



# ASC logo user guide

January 2023

# Welcome

This guide sets out the basic rules on how to use the ASC logo on product packaging, restaurant menus, fish counters and promotional material.

## Protecting the ASC's trademarks

The ASC owns the trademark of the logo, the abbreviation "ASC" and its name "Aquaculture Stewardship Council" and reserves all rights in relation to these trademarks.

The Marine Stewardship Council International, MSC's trading company, will act as the ASC's agent regarding the licensing and administration of the ASC logo. On behalf of the ASC, the MSC's Licensing Team will issue logo license agreements and approve logo use on products.

Only organisations that are eligible to sign a licence agreement and have entered into and signed a licence agreement with ASCI may use or display the ASC logo in accordance with the licence agreement. Unauthorised display is prohibited and will be treated as a trademark infringement. If you are unsure whether you are or will be eligible to sign a licence agreement, please get in touch with ASCI.



**We're here to help you: please contact the Licensing Team**



Show your customers that your seafood comes from a certified responsible source by using the ASC logo - a trusted and recognised indicator of responsible aquaculture.



# Three easy steps to successfully using the ASC logo



## Do you have a licence to use the logo?

All organisations must sign a formal written agreement with the Licensing Team prior to using the ASC logo.

[@ Email to request a licence](#)



[Click here for more information on Chain of Custody certification](#)



## Step 1

### Add the ASC logo to your materials

Once you've signed a licence, the Licensing Team will provide you with a high resolution copy of the logo.

Incorporate the ASC logo, claim and Chain of Custody code into the design of your materials, following the rules set out in this guide. Correct use of the ASC logo will speed up the approval process.

**TIP:** Share a copy of these guidelines with all design agencies and other service providers who work with the ASC logo.



## Step 2

### Submit your artwork for approval

Please submit colour proofs of all materials carrying the ASC logo before printing or using publicly, preferably in PDF format to the Licensing Team. They respond to all emails within 3 working days.



**Packaging:** please send the final draft design and a completed **product approval form**.



**Menus or fish counters:** please send all final draft designs and a completed **seafood approval form**.

**Promotional materials:** please send the final draft design. You don't need to complete a form.



## Step 3

### Get approval

Once design has been agreed, the Licensing Team will send you written approval. Only at this stage should you print your materials.

As a licence holder you'll be able to access our marketing toolkit; a suite of visual assets to promote your commitment to ASC responsible seafood.



[Click here to request access](#)

# The three ASC elements

## 1 The ASC logo



The ASC logo comprises of eight features, which may not be separated from each other or altered in any way:

- A** The phrase 'Farmed Responsibly'
- B** The letters ASC, the abbreviation of the Aquaculture Stewardship Council
- C** The word 'Certified'
- D** The ASC's website address
- E** The fish logo
- F** The letters TM indicate that this logo is a trademark
- G** The checkmark
- H** The white keyline which outlines the logo

## 2 The ASC Chain of Custody code

Every ASC labelled product must carry a Chain of Custody code following the format of ASC-C-xxxxx that refers to the producer of the product. It can be displayed anywhere on your materials and should be readable.

The code will be provided by your certifier or supplier.



## 3 The ASC claim versions:

**1** Thank you for choosing a product that has met the ASC's global standard for responsibly farmed seafood. Together we can help transform aquaculture towards environmental sustainability and social responsibility. [www.asc-aqua.org](http://www.asc-aqua.org)

**2** This product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. [www.asc-aqua.org](http://www.asc-aqua.org)

**3** The [insert seafood species] in this product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. [www.asc-aqua.org](http://www.asc-aqua.org)

**4** This product has met the ASC's global standard for responsibly farmed seafood. [www.asc-aqua.org](http://www.asc-aqua.org)

**5** ASC certified as responsibly farmed. [www.asc-aqua.org](http://www.asc-aqua.org)

Menu and fish counter claim: **Seafood with this logo comes from an ASC certified responsible farm.** [www.asc-aqua.org](http://www.asc-aqua.org)

**Note:** The Licensing Team is not responsible for validating any additional claims, legal requirements or other labelling guidelines.



# Formats and colour

## Formats

The ASC logo is available in two formats: horizontal (landscape) and vertical (portrait).

