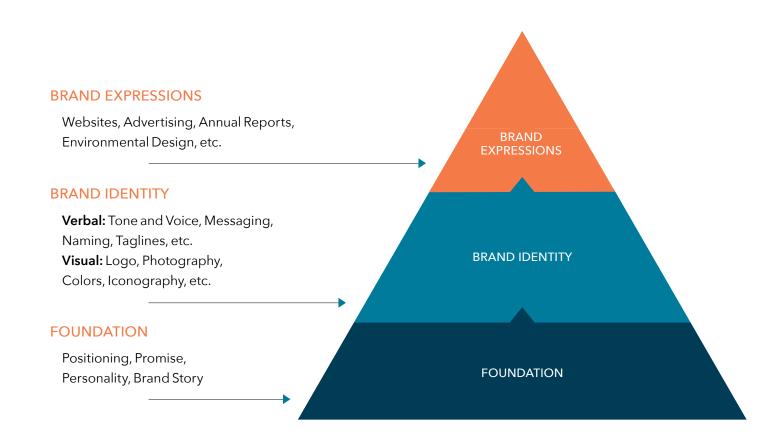
A brand is much more than just a logo: it's a business's story, what it stands for and stands behind, what sets it apart from the pack, what people become a part of when they interact with that business. A brand is the expression of that storyvisually, verbally, and experientially.

WHY IT MATTERS

Everyone who works at BBNC is a steward of our brand. Every time you email a shareholder or subsidiary, contribute to a BBNC event or attend a village council meeting, your are representing BBNC and helping ensure a shared understanding of who we are and how we are pursuing our mission to enrich our Native way of life.

Doing this consistently and effectively will help BBNC strengthen its brand in our communities. It all starts with these guidelines.

BRAND PYRAMID



HOW TO USE THIS BOOK

The BBNC Corporate Brand Guidelines (the "Brand Book") will help you understand and properly apply the BBNC brand to communications, materials, and more. It establishes the specific guidelines for expressing our brand to create a unified and coherent brand experience.

OUR RIVERS, ABUNDANT. OUR LAND, SHELTERING OUR PEOPLE ENDURING, AND OUR FISH: ESSENTIA

SECTION 2.0 BRAND FOUNDATION

BRAND POSITION

Our brand positioning is our stake in the ground. It's the single-minded idea at the core of our brand story. Our brand position states who we are and why we matter and defines the distinctive space we occupy in the minds of our audiences.

OUR BRAND POSITION

A steadfast commitment to our region, our people, and our culture. Bristol Bay Native Corporation is deeply rooted in, and committed to, culture—the legacy of our land and people; ways of living passed down from one generation to the next. The things our communities hold dear—their deepest values, cherished stories, and most lasting traditions—have become the lens through which we view our work and forge ahead, and are the benchmark against which we evaluate everything we do. When we invest, we take the long view—culture guiding the way.

BRAND PROMISE

Our brand promise is how we deliver on our brand position. It's the promise we're making to our audiences.

BRAND PROMISE

We will be steadfast advocates for our people, region, and communities, standing out front and leading the way with innovation, adaptability, and forward thinking. We uphold our Fish First value and stand up for what is right. We invest with vision and care for our land and for the generations to come. We challenge ourselves to remain bold and open-minded as corporate citizens, building and maintaining strong partnerships. Above all else, we will face the future with courage and resilience, as both champion and steward of our land, people, and Native way of life.

BRAND TRAITS: OUR CHARACTER

Our brand traits reflect the differentiating character of our brand. They're defined in a way that is unique in the space we occupy, authentic to who we are at our core, and relevant to our audiences.

ACTIVE

Our business is marked by the passion, spirit, energy, and drive of our people and culture. We are both enterprising and responsive, taking a lead in promoting the best possible life for our shareholders. We're their advocates, helping them get—and stay—ahead.

INSPIRING

We're energized by our communities, work, and by possibility. Our story has resonance, and the energy we project should be infectious, uplifting, and galvanizing. We aim to be a source of motivation, encouragement, and inspiration.

CONFIDENT

We aren't afraid of a bit of trial and error, of failing forward, or of differentiating ourselves in how we do business. We take a stand. And we have what it takes to stand in front. Our brand character is bold and upholds curiosity, innovation, and adaptation.

OPTIMISTIC

Our success is built upon the belief that the future is full of possibility—one of great potential and boundless opportunity. We strive to inspire our shareholders and to inject energy and innovation into our business lines. Our brand character is positive, inspirational, and always motivating.

APPRECIATIVE

Our business is built upon deep appreciation—for our land, resources, shareholders, and our traditional way of life. Our brand character is marked by reverence, truth, and respect.

BRAND NARRATIVE

A brand narrative paints a picture of what anyone becomes part of when they join you. It describes the core brand experience, giving people a way to connect emotionally with your organization and your work. It's where internal audiences—leadership, staff, board members, community partners, etc.—come together around a shared sense of purpose and point of view.

As the overarching narrative that drives the BBNC brand experience, it should infuse our messaging and communications.

