OpenSeas NZ

The Source for
New Zealand
Seafood Information

Playbook

Version 1
23/02/2018

The purpose of our playbook

The purpose of this playbook is to provide a general overview of the Openseas programme and how it can be used to support New Zealand seafood businesses. The opportunities are endless, so see this as a tool to get you started.

For more information, contact hello@openseas.org.nz

Contents Page

About us

Our programme identity is designed to express the unique attributes of the OpenSeas initiative.

Our mission

In OpenSeas we're creating an open, authentic and trustworthy source of information for New Zealand Seafood.

Our purpose

Credibly and collectively demonstrate the social, environmental and production credentials of the New Zealand seafood industry.

Our challenge is to empower the industry with a current, consistent and trustworthy source about New Zealand seafood in order to instil confidence in the knowledge and behaviours of customers worldwide. This means our programme must be transparent, accurate, objective, relevant and clear. We succeed when there is more clarity and certainty for businesses, thereby simplifying the process of buying and selling New Zealand seafood.

1.3   About us   7

What OpenSeas is

- **A digital compendium**
  It is our industry Wikipedia.

- **Encyclopaedic**
  It is comprehensive in terms of compiled information rather than simply being a data or document storage facility.

- **Focused on B2B communications**
  The content and detail are relevant to buying and selling seafood.

- **Free for anyone to use**
  The systems are all open source. The content is all open access.

- **Third-party certified**
  This affirms the programme is committed to meeting the information needs of businesses while ensuring accuracy and transparency are never compromised.

- **Applicable to all wild-capture seafood from New Zealand**
  You don't need to 'opt-in', meet certain criteria or get audited in order to use the information.

1.4 About us

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OpenSeas isn't

- **An ecolabel**
  OpenSeas cannot be used on individual product packaging in such a way as to mislead consumers as to the status of a particular product.

- **A certification or assurance scheme**
  It does not purport to validate any individual claims (e.g. 'responsible', 'sustainable' or 'safe'). OpenSeas cannot be used to demonstrate conformance (i.e. on a certificate).

- **A single trade-desk**
  It has no sales or marketing function. No company or product level information is available (even through request).

- **Determinative**
  There are no suggestions of 'buy' or 'don't buy'.

- **A self-promoter**
  It does not have its own social media presence or engage in media dialogue in any way.

- **A promotional mechanism**
  Nor is it a platform to defend the industry.

- **All things to all people**
  The programme is not targeted at meeting consumer or community (social-license) needs.
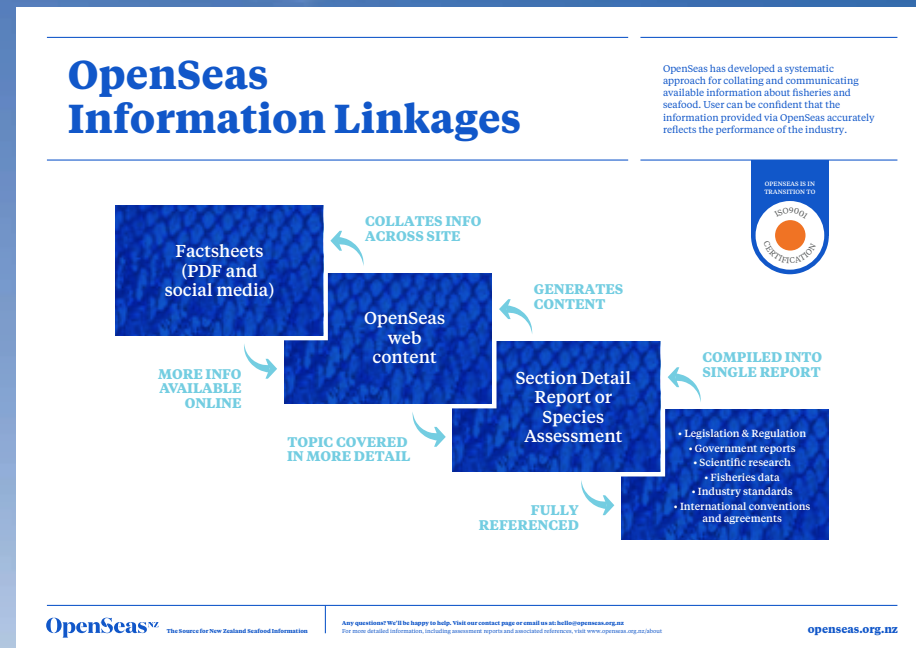
How it works

All information in OpenSeas has been generated from independent reports.

OpenSeas Information Linkages

OpenSeas has developed a systematic approach for collating and communicating available information about fisheries and seafood. User can be confident that the information provided via OpenSeas accurately reflects the performance of the industry.

OPENSEAS IS IN TRANSITION TO
ISO9001 CERTIFICATION

Factsheets (PDF and social media)

COLLATES INFO ACROSS SITE

OpenSeas web content

GENERATES CONTENT

MORE INFO AVAILABLE ONLINE

Section Detail Report or Species Assessment

COMPILED INTO SINGLE REPORT

TOPIC COVERED IN MORE DETAIL

• Legislation & Regulation
• Government reports
• Scientific research
• Fisheries data
• Industry standards
• International conventions and agreements

FULLY REFERENCED

OpenSeas NZ   The Source for New Zealand Seafood Information

Any questions? We'll be happy to help. Visit our contact page or email us at: hello@openseas.org.nz
For more detailed information, including assessment reports and associated references, visit www.openseas.org.nz/about

openseas.org.nz

Information is categorised under either Production System content or a Species profile.

How it works - Production System

- OpenSeas currently has nine sections focused on the systems that support the production of seafood in New Zealand. These are;

  - Managing for Sustainability
  - Associated species (with particular focus on marine mammals, seabirds and non-retained bycatch)
  - Marine Conservation

  - Food Safety
  - Traceability
  - Fishing Rules
  - Worker Livelihood
  - Workplace Health & Safety
  - Indigenous Fishers

- Each section is underpinned by a Section Detail Report. Section Detail Reports are written by an independent subject matter expert.
- The report structure and content reflect the subject matter of key international standards and codes of conduct.
- External reviews of all reports are conducted by the relevant regulatory agencies.
- All section content, factsheets and infographics must be generated from the reviewed Section Detail Report and verifiable via reference documents available through the site. These are also confirmed by the independent report author.

1.4   About us   11

How it works - Species profiles

- Species profiles consist of an environmental performance assessment and a summary of key species attributes. There are currently 20 commercially exported species profiled on the site.

- The environmental performance information is either based on the MSC certification reports or a risk assessment report. All species content, factsheets and infographics must be generated from these assessments and verifiable via reference documents available through the site. No other outside sources are used to generate this content.

  - Full details of the MSC standard and certification process are available on www.msc.org.

 - The risk assessment methodology is available upon request to OpenSeas.

How it works - Risk assessment

For non-MSC certified species, we utilise a risk assessment framework (based on the essential MSC criteria) to assess the relative environmental risks of each fishery on the fish stocks and aquatic environment. Some key points to note about the risk assessments;

- Is a systematic process for evaluating the potential risk that may be involved in sourcing a particular species.

- Assessments conducted by an independent fisheries assessment body.

- Uses most recent, publicly available scientific reports and references

- Risks are presented for three components; target species, bycatch and ecosystems and management systems on a low/medium/high basis.

- Assessments also include an outlook on the future state of the fishery based on current management and conservation measures.