### Horizontal



### Vertical



## Logo language versions

Translations of the phrases 'FARMED RESPONSIBLY' and 'CERTIFIED' are available in over 15 languages and must be carried out by the Licensing Team.



[Click here for translations of the ASC logo](#)



Use the ASC logo in the language of your packaging or material, if available. For materials with multiple languages you may use a generic variation of the ASC logo, which only contains the text 'ASC' and the ASC website address.



## Colour

The aqua green version of the ASC logo is always preferred. However, if your packaging is black and white, or the same Pantone green, you may use the solid Monotone version.

### ASC aqua green

**Pantone 326**  
 CMYK 81 0 39 0  
 RGB 0 178 169  
 Hex #00afab

The white keyline which outlines the logo must always be displayed. No other colour may be used.



# Size and clear space

## Minimum size

The minimum size for on-product applications of the horizontal logo is **16mm H** x (33.4mm) W.

The minimum size for the vertical logo is **18mm W** x (29.8mm) H.

Always make sure you scale the ASC logo up or down proportionately.

There is no maximum size restriction for display of the ASC logo or its variations, either on-product or off-product.

\*Actual size

### Horizontal\*



### Vertical\*



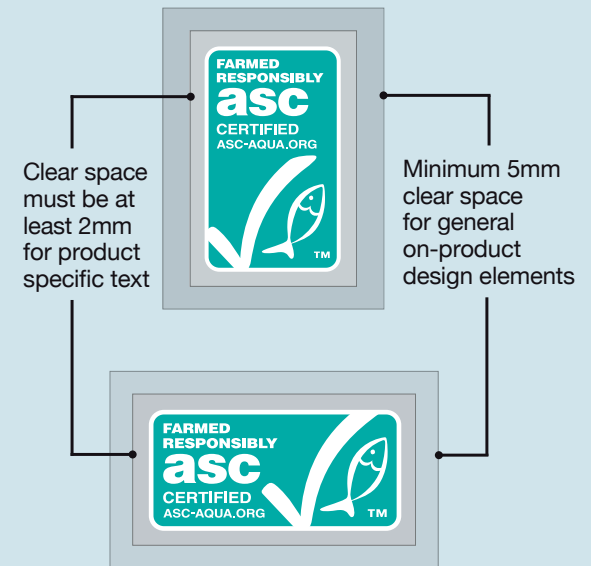
Minimum size requirements for the non-consumer facing logo on bulk packaging are 20mm (height) for the horizontal logo and 28mm (width) for the vertical logo.

## Minimum clear space

When the logo is produced at its minimum size the clear space around it must be:

- at least 2mm for product-specific text (such as species, weight, ingredients).
- at least 5mm for general design elements (such as brand names, logos) where the ASC logo could be associated with the host brand.

When the logo is reproduced at larger sizes it must be surrounded by a minimum clear space at 10 per cent of the logo height (vertical) or width (horizontal). Always allow as much space as possible.



# Incorrect logo usage

Always ensure that you use the logo files that are supplied to you by the Licensing Team, do not attempt to change or create the ASC logo yourself.

**X** Do not remove the white keyline



**X** Do not change the colours of the ASC logo



**X** Do not distort the shape of the ASC logo



**X** Do not alter the design, lock-up, or separate the elements of the ASC logo



**X** Do not use the ASC corporate logo



**X** Do not tilt the ASC logo



**X** Do not place items or text over the ASC logo



Make sure that the ASC logo and Aquaculture Stewardship Council's name are never displayed in a way that:

- Confuses consumers as to the association of the ASC with other brands or logos
- Suggests or implies that non-certified seafood is ASC certified
- Creates an association with products that are not from a farm certified to the ASC standard

# On product use

When using the ASC logo on packaging, each product label should display:

To promote your product with the ASC logo its seafood content must be at least 95 per cent ASC certified. For products that don't meet this requirement:

 **See non-certified seafood section for information**

**Good to know**

- On consumer facing (retail) products you must use the ASC logo to show certification of the product. The acronyms ASC or the organisation's full name are not allowed on their own.
- Images on packaging depicting seafood or farming activities should represent the ASC programme correctly.




**The ASC claim**

When the ASC logo is used on a product, it must always be accompanied by the ASC claim. The ASC claim can go anywhere on a pack and is available in five versions.

