Design guidelines

Joint Marketing



NORWEGIAN
SEAFOOD COUNCIL

SEAFOM NORWAY

About the partnership



ViQueens x Seafood from Norway

A story worth sharing

The film ViQueens offers a unique opportunity to connect Norwegian seafood with a powerful cultural story that resonates far beyond the seafood category.

As a partner of the film, Seafood from Norway invites industry companies to take part in the activation of the sponsorship through the Joint Marketing Programme.

By using approved ViQueens and Seafood from Norway assets, companies can benefit from the visibility generated by the film while reinforcing the values of authenticity, heritage and Norwegian origin in their own communication in markets outside Norway



When and where

Overview of confirmed theatrical distribution to date. Please note that all dates are tentative. Additional markets will be announced on an ongoing basis.

USA - Q1/Q2 2027

France - March 2027

Sweden - February 2027

Germany - January 2027

Spain - April 2027

Italy - March 2027

Benelux - January 2027

Poland - April 2027

Greece - January 2027

Portugal - April 2027

Baltics / Romania / Ukraine / Austria / Switzerland- January 2027

Bulgaria / Hungary – March 2027

Czech & Slovakia / Mongolia– January 2027

Taiwan – Q1,Q2 2027

Middle East – tbc 2027



Identity, logos and elements



ViQueens identity

The ViQueens logo must be included on all campaign materials using the ViQueens creative universe.



Use of the logo:

- Always use the approved ViQueens logo artwork provided for the campaign.
- The logo must be clearly visible and given sufficient clear space.
- Do not alter, crop, distort or recreate the logo.
- The ViQueens and Seafood from Norway logos should have a balanced visual presence when used together.

Theatrical release

Communication should include the theatrical release date for the specific market.
If the release date has not yet been confirmed, use: Soon in cinemas.
For this, please use font Minion Pro

Download the ViQueens logo here

Seafood from Norway

Viking edition

The Viking Edition of the Seafood from Norway logo has been developed specifically for communication connected to ViQueens.



Use of the logo:

- Use the approved Viking Edition artwork provided for the campaign.
- The logo must be clearly visible and given sufficient clear space.
- Do not alter, crop, distort, recolour or recreate the logo.
- The Viking Edition should only be used in communication related to the ViQueens collaboration.
- When used together with the ViQueens logo, the two logos should have a balanced visual presence.
- The runic design The runic elements are part of the approved Viking Edition artwork and must not be modified or used separately.
- The Font of the runic elements is Noto SANS Runic



Download the SfN Viking edition logo here

Colour code

Flag red
HEX: #C8102E
RBG: 200 | 16 | 46
CMYK: 2 | 100 | 85 | 6
PMS: 186 C

Flag blue
HEX: #00205B
RBG: 0 | 32 | 91
CMYK: 100 | 85 | 5 | 36
PMS: 281 C

Secondary colours

Signal red
HEX: #FF4747
RBG: 255 | 71 | 71
CMYK: 0 | 90 | 75 | 0

Soft pink
HEX: #FFAF9C
RBG: 255 | 175 | 156
CMYK: 0 | 38 | 32 | 0

Background pink
HEX: #FFF1EB
RBG: 255 | 241 | 235
CMYK: 0 | 6 | 6 | 0

Signal blue
HEX: #148EFF
RBG: 20 | 142 | 255
CMYK: 100 | 15 | 0 | 0

Clear sky
HEX: #BEEEFC
RBG: 190 | 238 | 252
CMYK: 25 | 0 | 0 | 0

Background sky
HEX: #E5F9FF
RBG: 224 | 248 | 255
CMYK: 8 | 0 | 0 | 0

All colour codes ASE files can be downloaded here.

Heading background element

The blue overlay improves headline readability against the background image.

Use **Signal Blue** (see page 8), set to **45% opacity** with
Multiply blending mode.

Position the overlay between the character artwork and the background image, as shown.



Approved Messaging

To ensure a consistent connection between ViQueens and Seafood from Norway, the following approved messages can be used in campaign materials for the SfN template / part.

Messaging should be used as provided and should not be altered or adapted. It can of course be translated.

1. “From our cold waters, perfect for fish.”
– King Erik

2. The taste of Norway

3. Eat like a Viking



Trust is the primary typeface for Seafood from Norway communication.
Trust 1A Regular

Typography – other languages:
For languages not supported by Trust, use Noto Sans as the supporting typeface.

Approved campaign assets



Approved campaign assets

The following images and graphic elements on slide 13 and 1a, are approved for use in ViQueens x Seafood from Norway communication.

Only approved assets should be used. Images, characters and graphic elements must not be altered, recreated or adapted.

The enclosed sketches and templates can be used as inspiration when developing your campaign materials.

All finished marketing materials must be sent to the Seafood Council (marketing@seafood.no) for final approval before the activity is conducted, with sufficient time given for any necessary changes to be made.