- Includes opportunity for management groups and government to provide input and peer review.
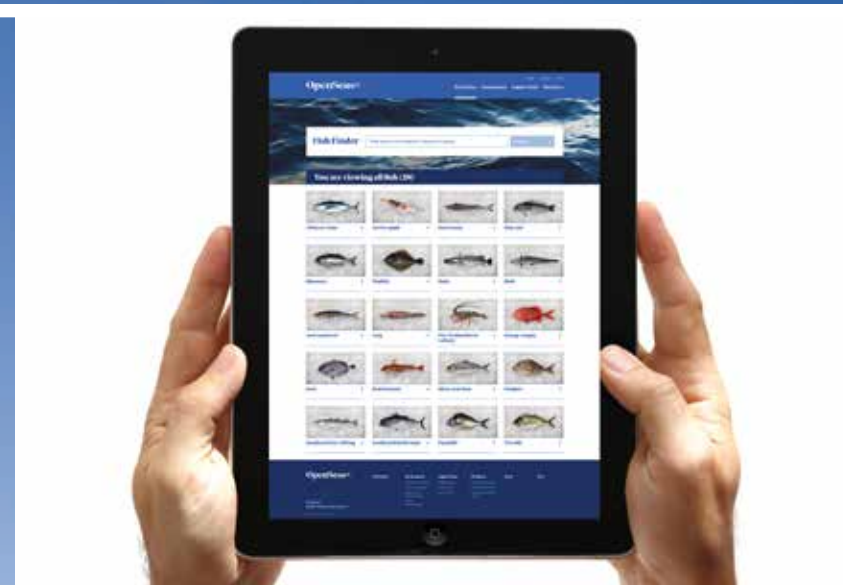
The fishery details also come from validated sources.

- Harvest details are sourced from official catch statistics and the annual MPI Plenary.

- Biological information is sourced from the annual MPI Plenary or Guidebook to New Zealand Commercial Fish Species.

How it works – Quality management system

The OpenSeas programme is underpinned by a quality management system to ensure the programme meets expectations and provide for continuous improvement. This is a formally documented system that;

- Provides opportunity for solicited and unsolicited feedback and input from external parties to drive continual improvement of the programme, its content and its application.

- Provides a strong monitoring and evaluation system

- Has clear process to ensure accuracy and prevent meddling by industry.

- Has fully transparent systems and procedures.

- Is independently audited by SGS New Zealand on an annual basis.

OpenSeas conducts a thorough annual review of all site content. This review includes;

- Fixed criteria and processes are used to enable effective and consistent review across all sections, all species and through time.

- The most recent data, scientific reports and regulation are reviewed to ensure the Section Detail Reports and environmental assessments remain current and accurate.

- Independent expertise and impartiality are monitored for and maintained at all times.

OpenSeas is ISO9001 Certified. That means that all the systems used to generate the information (including the independence and transparency we specify) have been verified to meet the highest quality management standard in the world.
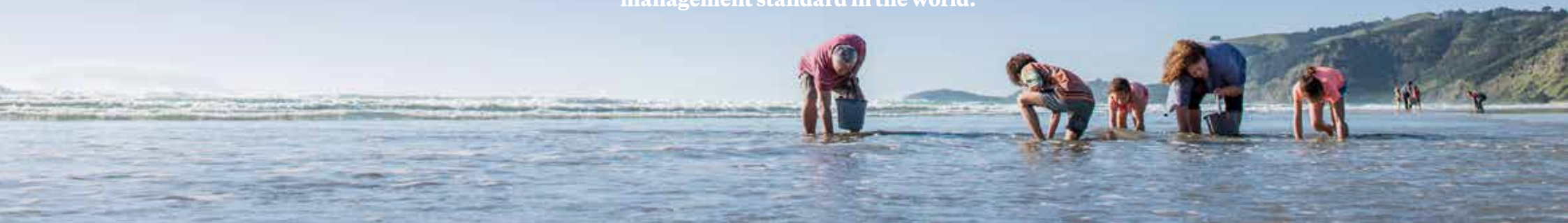
1.5   About us

Who's involved

- OpenSeas was established in 2017 by the New Zealand seafood industry through Deepwater Group, Fisheries Inshore New Zealand and Seafood New Zealand.

- It continues to be funded through industry levies.

- Strategic and financial oversight is provided by a Steering Committee consisting of representatives from seafood companies and the funding industry organisations.

- Programme operations are managed by an independent Programme Director. The Programme Director is also responsible for maintaining independence and impartiality between the industry (as funders) and the programme (as a service).

- The programme operates under a 5-year programme plan and quarterly budgets approved by the Boards of the funding organisations.

How to

This section outlines how to use the programme.

2.1 How to   2 16

How can you use it?

You no longer need to be a subject matter expert on everything about the New Zealand seafood industry. You just need to know where to go.
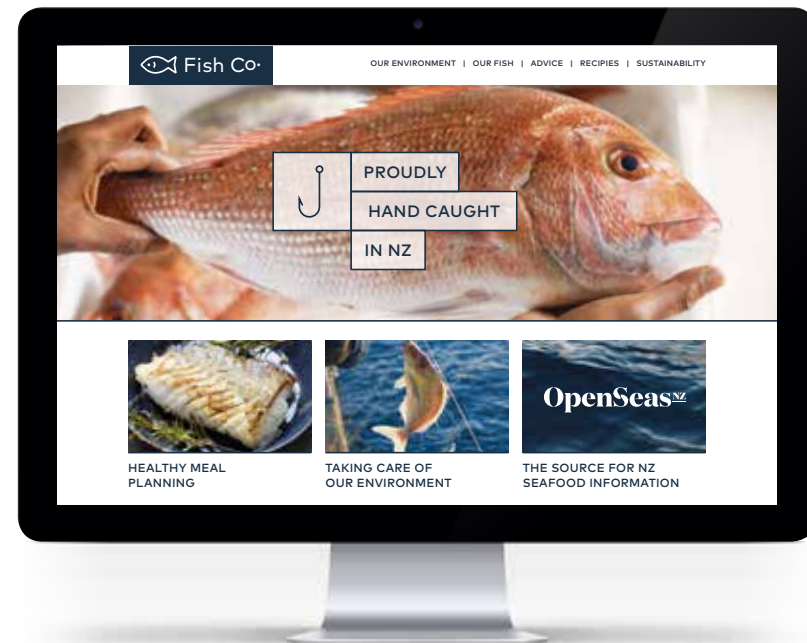
1.Internal

a. Staff training tool (e.g. marketing, communications and sales teams)

b. Reference/source for staff queries

c. Support third-party certification and customer audits

d. Identify improvement projects

e. Inform business vulnerability assessments

2.B2B

a. Communicate industry credentials

b. Underpin brand and product attributes

c. Validate business credentials

d. Direct customer queries

e. Trade show collateral

3.External

a. Generate and/or link website content

b. Social media features (e.g. fishers, fisheries, topics)

c. Support marketing claims

d. Validate information in press releases

Fish Co·

OUR ENVIRONMENT | OUR FISH | ADVICE | RECIPIES | SUSTAINABILITY

PROUDLY

HAND CAUGHT

IN NZ

OpenSeas

HEALTHY MEAL PLANNING

TAKING CARE OF OUR ENVIRONMENT

THE SOURCE FOR NZ SEAFOOD INFORMATION

What can you use?

Brand elements

- Wordmark
- Photos
- New Zealand Seafood video
- Site content
  (copy quotes, embed links,
  use a direct feed)
- Factsheets
- Infographics
- Statistics
- Section Detail Reports
- Fisheries details
- Risk assessment summaries
- Risk assessment reports
- Certification reports
- MSC Certificates
- Reference materials
  (often found under "Deeper Reading")
- Conference collateral
  (pull-up banner, posters, fliers)

Specific comments on use of the wordmark

- The OpenSeas wordmark is available for use by members of the New Zealand seafood industry and their customers to highlight information from the programme and/or the use of the programme and its assets. You are entitled to use wordmarks and other material developed in association with the programme for your own marketing and communication purposes. Use of the wordmark should be accompanied by a link to the OpenSeas website, if at all possible.

