COLOR

Dagger Falls

Primary	Secondary
186 C	187 C
C—2	C—7
M—100	M—100
K—85	K—82
K—6	K—26
#C8102E	#A6192E

Lonesome Larry

Primary	Secondary
P-Blue C	308 C
C—100	C—100
M—13	M—18
K—1	K—8
K—2	K—50
#0085CA	#00587C

Horsethief Hazy

Primary	Secondary
1235 C	1245 C
C—0	C—6
M—31	M—35
K—98	K—99
K—0	K—18
#FFB81C	#C69214

Angel's Perch

Primary	Secondary
173 C	174 C
C—0	C—8
M—82	M—86
K—94	K—100
K—2	K—36
#CF4520	#963821

High Lakes

Primary	Secondary
Cool-G 11 C	Black 3 C
C—44	C—67
M—34	M—44
K—22	K—67
K—77	K—95
#53565A	#212721

Powerhouse

Primary	Secondary
2320 C	2322 C
C—25	C—32
M—69	M—72
K—97	K—99
K—54	K—81
#714623	#4E3524

TYPOGRAPHY

MASIF BLACK

MASIF REGULAR

LOGOS

Wordmark

SOCKEYE

Logo without trap (simple)

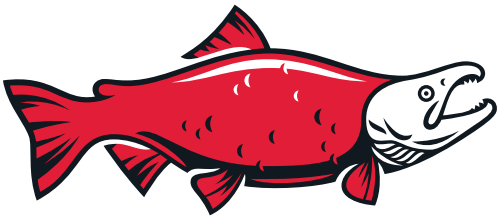
SOCKEYE

Logo with outer trap (like seen on cans)

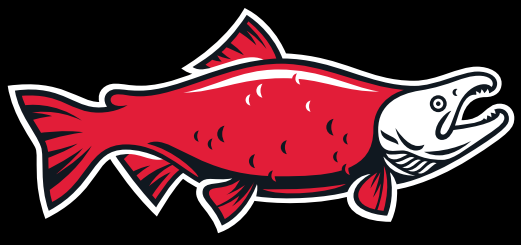
SOCKEYE

Reversed logo without trap

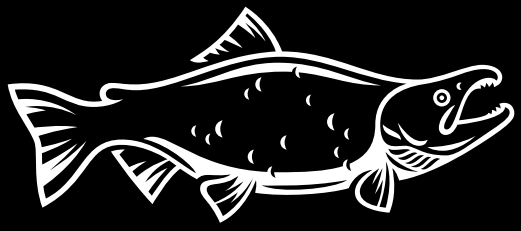
Sockeye Fish



Logo over white (can't see outline trap)



Logo over dark (can see outline trap)



One-color fish over dark (can use in black over white too)