BRAND NARRATIVE IS:

- An articulation of the "WHY."
 Why do you do what you do? And why does it matter in the world?
- Mantra, manifesto, rallying cry
- Intended to create emotional resonance, excitement, and pride
- About what we're fighting for and fighting against

BRAND NARRATIVE IS NOT:

- Mission, Vision, Theory of Change or business strategy
- The nuts and bolts. This narrative is less about the "what" and the "how" of your work

BRAND NARRATIVE CAN PROVIDE THE FOUNDATION FOR:

- Speeches
- A letter from leadership
- A script or storyboard for a brand reel or television commercial
- An image ad campaign
- A case for support

SECTION 2.4 BRAND NARRATIVE

FISH FIRST: OUR CULTURE GUIDES THE WAY.

For thousands of years, we've lived off the land and prospered from the sea. Bristol Bay is unlike any place in the world. Home to prolific runs of wild salmon, this is one of the few habitats where five species of salmon return to spawn in such impressive numbers. Chinook, Sockeye, Coho, Chum and Pink. Before the corporation, before ANCSA, long before statehood, the fish. The fish—ever generous to the Eskimo, the Indian, and the Aleut. Our rivers, abundant. Our land, sheltering. Our people, enduring. And our fish: essential.

Fish first: salmon are at the heart of our culture. The fish have always been integral to our livelihood and lifestyle. When ANCSA took hold, our subsistence values and the influences of the fishing industry guided and shaped BBNC's corporate culture. Like the people of our region, BBNC has been characterized by adaptability, authenticity, and our connection to our land and water. And like the people of our region, we've upheld an entrepreneurial ethos: business minded, yet open to new ideas and eager to try new things.

Our culture guides the way. Any strong business has vision, the ability to take the long view, and explore new ways of doing things. All strive to be leaders. And most pride themselves on diverse business lines, profitability, and the ability to remain strong and steady through good times and bad. These traits certainly define BBNC.

Yet what truly sets us apart is our culture—the legacy of our people and the arc of history; ways of living passed down

from one generation to the next. The things the people of Bristol Bay hold dear—our deepest values, our cherished stories, our most lasting traditions—have become the lens through which BBNC views our work and have become the benchmarks against which we evaluate everything we do.

Ours is a culture uniquely defined by courage. For centuries, the people of Bristol Bay, resilient as ever, have come together and lifted each other up with determination and ingenuity. We mirror this same spirit in our business. Courage as initiative and action: assuring that BBNC is standing out in front and leading the way with innovation, creativity, and forward thinking. Courage as confidence: taking risks, failing forward, having faith in our shareholders, employees, and our communities, and trusting in collaboration and partnership. And the courage of voice: standing up for what's right, standing behind responsible development, and standing beside our shareholders, communities, and future generations, investing in their good fortune and well-being. Going forward, we'll challenge ourselves to remain bold, open-minded, and innovative corporate citizens.

The decision to uphold Fish First as our driving value was a decision to embrace culture as the heart and soul of our corporate DNA. We'll continue to be both champion and steward of our culture above all else, knowing that when we stand behind our Native way of life, the essence of our business is at its most durable, powerful, and unstoppable.



SECTION 3.0 VERBAL IDENTITY

WHAT IS VERBAL IDENTITY?

Verbal identity is the written, and spoken equivalent to your brand's visual identity—the part of your brand that can be expressed through words and stories. It includes your brand messaging, naming, taglines, tone and voice, and other tools that help with brand storytelling.

Verbal identity is best developed with your visual identity to help create a cohesive system that works together to elevate your foundational brand strategy. Verbal identity ensures your brand uses the same language and tone of voice, and tells the same stories, at every touchpoint. We develop verbal identities in a way that leaves room for people to express your brand's story consistently, but in a way that feels authentic and natural to them.

OUR VOICE

Our voice builds upon our brand traits to define our unique style and manner of speaking and writing.

"Brands might need to be more creative in their use of language, not just in advertising but in every area of internal and external communication. Brands need to discover or rediscover the power of words to help them connect more emotionally with consumers, with all audiences. The means to do this is through verbal identity, which enables brands to use names, expressive language, conversations, narrative, and storytelling as consistently and effectively as they have previously used visual identity (logos, symbols, colors, graphics)."

 John Simmons, The Invisible Grail: How Brands Can Use Words to Engage with Audiences

OUR VOICE

Bristol Bay Native Corporation is rooted in the past and focused on the future. Our communications in all their forms support our vision of protecting the land in the Bristol Bay region, celebrating the legacy of our people, and enhancing the lives of our shareholders. We communicate with clarity, optimism, and appreciation.

This voice reinforces our position as a forward-facing, innovative business, and a responsible and steadfast advocate for our shareholders, region, and culture.

The voice of our brand is the voice of responsibility.

ACTIVE

What this means for the way we communicate:

Our voice is confident and open. In our writing and speech, we stay present and build momentum that motivates our audience.

INSPIRING

What this means for the way we communicate:

We speak from experience, and we're excited to share what we've learned with anyone willing to listen.