- The OpenSeas wordmark cannot be used on individual product packaging in such a way as to mislead consumers as to the status of a particular product or to validate any individual claims (e.g. 'responsible', 'sustainable' or 'safe'). It cannot be used to demonstrate conformance (i.e. on a certificate).

You are encouraged to use information from the programme to support company and product communications (including claims).

Where the programme is being used as the basis of a self-declaration it's advisable to fully disclose and provide transparency as to the actions behind the claim. This allows the public and customers to develop a fully informed opinion on the validity of the claim.

Due to the unlimited number of opportunities in this space, it is advisable to contact the Programme Director to discuss options around wording and wordmark positioning.

2.3   How to

What to tell customers?

Ultimately how you utilise OpenSeas with your customers is totally up to you. You know your company, products and customers better than anyone else. We don't want to tell you how to do your job. We don't want to wordsmith. We don't want to micro-manage your activities.

Our job is to give you the tools, inspiration and support you need to be successful when applying OpenSeas to your business.

If you are feeling a bit overwhelmed, here are a few ideas to get you started:

- **Send something.** Send your customers a factsheet or infographic about a topic they are interested in next time you check in.

- **Be enticing.** Embed the New Zealand seafood video in a newsletter and link it to OpenSeas to find out more.

- **Be creative.** You may have a topic close to your heart - perhaps it's the work your company is doing to protect seabirds. Utilise some of the extra detail from OpenSeas when you share your enthusiasm with your customers.

- **Be informative.** Keep your customers updated by letting them know when relevant species profiles are refreshed with new risk assessments or MSC certification reports.

- **Copy and paste with pride.** Plagiarism isn't a crime in OpenSeas! Paste content or statistics within a tweet or blog from your company. You can even link it to a factsheet in OpenSeas if you like.

- **Share confidence.** Remind customers OpenSeas is ISO9001 certified. That's a fantastic reflection of the programme's commitment to meeting the information needs of businesses while ensuring accuracy and transparency are not compromised.

- **Build on it.** Let your customers know that we we've embarked on this journey of transparency together with your industry colleagues. Show them the industry's collective efforts. Then also show them some super amazing stuff you do as a company that brings it to life.

And there's no need to be stuck for ideas – we are always here to help. hello@openseas.org.nz

2.4   How to   2. 19

Disclaimers

OpenSeas is willing to provide open access to use of the content and assets (imagery, video, graphics and documents) subject to your acceptance of the programme's Terms of Use.

Please read these carefully because by downloading and/or using the content and/or assets, you will be deemed to have accepted these Terms of Use.

The full terms of use can be found online at www.openseas. org.nz/terms-of-use/

Some additional points to note:

- **Be responsible.** It is the responsibility of individual businesses to ensure alignment between their company/product statements and the programme information. Users must be aware of and follow any applicable legal requirements associated with the use and application of information from the programme.

- **We aren't the police.** OpenSeas does not maintain control of the wordmark or programme information by external parties. Its use is by goodwill, subject to the Terms of Use. If you aren't sure about something, just ask.

- **We don't own everything on the site.** For example, when using third party certification materials, users must also ensure they follow relevant copy write and claim related requirements set by the scheme owner.

- **Work together.** Users should seek consistency of behaviours and outcomes in the programme's application across industry. Inconsistency undermines credibility.

- **Be fair.** Users should take measure to avoid using the information from the programme to disadvantage other users.

- **Be honest.** There are no traceability requirements. However, users should have sufficient measures in place to ensure seafood associated with information from the programme can be traced back to a New Zealand source fishery. Users should ensure customers also have sufficient measures in place if the information will be used further down the supply chain.
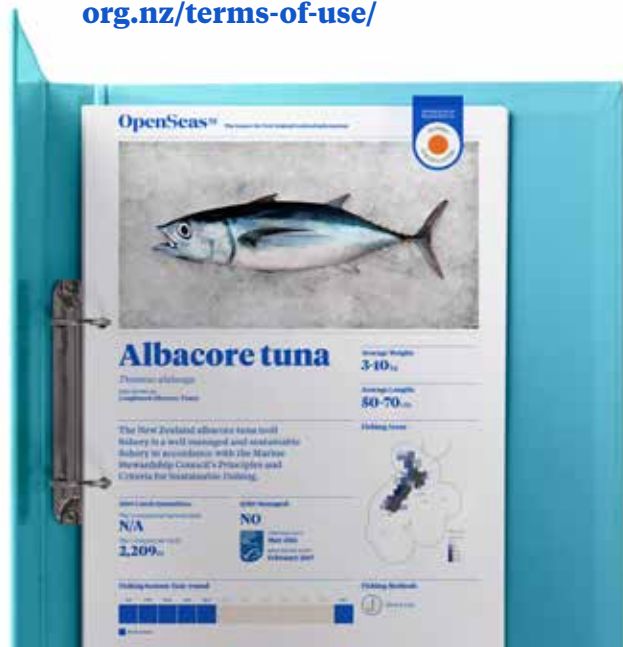
2.5   How to

Further info

When in doubt, ask for help.

- Advice on applying the design elements, utilising programme assets or even developing new collateral is available from the Programme Director.

- You can also encourage customers to contact OpenSeas directly on hello@openseas. org.nz or via the link on the website.

- If you see anything that can be improved, let us know.

- Sign up to the e-newsletter, which will keep you informed about featured content and site updates.

OpenSeas.nz

The Source for New Zealand Seafood Information

Jodie Campbell
OpenSeas Programme Director
Email: hello@openseas.org.nz
Phone: 0279349850

www.openseas.co.nz

Design elements

This section introduces the key design elements of the OpenSeas identity and how they can be used to bring the programme to life.

OpenSeas ᴺᶻ

The wordmark is the visual interpretation of our brand. Open, authentic & trustworthy, it draws its inspiration from New Zealand's natural resources to instill confidence for our global customers and consumers.

However, our identity is more than just a wordmark, so we've developed a toolkit to help guide you whenever you're working with the OpenSeas brand.

Wordmark - Mono

OpenSeas NZ

Wordmark - with tagline horizontal

OpenSeas NZ The Source for
New Zealand
Seafood Information

Wordmark - with tagline stacked

OpenSeas NZ

The Source for
New Zealand
Seafood Information

The OpenSeas wordmark should appear white out on a blue backdrop (as demonstrated on page 9) or in Marine Blue on a white background but in situations where this is not possible the wordmark can appear in greyscale.

When appropriate the wordmark should appear with the strapline 'The Source for New Zealand Seafood Information'. There are two different lock-ups to allow flexibility - the stacked version is preferred, but choose whichever stands out the best.

Clearspace

OpenSeasᴺᶻ

OpenSeasᴺᶻ

Minimum Size
20mm

Our wordmark needs to stand out, so don't crowd it! We have developed a few simple rules to help protect its integrity.

Clear space: to make sure that our wordmark is always legible keep other type or graphic material at least one 'n space' away.

Minimum size: To ensure legibility the minimum width of the wordmark should be no smaller than 20mm.

