

Rules for the display of the MSC logo (Consumer Facing use)

This document contains rules ('Rules') for the Consumer Facing use of the Marine Stewardship Council (MSC) logo. For any questions regarding these Rules, please contact the Logo Licensing Manager on Alex.Hickman@msc.org or +44 (0) 207 811 3310.

GENERALLY

As with any trademark, careful control of the MSC logo is important in order to maintain value to legitimate users. Licenses for Consumer Facing use of the MSC logo are issued by Marine Stewardship Council International Ltd (MSCI), the MSC's trading company which licenses the use of the logo on behalf of the MSC.

Consumer facing use:

The display of the MSC logo on, or highlighting, seafood products sourced from a fishery certified to the MSC standard that are available for sale to general consumers (such as retail and independent brand products, menus in foodservice outlets and 'direct to consumer' websites).

Once a fishery is certified to the MSC standard, companies wishing to sell certified product undergo chain of custody certification, which demonstrates traceability of MSC-labelled seafood, ensuring that it has been separated from non-certified product at every stage of the production from the source to the plate.

Companies successfully achieving certification have the right to apply for a licence to use the MSC logo on their Consumer Facing seafood products. The MSC logo helps consumers recognise those fisheries that are responsibly managed.

The MSC logo or legend must never be used without the express permission of MSCI.

PROCEDURES FOR APPLYING MSC LOGO ON CONSUMER FACING SEAFOOD PRODUCTS

1. Company identifies a supplier¹ holding a valid Chain of Custody Certificate.
2. Company contacts MSC accredited certification body² to undertake a Chain of Custody audit of its processes.

¹ All listed on the MSC website (www.msc.org - click on 'MSC Site' then 'Certified Suppliers').

² A full list of certification bodies accredited by the MSC to carry out certifications can be found on the MSC web site: www.msc.org or by contacting the Logo Licensing Manager.

3. Company's procedures for fish segregation, documentation, etc are inspected by an MSC-accredited certification body.
4. On issue of Chain of Custody Certificate, the company applies to MSCI for a licence to display the MSC logo on Consumer Facing products sourced from fisheries certified to the MSC standard.
5. MSCI sends relevant documentation and electronic artwork of the MSC logo to the company to enable it to apply the MSC logo.
6. Company designs packaging or labelling incorporating the MSC logo, Chain of Custody Registration Code, MSC statement, website address and trademark symbol.
7. Company submits colour proofs of the final draft design by email (preferably in PDF format) of the entire label/pack to MSCI³ for approval and also informs MSCI when are where the product(s) will be launched. Please be aware at this stage modifications may be necessary.
8. When written approval is confirmed, proceed to print.
9. Product is packed in final re-sale packaging by the company.
10. Company sends samples of the packaging of the MSC-labelled product to MSCI once printed.

DISPLAY OF THE LOGO

There are simple but strict rules regarding the display of the logo on packaging.

ALL ARTWORK MUST BE APPROVED BY MSCI.

(1) SIZE AND PROPORTIONS

- The logo is at 20 degrees to the horizontal and must always carry the legend "Marine Stewardship Council".
- The **minimum** size of the full logo, if carrying the legend **within** its border, is **20mm** (measured from the end to end of the greater elliptical axis).
- The logo must not be redrawn, distorted or altered in any way from the original master artworks provided in the full document.

(2) COLOUR

- The approved pantone colour is pms 286 (mixed as 100c, 60m in process colours).

³ Send all printed material (packaging, licence agreements etc) to MSCI at 6-20 Elizabeth Street, London, SW1W 9RB, United Kingdom.

- If the logo has to be printed in black and white, it should print as line artwork, not in tints. In all instances the keyline must print.