CONFIDENT

What this means for the way we communicate:

Each word and phrase is cemented with courage. Our tone is steady and calm—we believe what we say.

OPTIMISTIC

What this means for the way we communicate:

There is an upside to every situation, and we reveal that in our writing and dialogue. We don't speak with regret or concern.

APPRECIATIVE

What this means for the way we communicate:

We never forget our roots, and we make sure to acknowledge what helped define us. Our tone is humble and proud.

ELEVATOR PITCH

This is our "quick hello"—the most concise and focused version of our story, designed to quickly and memorably describe who we are, what we do, and why it matters.

ELEVATOR PITCH

BBNC is an Alaska Native Corporation dedicated to the people, land, and cultures of the Bristol Bay region. We are shareholder-owned, providing benefits to our Native communities in the form of distributions, education and employment opportunities, cultural enrichment, and more. With a diverse portfolio of business operations and subsidiaries spanning the globe, as well as a steadfast commitment to in-region investments, we work on behalf of our shareholders as stewards of Bristol Bay in everything that we do.

MESSAGING PILLARS

These are the major themes that define our brand story and differentiate us. Together, these pillars capture and reinforce who we are and who we seek to become as an organization.

MESSAGING PILLARS

Messaging pillars support BBNC's brand position and promise. These three pillars—Culture, Courage, and Innovation—are the backbone of our brand, embraced in everything we do and say. They should be reflected in communications and interactions with both internal and external stakeholders.

CULTURE:

GUIDING OUR WAY

What truly guides us, defines us, and sets us apart, is our culture. Our respect and reverence for our Native way of life drives our growth strategy, diverse portfolio, and in-region investments.

CORE CONCEPTS OF THIS PILLAR

BBNC's Fish First value is deeply rooted in culture. Salmon are, and have always been, at the heart of Bristol Bay, integral to our livelihood and lifestyle, part of every community and family's story. The prioritization of this resource is a protection of our culture and people.

Culture and the region we call home are inextricably linked—our land tied to our subsistence lifestyle, our traditions tied to where they first began. It is our charge to celebrate and enhance this place and its culture; we cannot be advocates for one without the other.

We are uniquely positioned to celebrate our culture, and to actively engage our communities and younger generations to ensure that our values live on in every corner of this region.

Through programs, grants, and other opportunities, we will always be stewards of what comes next.

MESSAGING PILLARS

COURAGE:

STRENGTH AND RESOLVE IN ACTION

Ours is a culture uniquely defined by courage. For centuries, the people of Bristol Bay have come together and lifted each other up with determination, resilience, and ingenuity. BBNC mirrors that courageous spirit, taking bold action on behalf of our shareholders, region, and Native way of life.

CORE CONCEPTS OF THIS PILLAR

As stewards of and advocates for our land and its resources, courage of voice matters: standing up for what is right, standing behind responsible development, and standing beside our communities and future generations. Taking the long view—this is our charge.

Fiscal growth and success require drive, energy, and courage. We will take measured risks and confidently take the lead in promoting the success of our shareholders and communities.

Courage inspires action.
We are energized by our communities, work, and by possibility, and we strive for our shareholders to feel the same about BBNC. As we look to the future of our region, investments, and people, we will encourage our communities to take bold steps together.

INNOVATION:

REACHING HIGHER

We are a catalyst for new concepts to take shape and grow; we continually challenge ourselves to remain bold, open-minded, and innovative corporate citizens. We strive to stand out front and share that success with our shareholders.

CORE CONCEPTS OF THIS PILLAR

We continue to innovate because we know that a business that doesn't try new things risks stagnancy. Business landscapes shift; so do the needs of communities over time. We will always invest and work wisely, and we will do so with innovation, creativity, and a belief that the future is full of possibility.

In Bristol Bay, being innovative is a part of daily life—from living off the land to facing the challenges of this rugged and remote part of the world. Innovation is part of the entrepreneurial and courageous spirit of our people. Embracing that spirit allows us to expand our work and benefit shareholders in exciting ways, both at home and beyond.

Innovation creates connection and connected communities are stronger, more engaged, and more productive. When innovation is woven into the fabric of a business and a culture, when it is shared and encouraged, new opportunities abound and great things are possible.



SECTION 4.0

OUR LOGO

LOGO STORY

Our heart is in Bristol Bay, the place our three Native cultures have called home for roughly 10,000 years and home to the world's largest wild sockeye salmon fishery. We have a profound commitment to "Fish First." The circle formed by the fish in our logo represents completeness, wholeness, inclusiveness, and perpetuity. The number three runs deep in our corporate DNA and is symbolized in our logo by our three colors—salmon, silver, and blue. We call our logo "The Eternal Circle of Life." Storytelling is part of who we are and an important part of our heritage, and we can best share the layered meanings of our logo through three stories.