3.1   Wordmark - Dont's

Change Proportions

Rotate

Change typeface

Distort

Change colour

Add drop shadow

Small variations in the use of our wordmark will undermine the overall impact of the programme. Here are a few examples of what **not** to do:

- Alter the proportions of the wordmark
- Change the typeface or colour
- Rotate or distort the wordmark
- Add effects to the wordmark, e.g. shading or outlines

3.2 Colour

Primary Palette

Marine Blue
R 17 G 87 B 201
C 87 M 70 Y 0 K 0

Sky Blue
R 116 G 206 B 226
C 50 M 0 Y 10 K 0

Cool Grey
R 178 G 188 B 206
C 30 M 20 Y 10 K 0

Natural Green
R 155 G 202 B 185
C 40 M 5 Y 31 K 0

Sand
R 248 G 237 B 223
C 0 M 4 Y 9 K 2

Navy
R 0 G 83 B 135
C 100 M 40 Y 0 K 40
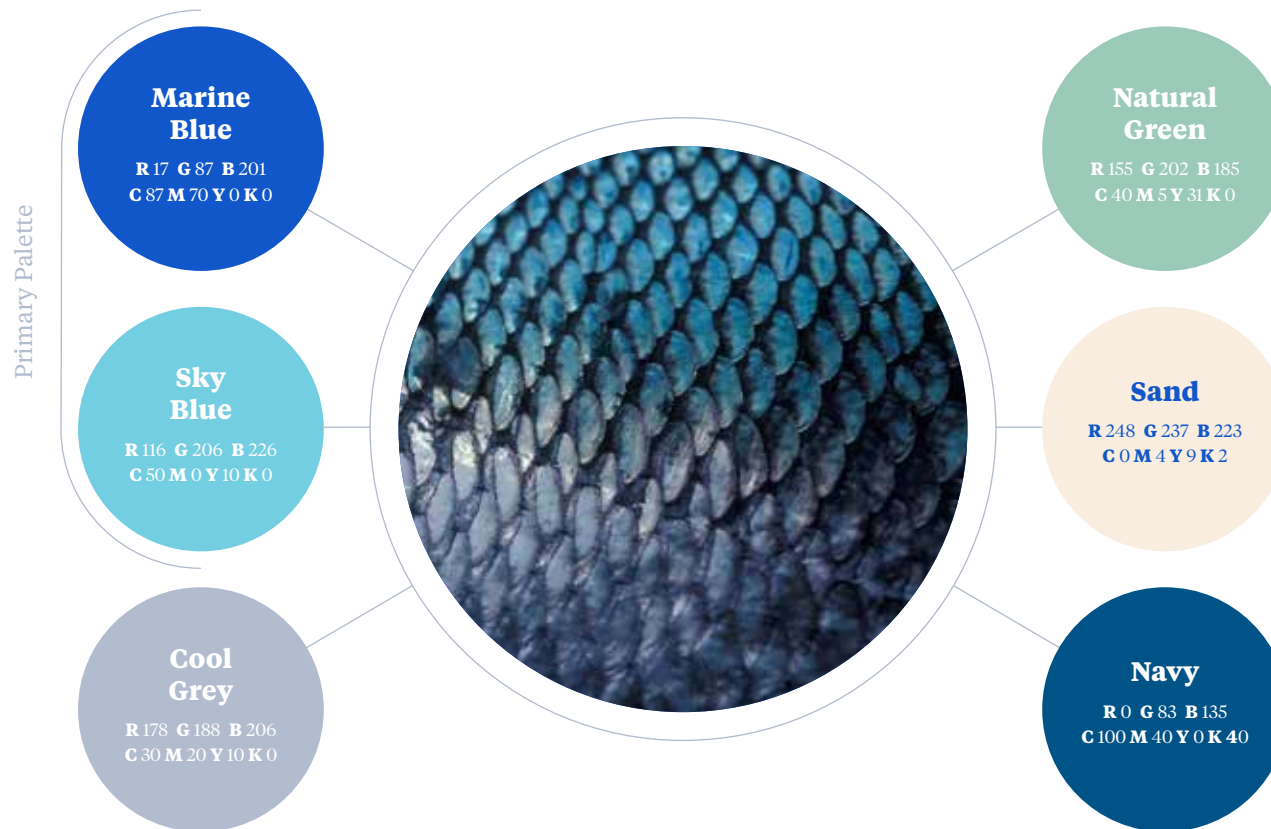
Our primary colour palette is supported by colours that draw their inspiration from New Zealand's unique natural environment.

Marine Blue is our lead colour and should be the dominant colour in any design, but our secondary colours can be used to help add interest and variety.

Tiempos

Tiempos - Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuavwxyz

123456789
!@#$%^&*
{[()]};’:”<>,.

Tiempos - Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuavwxyz

123456789
!@#$%^&*
{[()]};’:”<>,.

Tiempos - Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuavwxyz

123456789
!@#$%^&*
{[()]};’:”<>,.

Our typeface is Tiempos, a contemporary serif with good legibility at small sizes.

Tiempos comes in a range of different weights, all of which can be used, however Tiempos Bold and Tiempos Regular are preferred for most applications.

TYPICAL LENGTH:

300-500mm

SUSTAINABILITY:

The purpose of New Zealand's fisheries law is to provide for the utilisation of fisheries resources while ensuring sustainability.

"OpenSeas is proud to be ISO9001 certified. Achieving third-party certification of the Quality Management System is a reflection of the programme's commitment to meeting the information needs of businesses while ensuring accuracy and transparency are not compromised."

OPEN.

The Source for New Zealand Seafood Information

The purpose of OpenSeas is to provide businesses a single, comprehensive source for information about the environmental, social and production credentials of the New Zealand seafood industry.

Snapper

SCIENTIFIC NAME:

Pargus Auratus

ALTERNATIVE NAME(S):

New Zealand Snapper, Australasian Snapper, Silver Seabream

MAORI NAME(S):

Tamure (Adult), Karati (Juvenile)

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A TEAM OF OVER 20 SUBJECT MATTER EXPERTS CONTRIBUTED TO THE DESIGN, COLLATION, DRAFTING AND REVIEW OF INFORMATION TO LAUNCH THE PROGRAMME.

THE SOURCE FOR NEW ZEALAND SEAFOOD INFORMATION.

OpenSeasNZ

We're confident in how we communicate, but never boastful. Clean, clear and legible are the hallmarks of our typographic style - 'All Caps' typography is acceptable but should only be used discreetly.

This page demonstrates a brief selection of our typographic style in use, For more detailed examples please refer to the Application section (pages 31-37) at the end of this document.

# 3.4   Photography   3   29
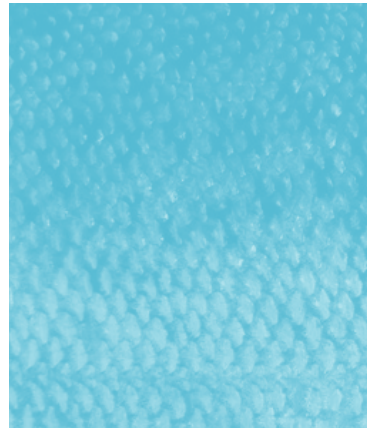
A picture says a thousand words, but choosing the right one can be difficult. The images here display a selection of the photographic quality and style that we use across all OpenSeas collateral.

Whether it be reportage storytelling or a close crop texture choosing a well-lit image with an emphasis on blue and white hues will help keep a consistent/cohesive look to our brand photography.

OpenSeas has an agreement with The New Zealand Story (www.nzstory.govt.nz) that allows us to use imagery from the site across our collateral. We recommend reviewing imagery on this platform ahead of sourcing royalty free imagery or commissioning photography.

