



ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES

Seal and Claim Brandmark Standards

INTRODUCTION

OVERVIEW AND GENERAL GUIDELINES

The Alaska Seafood Marketing Institute (ASMI) is a unique partnership of processors, harvesters and state government, deeply committed to preserving the unrivaled natural quality of wild Alaska seafood.

The following parameters have been established to ensure correct and consistent Alaska Seafood Certified Responsible Fisheries seal and/or claim usage in all communication efforts involving their use. A company (licensee) must first meet the requirements of the Terms and Conditions for Use of the Alaska Seafood Certified Responsible Fisheries seal and/or claim ([click here](#)). Once the licensee meets the requirements of the Terms and Conditions for Use of the Alaska Seafood Certified Responsible Fisheries seal and/or claim, your use of the Alaska Seafood Certified Responsible Fisheries seal and/or claim signifies your acceptance of these usage guidelines.

The Alaska Seafood Certified Responsible Fisheries seal and/or claim is used only in connection with the catch from certified Alaska fisheries expressly identified in the Chain of Custody Certificate. Proof of Chain of Custody Certificate no. must be provided to ASMI in order to access and use the Alaska Seafood Certified Responsible Fisheries seal and/or claim.

All uses of the Alaska Seafood Certified Responsible Fisheries seal and/or claim on packaging and marketing materials (such as advertisements, packaging, web pages, collateral materials, POS materials, and video footage) must be reviewed and approved in advance of printing, publishing.

When you use the Alaska Seafood Certified Responsible Fisheries seal and/or claim, it must refer to Alaska seafood (i.e. seafood that originates in Alaska) or products that have been issued a Chain of Custody Certificate.

- ***The Alaska Seafood Certified Responsible Fisheries seal may be used only on food products for human consumption.***
- ***The Alaska Seafood Certified Responsible Fisheries claim may be used on both food products for human consumption and on non-human grade products.***

In general, the relationship between the respective seal elements should not be altered. In no case should the seal be distorted to achieve a specific graphic effect, nor should any element be extrapolated and used as a design element for any communication or other collateral materials.

When referring to individual certified Alaska species or certified Alaska Seafood in total, the first letter of the words “Certified Responsible”, “Alaska” and the respective species shall always be capitalized, e.g. Certified Responsible Alaska Salmon. This indicates both a brand and a proper name, and applies to all materials both internally and externally. In no case shall the names of the species not be capitalized. The preferred terminology is always “Alaska” rather than “Alaskan,” e.g. Certified Responsible Alaska Salmon, *NOT* Certified Responsible Alaskan Salmon.

ALASKA SEAFOOD RESPONSIBLE FISHERIES CERTIFICATION

Seal Guidelines

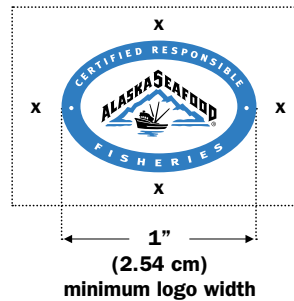
1 ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES SEAL

The seal consists of the triangle with the words “Alaska Seafood” encapsulated in an oval shape with the words “Certified Responsible Fishery.”

SEAL GUIDELINES:

- When the text “Alaska Seafood Certified Responsible Fisheries” appears, the seal must be included in the same general area.
- The Alaska Seafood Certified Responsible Fisheries seal should always sit on a straight, horizontal baseline; it should never be rotated or positioned on an angle.
- The Alaska Seafood Certified Responsible Fisheries seal can be used in various size formats but should not be reduced smaller than 1” (2.54 cm) in width; any smaller and it becomes illegible.
- To ensure high visibility and an uncluttered presentation, always maintain “clearspace” around the seal. A minimum of 25% of the height of the seal should be retained for clearance space; the purpose of this space is to isolate the seal from surrounding elements, thereby giving appropriate prominence to the seal.

$x = 1/4$ of logo width
minimum clearance



- The Alaska Seafood Certified Responsible Fisheries seal should always be presented on a background that provides sufficient contrast and maximizes clarity and legibility. Do not alter the logo in any way in order to make it work on an inappropriate background.



Unacceptable logo use



Acceptable logo use

ALASKA SEAFOOD RESPONSIBLE FISHERIES CERTIFICATION

Seal Guidelines

- The Alaska Seafood Certified Responsible Fisheries seal is available for reproduction in the following formats, which include reversed-out counterparts for use on dark backgrounds:

1 COLOR — BLACK & WHITE



2 COLOR — BLACK & PMS 2727C (BLUE)



4 COLOR PROCESS — BLACK & BLUE BUILD (80% CYAN, 45% MAGENTA)



1 COLOR - PMS 2727C (BLUE)



ALASKA SEAFOOD RESPONSIBLE FISHERIES CERTIFICATION

Claim Guidelines

ALASKA SEAFOOD RESPONSIBLE FISHERIES CERTIFICATION

On-Product Chain of Custody Certificate Number Guidelines

2 ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES CLAIMS:

The following approved claims can be used by the licensee in place of the Alaska Seafood Certified Responsible Fisheries seal on both food products for human consumption and non-human grade products.

“ **This product comes from an Alaska (*can name the Alaska species*) fishery that has been independently certified to the Responsible Fisheries Management (RFM) Certification Program.** ”

“ **This product comes from an Alaska (*can name the Alaska species*) fishery that has been independently certified as responsibly managed.** ”

- To ensure high visibility and an uncluttered presentation, always maintain “clearspace” around the claim.

3 ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES CHAIN OF CUSTODY CERTIFICATE NUMBER:

Every RFM labelled product carries a unique Chain of Custody Certificate Number featuring a sequence of letters and numbers that refer to the producer of the product. It shall be displayed next to the Alaska Seafood Certified Responsible Fisheries seal or one of the approved RFM claims and should be readable.



COCALA###



COCALA###

ALASKA SEAFOOD RESPONSIBLE FISHERIES CERTIFICATION

On-Product
Chain of Custody
Certificate Number
Guidelines

This certificate number underpins the traceability of the RFM Chain of Custody program and it must be displayed to validate use of the Alaska Seafood Certified Responsible Fisheries seal and/or one of the approved RFM claims.

If not using the Alaska Seafood Certified Responsible Fisheries seal, one of the following approved statements shall be used by the licensee when referencing the licensee's Chain of Custody Certificate Number.

“ **FAO-Based Responsible Fisheries
Management (RFM) Certificate
No. COCALA###** ”

“ **Alaska Seafood Certified Responsible
Fisheries COCALA###** ”

“ **RFM COCALA###** ”

- To ensure high visibility and an uncluttered presentation, always maintain “clearspace” around the Chain of Custody Certificate Number.