THE THREE LIFE STAGES OF SALMON

The life story of the wild salmon of Bristol Bay begins in the pure headwaters where they are born and continues as they leave for the sea as sparkling silver fingerlings. They live and grow in the blue sea waters for several years before beginning a change of color as they mature and make their way home to the freshwater streams and rivers that flow into our bay. Making their way upstream, the adults pair up and start the process all over again, laying and fertilizing roe. This is where their cycle ends and a new one begins in the Eternal Circle of Life.

THE NATURE AND MISSION OF OUR **CORPORATION**

The three colors in the circle of fish also represent our three ancient cultures united as one in the modern world to fulfill a great vision—"Enriching Our Native Way of Life." Under the Alaska Native Claims Settlement Act (ANCSA), we have created a responsible Alaska Native investment corporation to achieve this mission and ensure the eternal circle of our Native way of life for generations to come. We do this by diversifying our investments in three ways: a marketable securities portfolio, over 40 profitable operating companies, and investment in BBNC shareholders and our region.

FISH FIRST-FOR US, OUR STATE, THE WORLD

Our corporate identity and logo are rooted in the three key reasons for the corporation's dedication to "Fish First" and responsible development. First and foremost, salmon is and always has been the principal means of subsistence for the cultures of the region and must be protected for that reason alone. Second, salmon contributes to Alaska's economic health. And third, because Bristol Bay produces the world's largest wild sockeye salmon fishery, we have a global human and environmental responsibility to protect this resource.

LOGO APPLICATIONS

Consistent application of our logo helps build brand equity.

WORDMARK (NAME ONLY)

The BBNC logo is comprised of the wordmark ("Bristol Bay Native Corporation") locked up with the "Eternal Circle of Life" symbol. The wordmark should only be used when adequate space is not available for the full logo.



"ETERNAL CIRCLE OF LIFE" SYMBOL

The "Eternal Circle of Life" is built using two tints of three colors, BBNC Salmon, Silver, and Bay Blue. The dark tint should be represented at 100%, while the lightest tint should be represented at 65%. Refer to page 62 for the appropriate color builds.

FULL COLOR

The logo is comprised of three colors, and should be used in full color whenever possible.

GRAYSCALE

Use the grayscale logo in instances where color is not available, or in less formal communications like invoices, faxes, etc.

BLACK

Use the black logo when printing is limited to one color.

REVERSED WHITE

Use the reversed white logo over solid colors or dark backgrounds when color legibility may be difficult.

REVERSED COLOR

This is a version of the full-color logo with reversed white text. Use this logo over solid colors or dark backgrounds when color legibility may be difficult. FULL COLOR GRAYSCALE BLACK







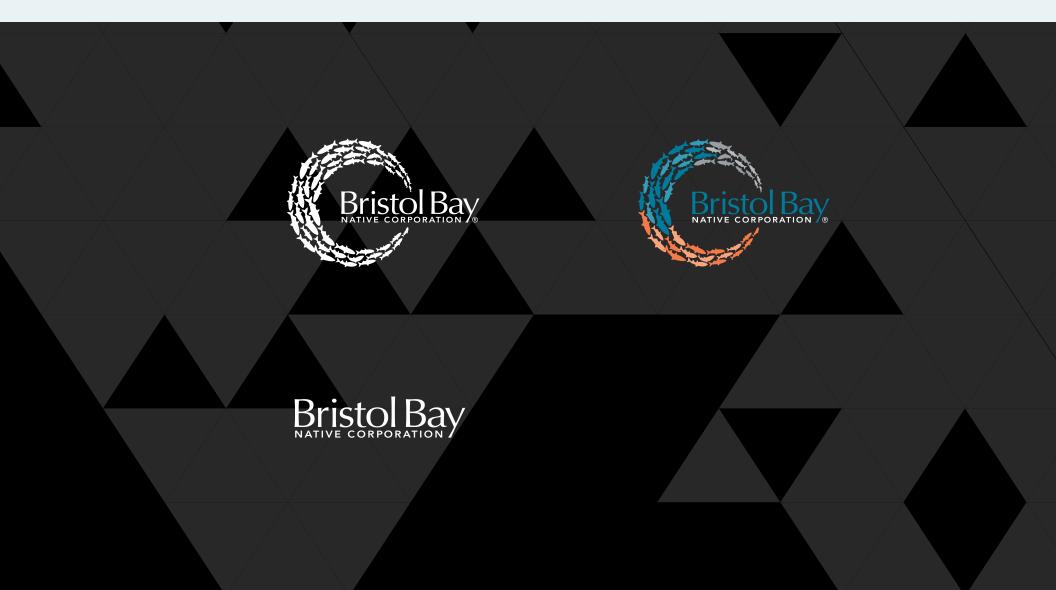






REVERSED WHITE

REVERSED COLOR

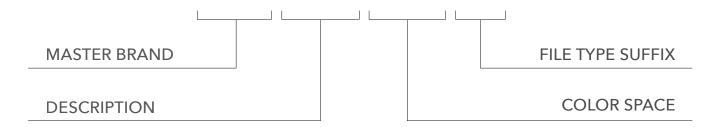


LOGO FILE USAGE: ASSETS & FILES

The Bristol Bay Native Corporation logo assets are available for print and on-screen applications in PMS (Pantone Matching System), CMYK, and RGB. On the following pages is a file naming system that makes it easy to identify the logo assets and descriptions that will help determine what files to use for specific applications. The logo file folder is organized by 3 different file types: EPS, JPG and PNG, and descriptors that indicate what mediums they are suitable for.