3.5 | Iconography
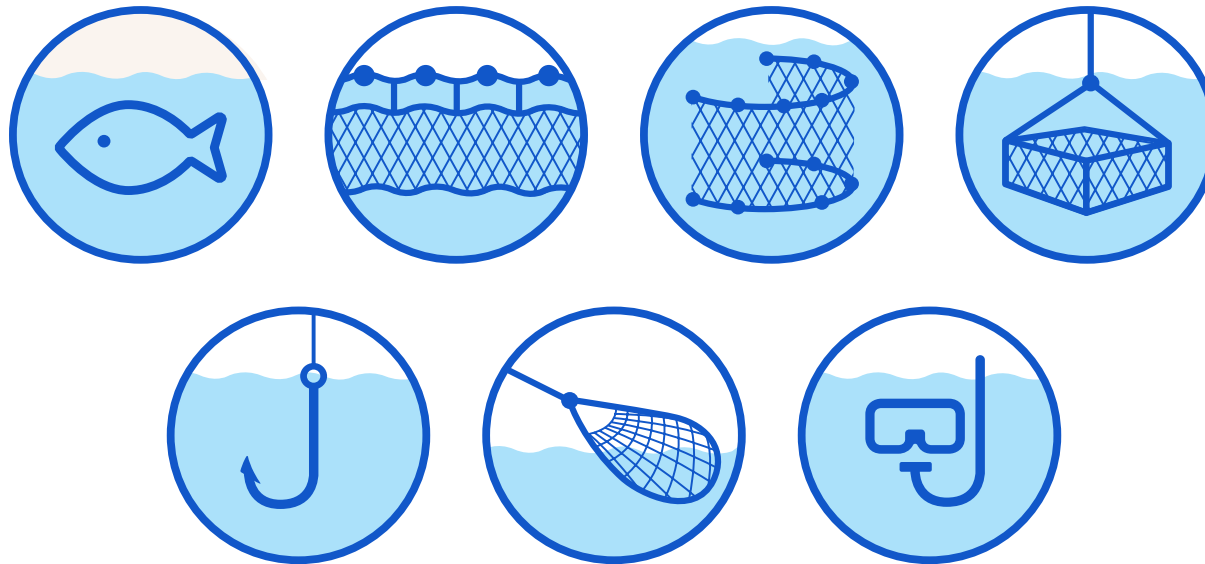
To add further depth to the brand we have developed a distinct icon style.

Using a predominantly monoweight line drawing, utilising one or two brand colours, any subsequent icons should aim to match this visual language.

Our Icon Style
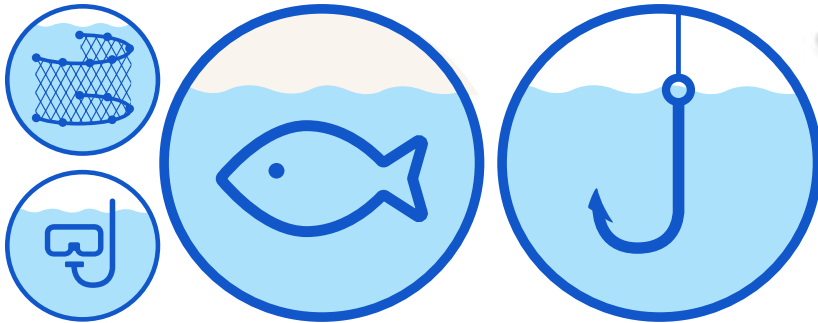
Our Photographic Style
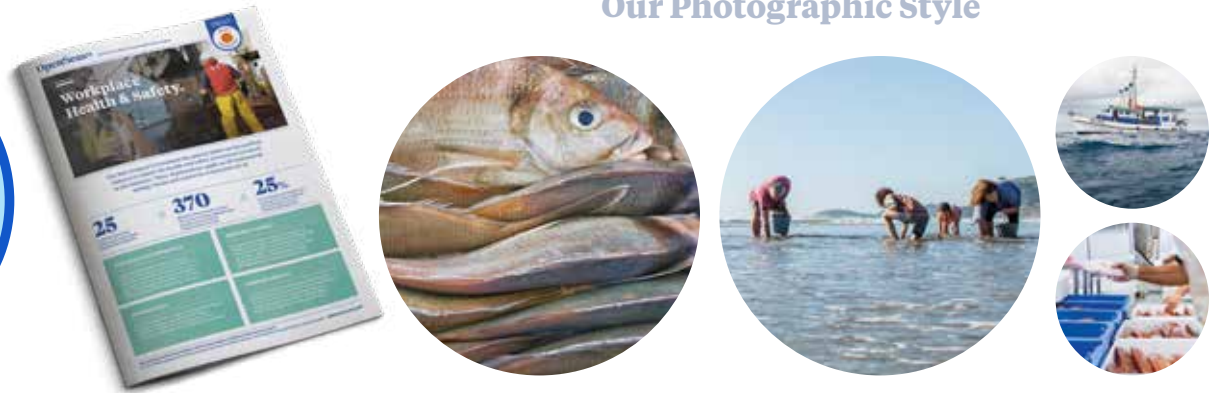
Our Wordmark

OpenSeasNZ

Our Colors

Marine Blue

R 17 G 87 B 201
C 87 M 70 Y 0 K 0

Sky Blue

R 116 G 206 B 226
C 50 M 0 Y 10 K 0

Sand

R 248 G 237 B 223
C 0 M 4 Y 9 K 2

Navy

R 0 G 83 B 135
C 100 M 40 Y 0 K 40

Cool Grey

R 178 G 188 B 206
C 30 M 20 Y 10 K 0

Natural Green

R 155 G 202 B 185
C 40 M 5 Y 31 K 0

OpenSeas
The Source for
New Zealand Seafood
Information.

Fish Finder

Latest News

Our Typeface

Tiempos - Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuavwxyz**

Tiempos - Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuavwxyz
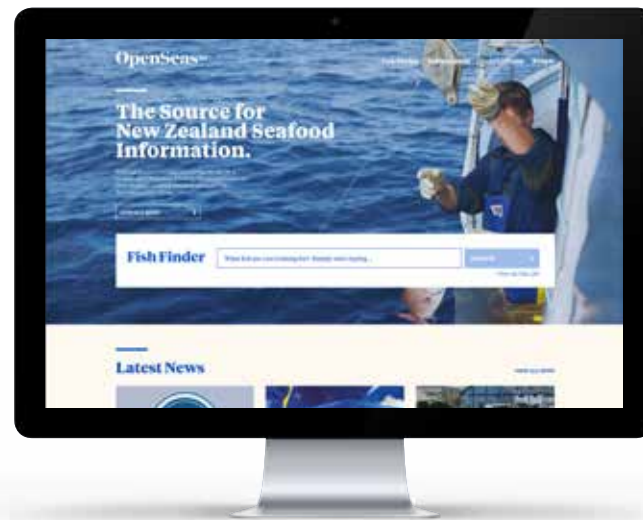
Application

Bringing Openseas to life.