(3) OTHER REQUIREMENTS

- The logo on Consumer Facing material must be accompanied by:
 - (a) An indication of its trademark status in the country in which the product is being sold (@ if it is a registered trademark and TM if it is unregistered⁴);
 - (b) The Chain of Custody Code of the company which places the product into its final, MSC-labelled format (i.e. a processor for the display of the logo on consumer facing packaging, a retailer placing the logo on a ticket for the fish counter and a restaurant placing the logo on a menu);
 - (c) The following MSC claim (on Consumer Facing seafood products, menus and fish counter material):

‘This product comes from a fishery which has been certified to the Marine Stewardship Council’s environmental standard for a well-managed and sustainable fishery’⁵

- (d) The MSC’s website address (www.msc.org).
- The logo must appear on the front of the packaging (to ensure it is as visible as possible to consumers).
 - Version 2 of the MSC’s Chain of Custody Standard must be complied with when displaying the MSC logo on products the seafood ingredients of which contain flavouring made from non certified fish inputs. Otherwise, the MSC logo can only be displayed on products which contain only seafood that is 100% certified to the MSC standard. When submitting packaging/labelling of products not described in English which contain flavouring made from non certified fish inputs, the company must provide MSC with a translation of the title of the product and a description of all seafood ingredients.⁶
 - For the naming of products which contain flavouring made from non certified fish inputs which comply with Version 2 of the MSC’s Chain of Custody Standard, the interpretational guidance attached as the Appendix must be complied with.

⁴ The MSC logo is a registered trademark in Australia, New Zealand, the EU, United States, Canada, Iceland, Norway and Switzerland.

⁵ For translations of the MSC Claim into German, French, Spanish, Dutch, Italian, Swedish and Japanese please contact MSC as above.

⁶ Companies should submit ingredients information to their certification body for approval before submitting MSC-labelled packaging to the Logo Licensing for approval.

- The certified fishery or fisheries from which the product is sourced must be identified on the packaging of the MSC-labelled product.
- A company selling seafood cannot use the MSC logo in association with a general claim that it supports the MSC (for instance, “we support the Marine Stewardship Council Fishery Certification Program”) or otherwise - it must have chain of custody certification and have obtained a licence from MSC I for the use of the logo.
- Promotional and point of sale material for MSC-labelled products, including posters, pricelists, websites and catalogues and brochures, can only display the MSC logo if the products being promoted/advertised are MSC approved labelled products, covered by chain of custody certification, which are in stock and available for sale. The company producing this material must also obtain a licence from MSC I for use of the logo.⁷

MSC I reserves the right to withhold or withdraw permission to use the logo if MSC I considers that the user is failing to comply with these Rules. Interpretation of these Rules is at the sole discretion of MSC I.

Approval of the use of the MSC logo must be obtained from MSC I for each application.

⁷ Check with MSC I about whether this company will also require chain of custody certification.

APPENDIX

Interpretational guidance to Section 3.5 of Version 2 of the Marine Stewardship Council's (MSC) Chain of Custody Standard

Naming of products contain flavouring made from non certified fish inputs

Introduction

Section 3.5 of Version 2 of the MSC's Chain of Custody Standard (Standard) provides:

Where non-certified fish flavourings are used, the product name shall not refer to the name of the non-certified species.

This interpretational guidance has been developed to assist in the practical implementation of the intent of Section 3.5 of the Standard.

Interpretational guidance

1. If a certified fishery product is most commonly referred to by another name and this name is most commonly accepted by national laws (or similar), then the product may be sold with this name and the MSC logo, provided that the following conditions are met.
 - (a) The product conforms with other sections of the Standard (e.g. no certified flavouring is commercially available).
 - (b) Other product names that may be allowed by law but which refer to an uncertified fish species (or species group) cannot be included on packaging that carries the MSC logo (such as 'Crab Classic' or 'Crab Supreme').
 - (c) The ingredient list clearly specifies the certified and non-certified ingredients.
 - (d) Pictures of uncertified species used for labelling cannot be displayed.
2. No reference can be made to mixtures of certified and non certified fish (Section 3.3 of the Standard prohibits these mixtures and such name references cannot be accepted).
3. Names such as 'Imitation Crab' or 'Imitation Lobster' are not considered species names in the context of this guidance and are acceptable as banner product names for MSC-labelled surimi products, whereas any reference to 'Alaska Pollock with crab meat' or 'Alaska Pollock with king crab meat' as part of the product name or otherwise is not permitted.