(EXAMPLE)

BBNC-LOGO-CMYK.EPS



LOGO FILE USAGE: ASSETS & FILES

FILE NAMING KEY

BBNC	Master brand
Logo	BBNC logo
Wordmark	BBNC wordmark (name only)
СМҮК	4-color process ink (use for print)
PMS	Spot color ink (use only for offset print)
RGB	Color system used for on-screen applications (use only for web/digital)
BLK	All black color
WHT	All white color for reversing out of photo/color background
PMS/CMYK/RGB-Reverse	Indicates color logo with white text for use only on dark backgrounds
Grayscale	Grayscale version for print and screen use
.eps	File suffix - indicates use for print
.jpg	File suffix - indicates screen use (white background)
.png	File suffix - indicates screen use (transparent background)

EPS: USE FOR PROFESSIONAL PRINTING

EPS files are vector images which are designed for use when working with professional printers and vendors. These files should be used for paper-based collateral, banners/signage, embroidery, screen printing, video, vehicle graphics, products and ephemera.

CMYK, a four-color printing process that uses only cyan, magenta, yellow and black inks, is used for paper-based printing.

PMS (Pantone Matching System) are the specific spot colors assigned to the logo, for use with professional print vendors.

RGB is the color system profile used for all things digital-computer monitors, mobile devices, video, etc.

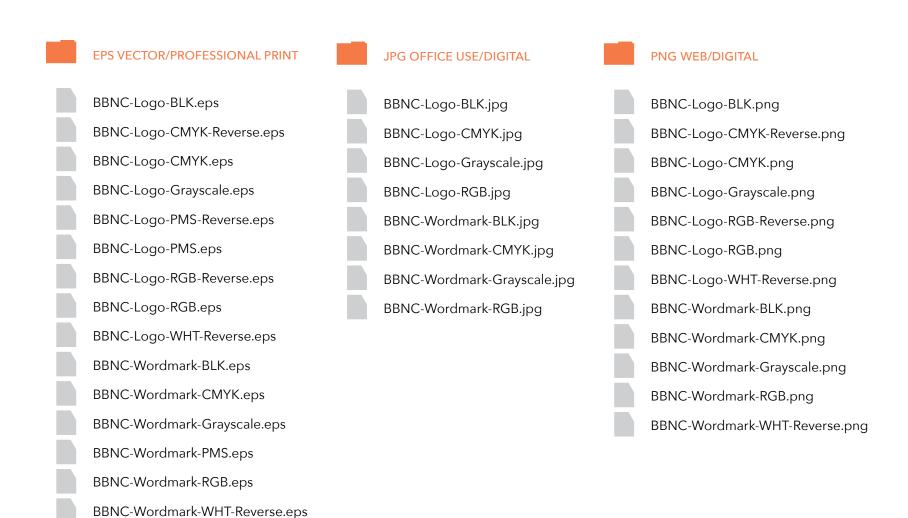
JPG: USE FOR MICROSOFT POWERPOINT, WORD, EXCEL

JPG format is a raster image, and is ideal for use in Microsoft programs such as Word, PowerPoint, and Excel. These files have a white background, and therefore are only recommended to be placed on white backgrounds. 72 dpi is the resolution used for web and digital applications.

PNG: USE FOR ONLINE/WEB, EMAILS, MICROSOFT POWERPOINT, WORD, EXCEL

PNG format is a raster image, and the background is transparent. PNG files are more diverse and can be placed on colored backgrounds. This file type can be used for Microsoft programs as well as web/online applications and emails. 72 dpi is the resolution used for web and digital applications.

LOGO FILE USAGE: ASSETS & FILES



LOGO SIZE & CLEAR SPACE

We strive to maintain the integrity of our logo by ensuring that it is always legible and distinguished.

LOGO SIZE & CLEAR SPACE



CLEAR SPACE

- Clear space is the area surrounding the logo that must always be free of any text or graphic elements.
- To ensure maximum visibility, readability, and brand integrity, the Bristol Bay Native Corporation logo should always appear with clear space around its outermost edges that is equal to the height of the wordmark (see diagram).
- The magenta lines surrounding the logo illustrate the required minimum clear space. Nothing should encroach on the space represented by the magenta "X" symbol, unless permission is given by the Communications Specialist.



Full logo at 1.25" min.

Bristol Bay

Wordmark at .75" min.

MINIMUM SIZE

- The logo should never appear less than the minimum size.
- The minimum acceptable size for the logo is 1.25" wide.
- When a logo is needed that is smaller than 1.25" plus clear space, the name-only version should be used but never smaller than 0.75".

INCORRECT USE OF OUR LOGO

To reinforce brand consistency, we recommend that the logo not be modified or altered in its application in any way. The following page outlines examples of incorrect logo usage.