4.1 Digital

All OpenSeas materials are specifically designed for efficient and professional application in digital and hardcopy. Both digital and hardcopy versions can be successfully utilised in internal, B2B and external facing situations.
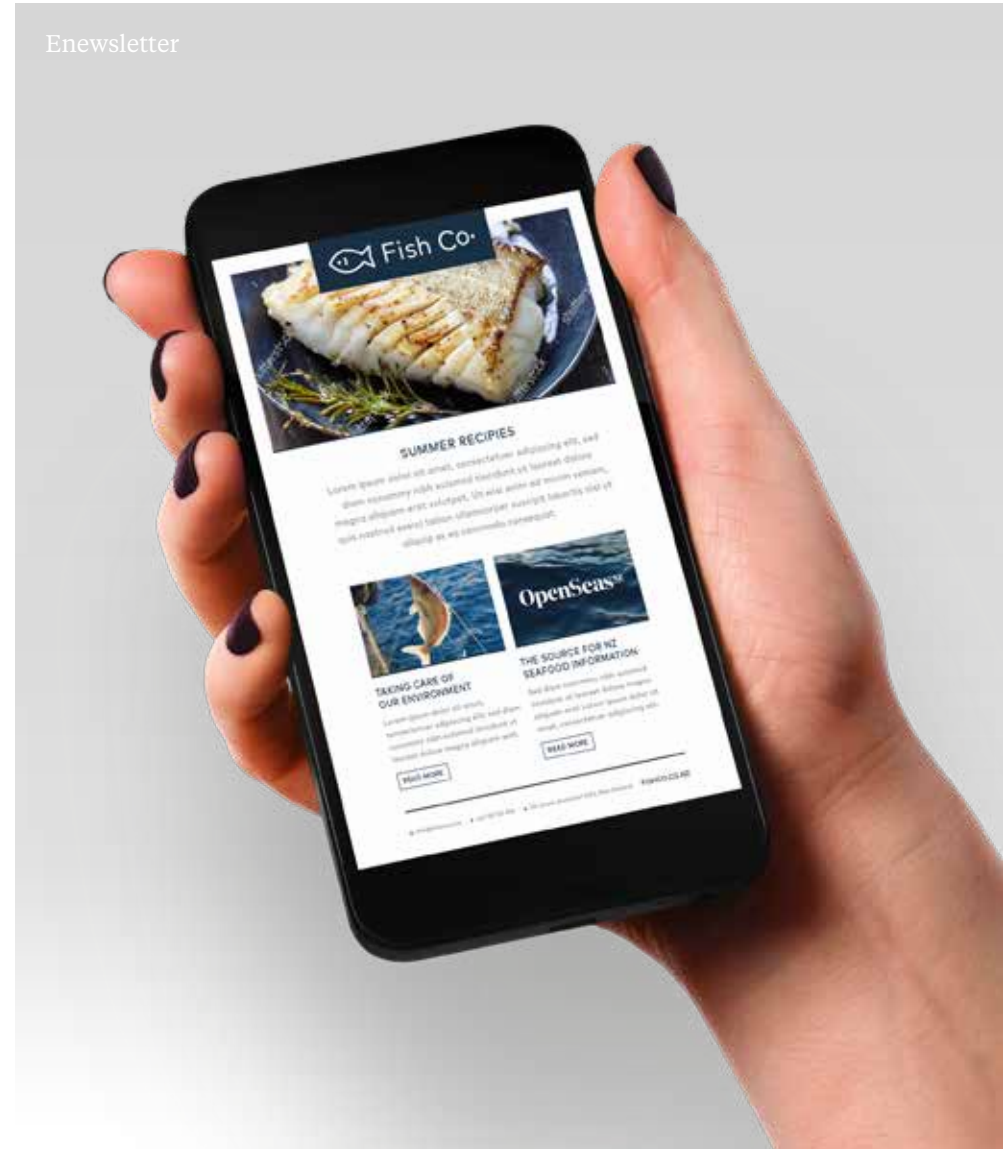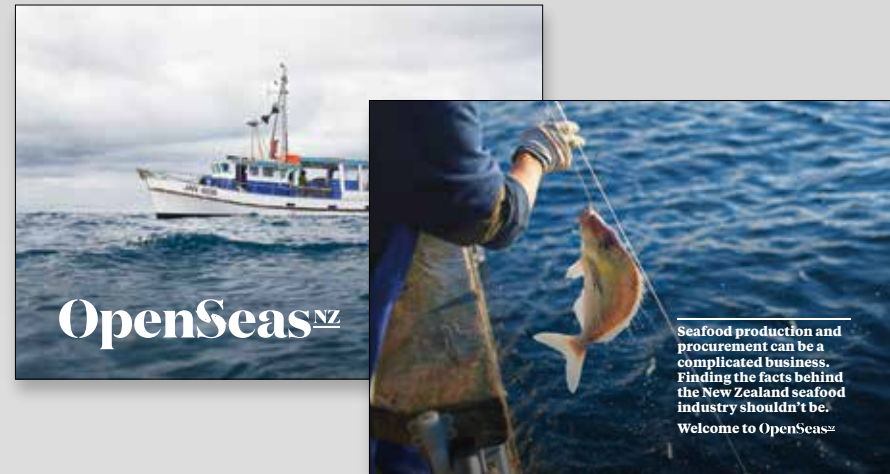
Website
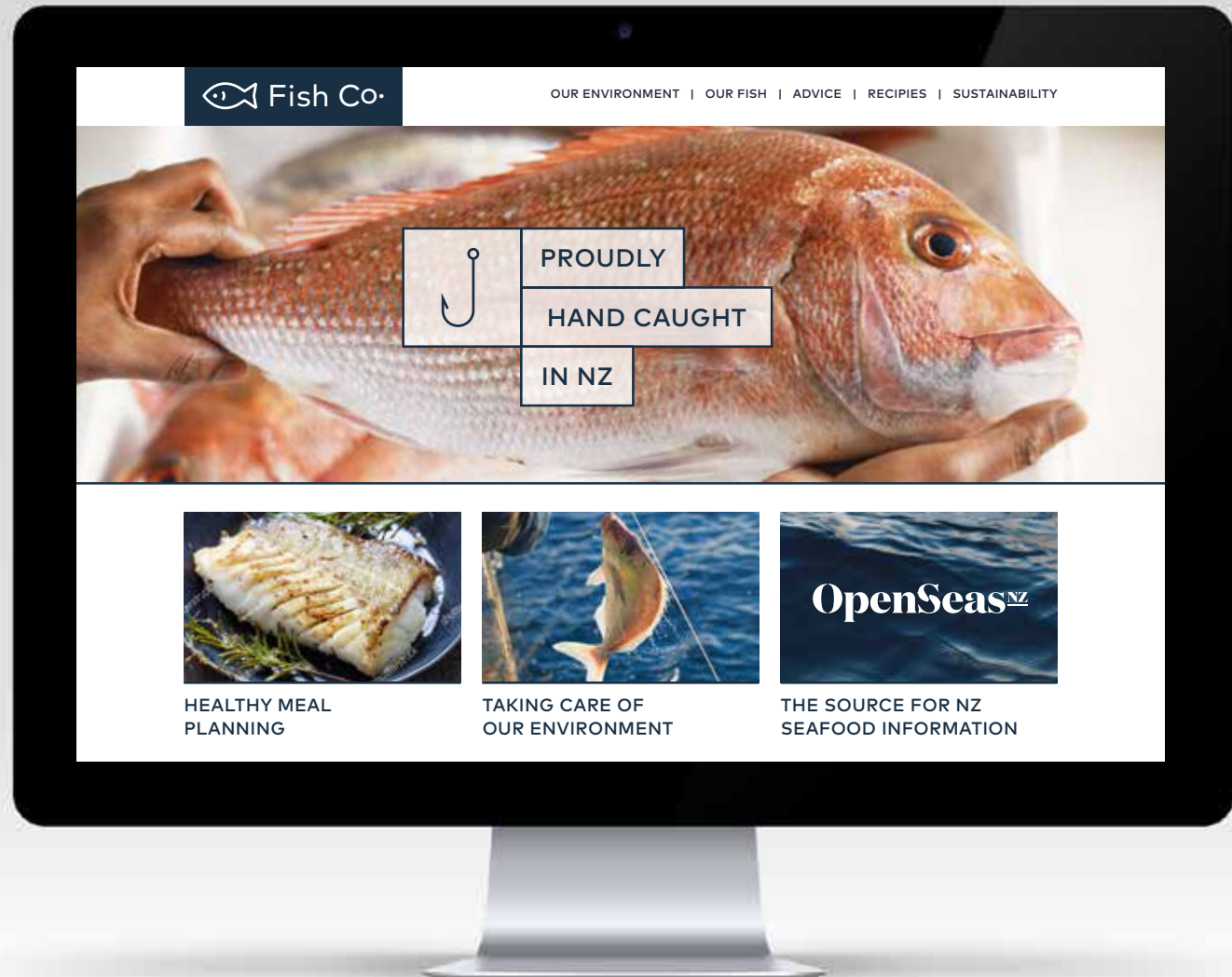
4.1 Digital