The characters



[Ingrid – Download the viking Princess here]



[The Bard - Download the character]



[Hedvig – Download the caracter here]



[King Erik - Download the caracter here]

Origin pictures/backdrop





[Download the background / origin pictures here]



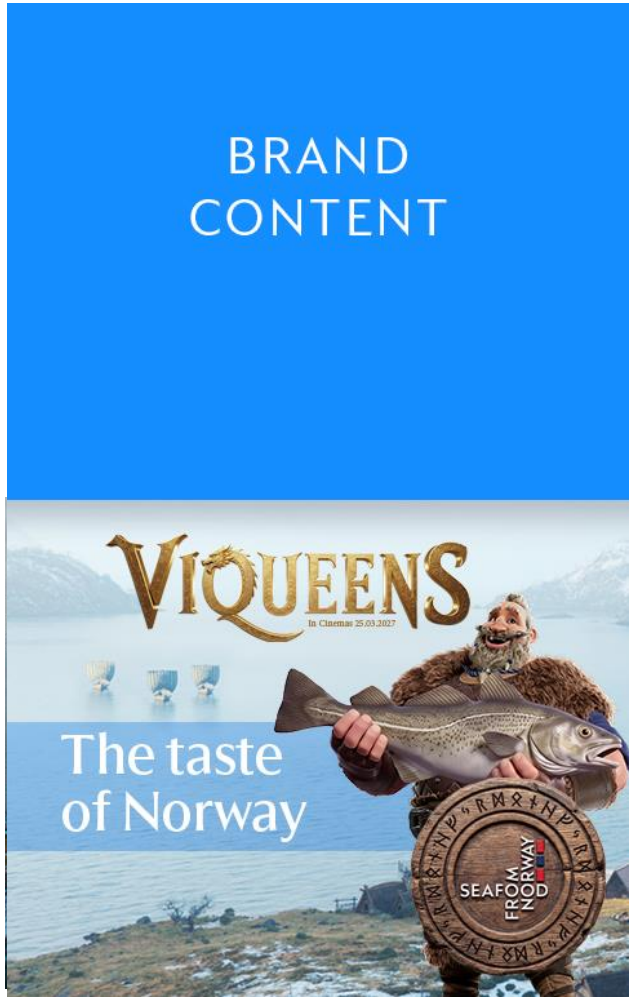
Percentage share

The NSC's share of co-financing depends on how much of the marketing material is devoted to “Seafood from Norway” communication, compared to the player's own communication.

25 %

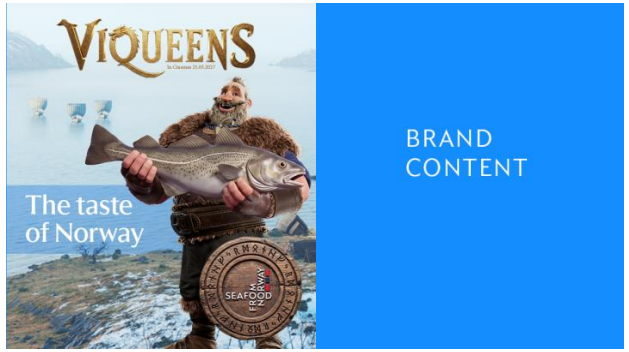


50 %



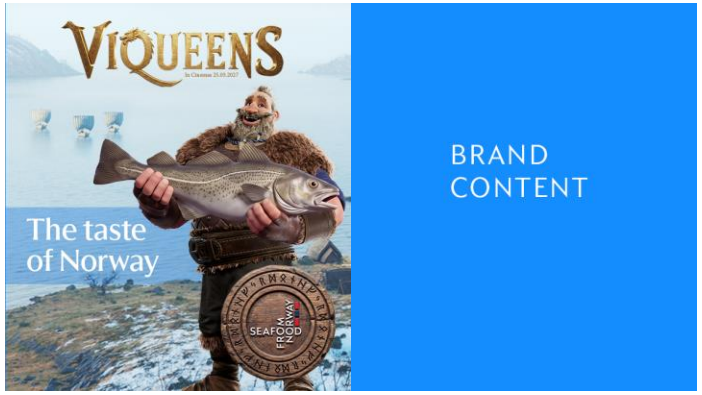
Vertical/horizontal split

On vertical surfaces we divide in the height, while on horizontal surfaces we divide in the width. This is to get the best space for content on both parties' spaces.





For small sizes where the image is very small (for example stickers) you can use a plain background.





Printed marketing materials




BRAND
CONTENT
VIQUEENS
In Cinemas 25.03.2027
The taste
of Norway
SEAFOOD
FROM
NORWAY


BRAND
CONTENT
VIQUEENS
SEAFOOD FROM NORWAY
The taste
of Norway


BRAND
CONTENT
VIQUEENS
The taste
of Norway
SEAFOM
NORWAY


BRAND
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BRAND
CONTENT



BRAND
CONTENT



Social media & video digital marketing campaigns



Digital & Moving Content



Approved ViQueens assets and templates for use in digital channels and moving content are currently under development and are not yet available.

Dedicated guidelines and templates will be made available in December 2026.

Until these materials are available, please contact sm@seafood.no with any questions regarding the use of ViQueens in digital or moving content.



Contact

For any questions, contact:

Sara Møllebakken
sm@seafood.no or
marketing@seafood.no

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SEAFOOD COUNCIL

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