INCORRECT USE OF OUR LOGO



DO NOT change logo colors



 ${\sf DO\,NOT\,add\,text\,to\,the\,logo}$



DO NOT add effects to the logo



DO NOT stretch the logo



DO NOT change the logo fonts



DO NOT rearrange or modify logo elements



DO NOT place the logo over a busy background



DO NOT place the color logo over solid fields of clashing color



 ${\sf DO\,NOT\,rotate\,or\,skew\,the\,logo}$



SECTION 5.0 VISUAL IDENTITY

BRINGING OUR BRAND TO LIFE

While the logo is the most recognizable element of the brand, BBNC's visual brand is comprised of a suite of elements that are designed to establish and continually reinforce BBNC's story and meaning.

In conjunction with the verbal identity, the visual identity brings the brand foundation to life. It supports and enhances the brand through colors, shapes, typography, and imagery. The visual language of the brand is used to encourage brand recognition even in the absence of the logo.

TYPOGRAPHY

Our fonts fit a variety of communications needs for digital and print. These typefaces are required and complement our logo as part of our visual design system. Each family of fonts has a wide range of weights and style options available. This allows for design flexibility so users can develop distinctive looks for a variety of marketing purposes. This also ensures that all communications from BBNC have a professional and unified appearance.

GEORGIA REGULAR



GEORGIA BLACK

GEORGIA REGULAR GEORGIA BOLD GEORGIA BLACK

GEORGIAREGULARITALIC



GEORGIABLACK ITALIC

GEORGIA REGULAR ITALIC
GEORGIA BOLD ITALIC
GEORGIA BLACK ITALIC

DISPLAY TYPEFACE: GEORGIA

- For professionally produced documents.
- As a general guide, the preferred style for text is uppercase letters left aligned.

GEORGIA PRO MODERN STYLE TEXT FIGURES HELLO 1234567

GEORGIA OLD STYLE **TEXT FIGURES** Hello 1234567 X Height

PRIMARY NUMERICAL TYPEFACE: GEORGIA PRO

Old Style Text Figures & Modern Style Text Figures are numerals typeset with varying heights along the baseline. When using Old Style Text Figures the shape and positioning of the numerals vary as those of lowercase letters do, often falling below the baseline. Old Style Figures are contrasted with Modern Figures which are the same height as upper-case letters and are therefore in-line, hence the name.

Our brand font Georgia uses Old Style Figures, which at times doesn't satisfy the needs of our designers depending on the project. For that reason, we have selected a modern version of our brand font, called Georgia Pro for use when Modern figures are preferred or required.



AVENIR NEXT HEAVY

AVENIR NEXT ULTRA LIGHT
AVENIR NEXT REGULAR
AVENIR NEXT MEDIUM
AVENIR NEXT DEMI BOLD
AVENIR NEXT BOLD
AVENIR NEXT HEAVY

AVENIR NEXT ULTRA LIGHT ITALIC



AVENIR NEXT HEAVY ITALIC

AVENIR NEXT ULTRA LIGHT ITALIC
AVENIR NEXT ITALIC
AVENIR NEXT MEDIUM ITALIC
AVENIR NEXT DEMI BOLD ITALIC
AVENIR NEXT BOLD ITALIC
AVENIR NEXT HEAVY ITALIC

PRIMARY TYPEFACE (BODY/SUBHEADS): AVENIR NEXT

- As a general guide, the preferred style for text is upper and lowercase letters aligned left.
- Do not use italics in headlines.

PRIMARY TYPEFACE: AVENIR NEXT

Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Avenir Next Regular Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Avenir Next Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Avenir Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Avenir Next Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

PRIMARY DISPLAY TYPEFACE: GEORGIA

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Georgia Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Georgia Pro Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz





GEORGIAREGULAR



GEORGIA BOLD

ARIAL

BOLD

ARIAL REGULAR
ARIAL BOLD

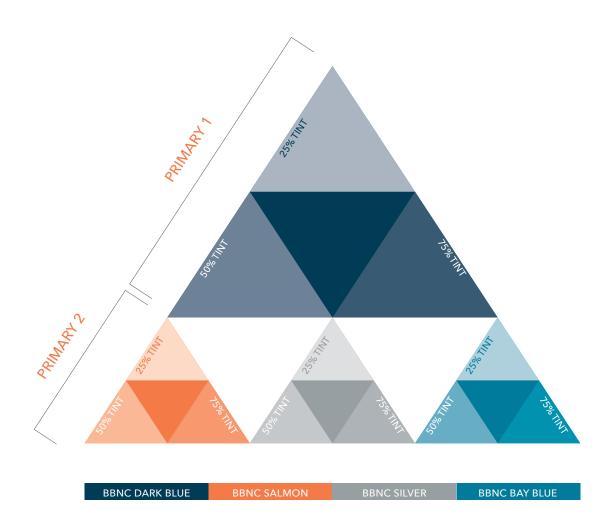
GEORGIA REGULAR GEORGIA BOLD

ALTERNATIVE SYSTEM TYPEFACES

- Intended use examples: Email, Word doc., PowerPoint.
- When Avenir Next is not available for use in programs such as Word and PowerPoint, Arial has been chosen as the system font alternate.
- Georgia is a system font and can be used in programs such as Word and PowerPoint. In these instances, only Georgia Regular, Italic, and Bold can be used.
- System typefaces should be used when BBNC's primary fonts are not available to the user.