Email footer
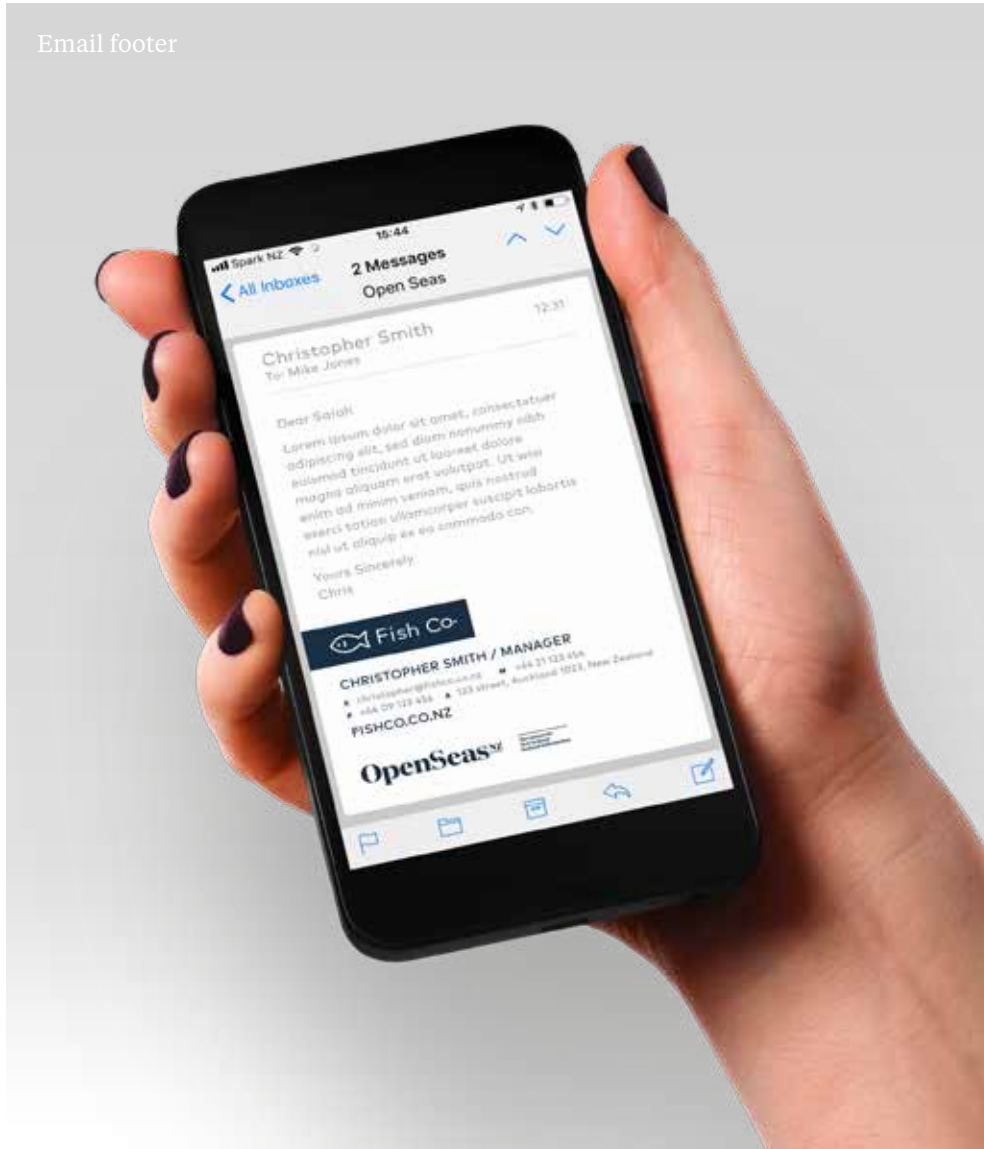
Enewsletter

4.2 Tradeshow

Add OpenSeas materials to your company stand. Present factsheets to support your product portfolio. Utilise factsheets and flyers to help solve tricky industry questions.
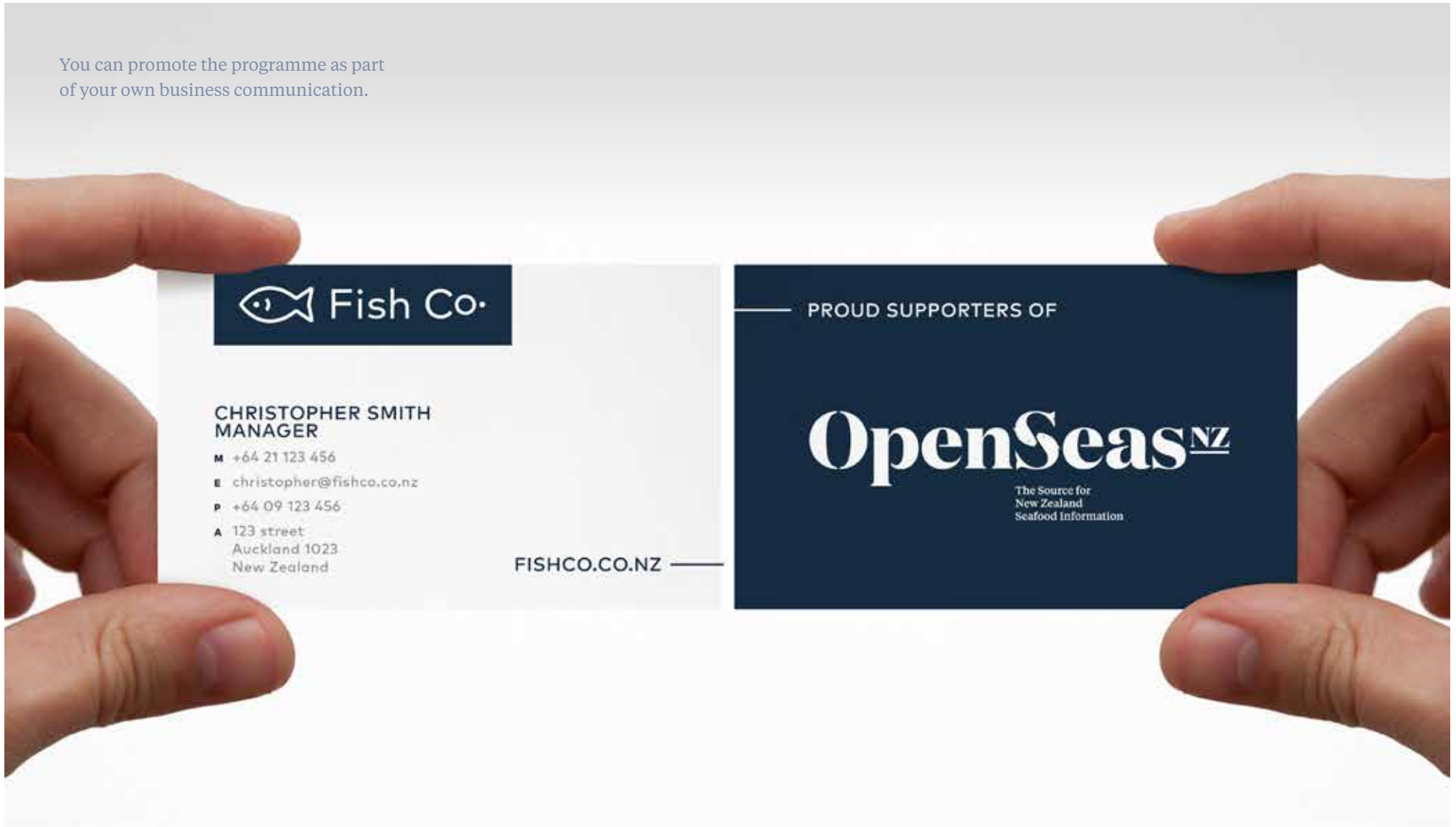
Pop-up banner

Posters

Flyer
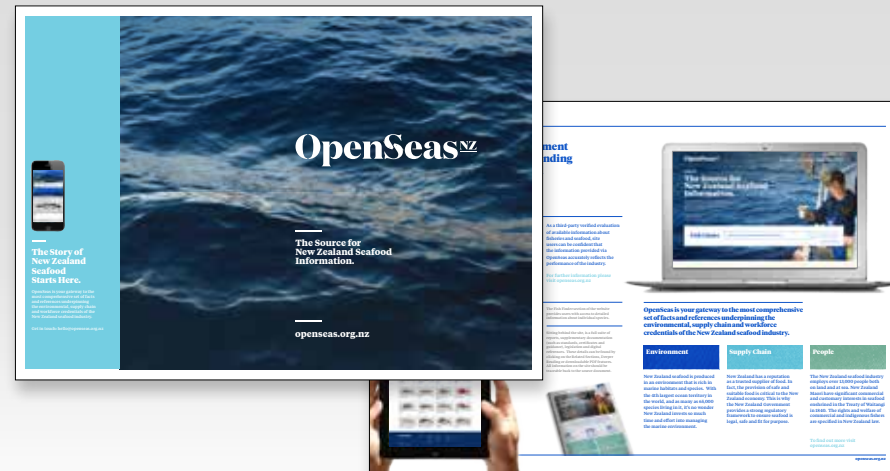
4.3 Business to business   36

You can promote the programme as part
of your own business communication.