COLOR

Our colors are unique to BBNC and are an expression of our brand. Consistent color usage and reproduction is key to maintaining visual continuity across all products and mediums.



PRIMARY COLOR HIERARCHY

When selecting colors for BBNC projects lean first on BBNC Dark Blue (P1) using the three supporting colors (P2) as accents. Don't be scared of white space.

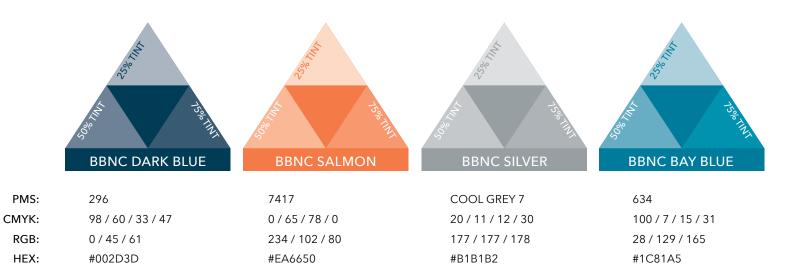
COLOR PALETTE: PRIMARY

PRIMARY COLORS

BBNC Dark Blue, BBNC Salmon, BBNC Silver, and BBNC Bay Blue are the four primary colors that represent Bristol Bay Native Corporation.

The color values listed here vary slightly from those used in PANTONE® and from values inherent in some programs.

Make sure you use the values specified here. If you must use the PANTONE colors cited, be sure to compare them to the PANTONE color swatches at the press check to ensure a true color match. The CMYK breakdown of some of the primary colors may not match PANTONE color standards but will provide truer brand colors. For an accurate breakdown, refer to the current edition of the PANTONE formula guide.



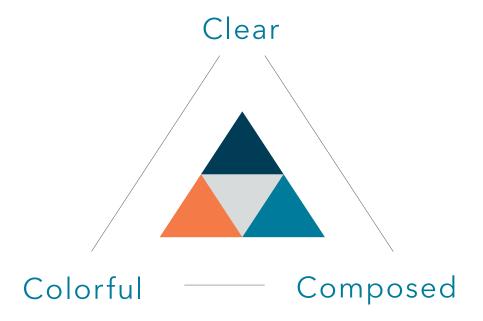
SECONDARY COLORS

Sunflower, Moss, Pine, Wild Flower, Stone, New Grass, and Shadow are the seven secondary colors that represent Bristol Bay Native Corporation. These colors were chosen to represent the natural color tones found in the Bristol Bay region.



PHOTOGRAPHY

Our photography is clear, colorful, and composed regardless of subject matter. We use photos to represent our people, culture, lands, and businesses. Consistency across products and mediums allows us to distinguish our brand through visual storytelling.



BBNC's photography captures the essence of our region, culture, shareholders, and businesses. It presents these topics in a clear, colorful, and well-composed manner.

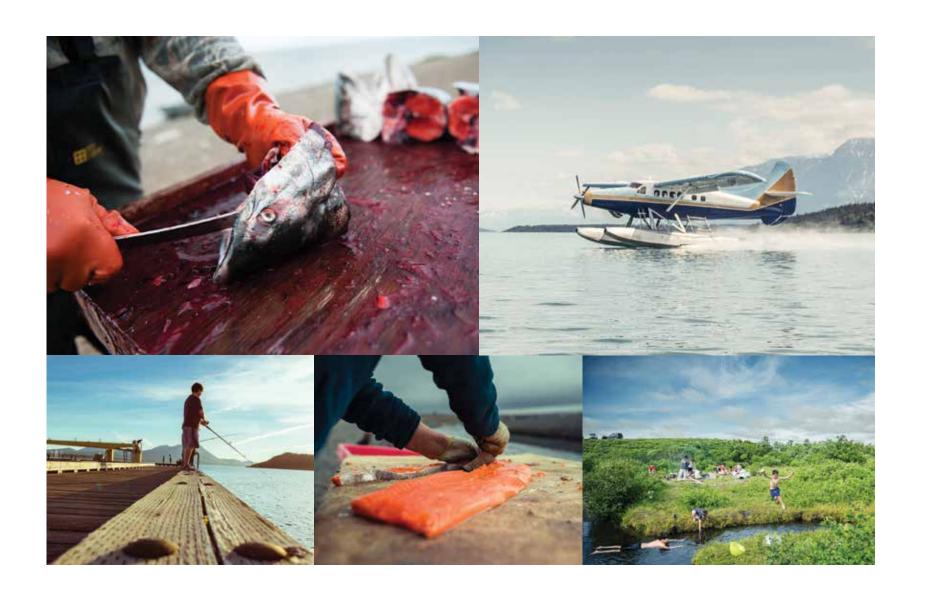
Professional photography should be commissioned whenever possible. When professional photography is not available, high resolution photographs should be selected and treated with the same standards used for professional photography.