The opportunities for using OpenSeas across your collateral are endless. Below are some ideas to get you started.

Factsheet: Part of induction training materials for communications.

Species Factsheet: Attached to email along with product info.

Programme Report: Email response to customer query.

Business card: As an endorsement.

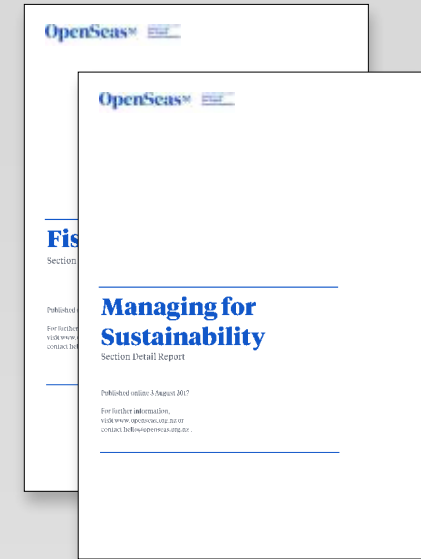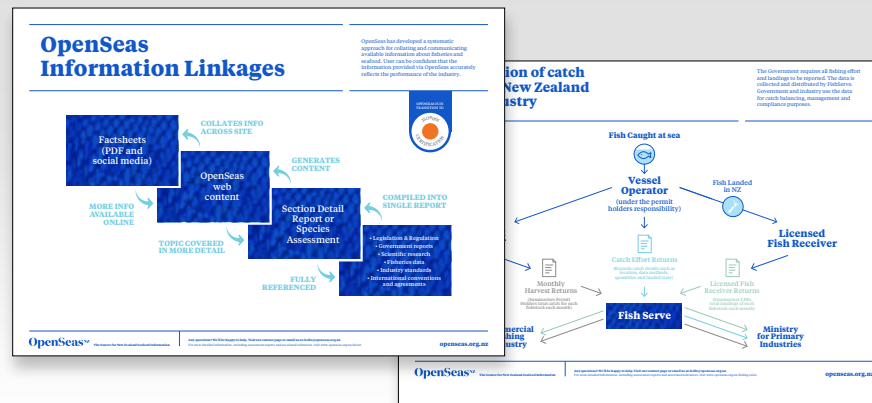**Infographic:** Tweet or linkedin post with a link to the infographic.

Fact Sheet

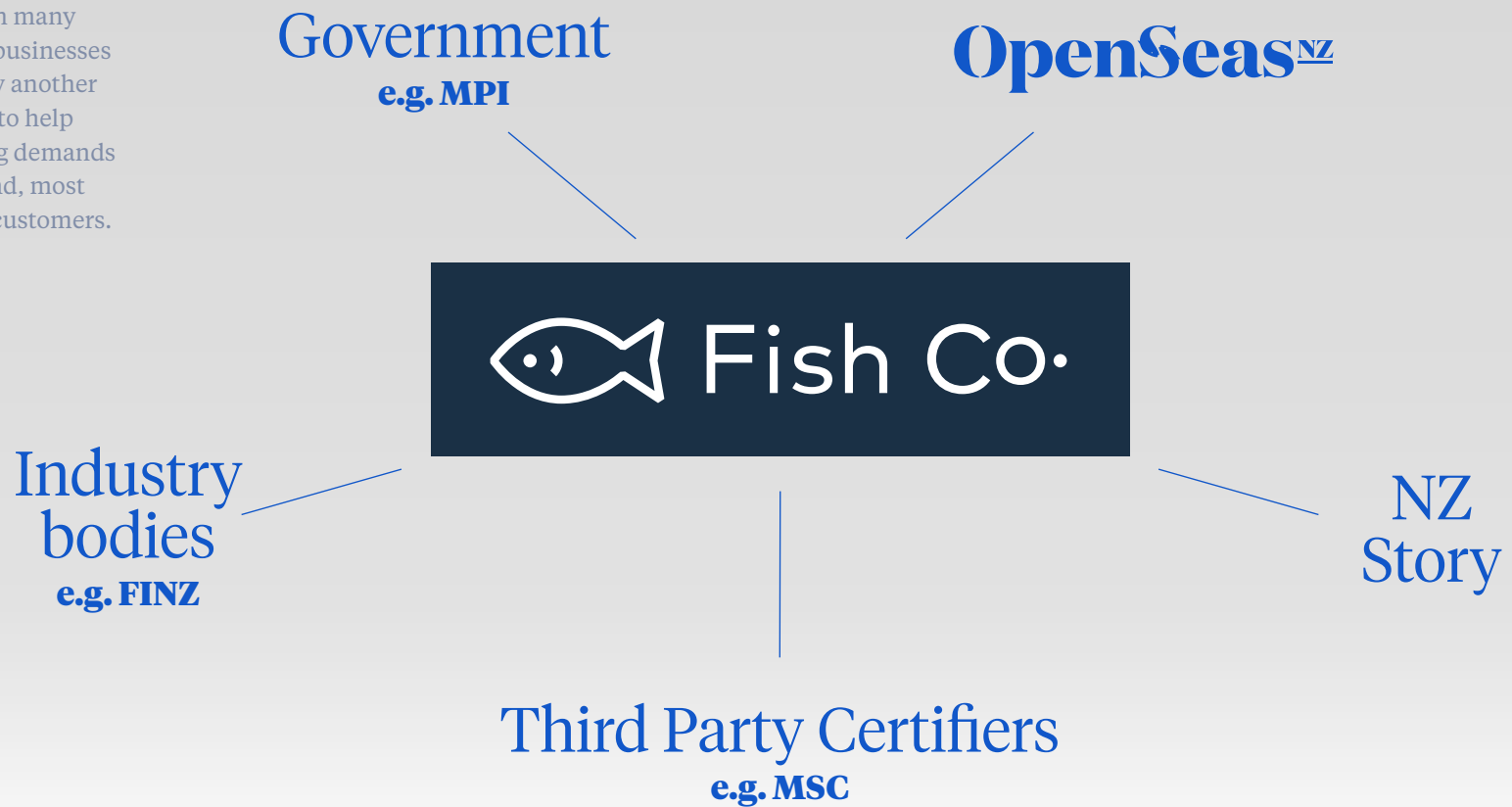Species Factsheet

Programme Report

Infographic

4.5 Promotional sample

You can colate sets of information, such as factsheets or infographics, to be used as in-house training tools or as reference materials for staff.

4.6 Ecosystem   39

OpenSeas is made to be shared, combined and integrated into your business. Information and collateral can be utilised in conjunction with many other sources and businesses systems. It's simply another tool in the toolbox to help meet the increasing demands of your business and, most importantly, your customers.

Government
e.g. MPI

OpenSeas NZ

Fish Co.

Industry bodies
e.g. FINZ

NZ Story

Third Party Certifiers
e.g. MSC

OpenSeas NZ