PHOTOGRAPHY EXAMPLES





TEXTURE, PATTERN & GRAPHIC DEVICES

We use graphic elements to enhance our story and design across mediums. These elements can be used as expressive elements alongside copy, color, and imagery.

ABSTRACT PATTERN

Our professionally produced digital and print materials make use of our abstract triangle pattern. This element is reflective of many elements in our brand including the three stages in the salmon "cycle of life," the three cultures BBNC represents, and the balance between our land, our people, and our businesses.





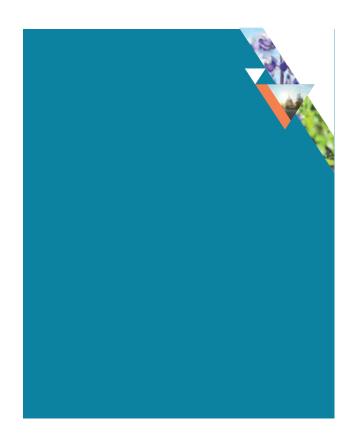
The pattern should appear in as a 20% tint of Pantone Cool Gray 7c. It can be laid behind text, images, and other graphic elements and can be used to bring interest to "white space" as a design element.



ON COLOR

The pattern should appear in as a 20% tint of the color that it appears on. It can be laid behind text, images, and other graphic elements and can be used to bring visual interest and depth to designed materials.

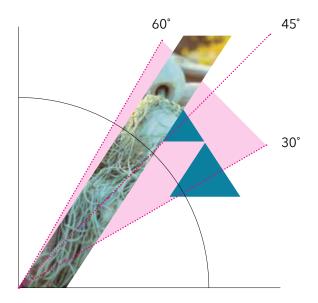
TEXTURE, PATTERN & GRAPHIC DEVICES



TEXTURE STRIP

The texture strip is used to add visual interest to design compositions with full floods of color. The strip should always appear at an angle as described at right and can be used with triangle graphics to add additional layers of interest and visual storytelling. The strip should always be an abstract texture or image and should not feature people or detailed imagery.

Acceptable range of use shown in magenta.



COMPOSITION

The device should be applied at or near a 45° angle. The acceptable range of variation is between 30° and 60°. The range variance allows the device to be used consistently and allows for variation and flexibility in layout.

Do not apply the texture strip outside these parameters.

QUOTE STYLE

When using quotes we use the following graphic approach. A large graphic quote mark followed by the quoted text. The attibution is separated from the quote by a stylized horizontal rule that is unique to BBNC.



OUR QUOTE STYLE USES GEORGIA
REGULAR IN ALL CAPS. THE QUOTE BEGINS
WITH A GRAPHIC QUOTE AND DOES NOT
FEATURE AN END QUOTE.

First and Last Name / Avenir Next Bold

Job Title or Descriptive Text / Avenir Next Regular

DROP CAP

The drop cap is used for key chapters in printed materials. The cap features Georgia Bold reversed out of a solid field using BBNC's color palette. The color field should extend to three lines before the text wraps and the featured cap should be centered within the color field.



ake salt fish. Sew a kuspuk or dance fan. Sing centuries-old songs and learn the traditional names and honored histories of places.

Discover medicinal plants, carve soapstone, build a sled or salmon net from scratch. Gather with village Elders to share old stories and hone new skills.

These are some of the many ways that our Alaska Native culture has, and continues to, come to life across the Bristol Bay region. It's a culture that has shaped our people for generations and is at the heart of BBNC's work; one that embodies momentum in its forward-facing spirit and lasting imprint on this place we call home.

The BBNC Education Foundation's Cultural Heritage and Native Place Names programs work to strengthen this imprint by preserving, celebrating, and promoting our cultural traditions and Native way of life...



SECTION 6.0 SAMPLE APPLICATIONS





Calendar Cover

RING OUR

A MATIVE CORPORATION

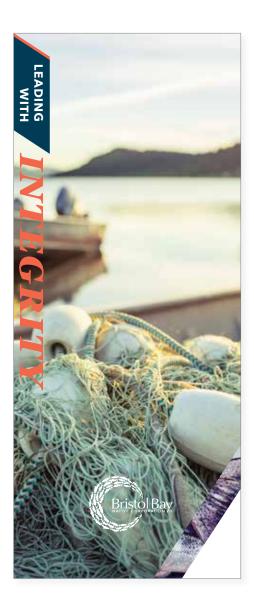
F LIFE 2019



Calendar Interiors







Stand Up Banners





PowerPoint Cover Page

POWERPOINT PRESENTATION TEMPLATE

In the opening of every presentation, the BBNC logo should be shown.

The design brings consistency to the BBNC brand as seen in a PowerPoint presentation.



PowerPoint Divider Page

Animated Banner Ad, 300x250 px size









Animated Banner Ad, 728x90 px size