 **Click to see claims**

**The Chain of Custody code**

Every ASC labelled product must carry a Chain of Custody code. It can be displayed anywhere on the packaging and should be readable.

 **Click for Chain of Custody search**

**The ASC logo**

The ASC logo must appear on the front of the packaging to ensure it is immediately visible to consumers.

 **Click to get logo translations**



# Using the ASC logo on cans and jars

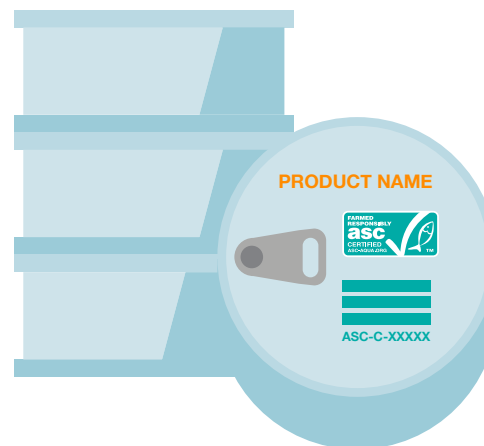
For non-square packaging it can be difficult to define 'front of packaging' as products can be stacked on shelves in different ways.

The ASC logo should go next to part of the label that is considered as the front, i.e. next to the brand and product name. See examples below.

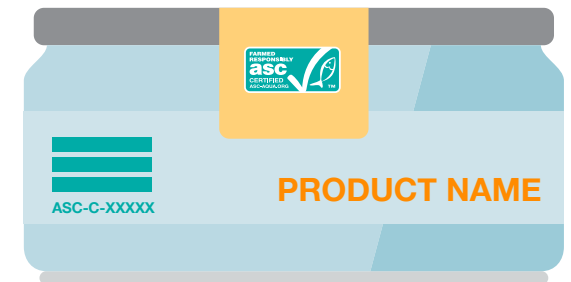
ASC logo on the label



ASC logo on the lid



ASC logo on the seal



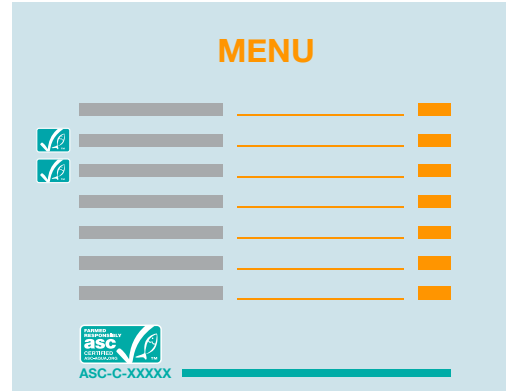
The ASC claim and Chain of Custody code can go anywhere on the can or jar and must be readable.

# Menu use

To promote your dish as ASC certified its seafood content must be at least 95 per cent ASC certified.

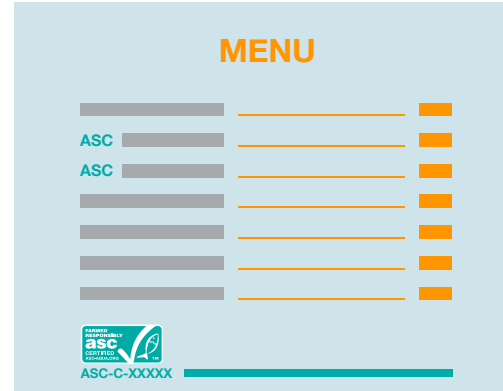
## Option 1 – preferred

Place the ASC square next to your ASC certified dishes and use the standard logo as a key.



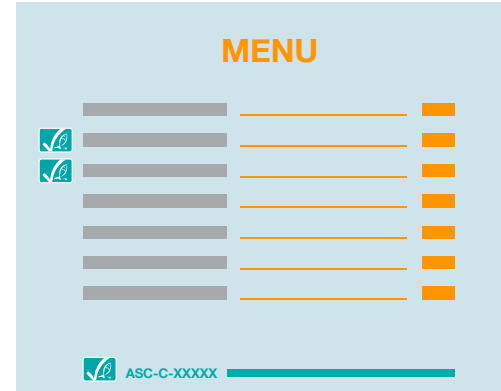
## Option 2

Use the initials 'ASC' for identifying your ASC certified dishes and the standard logo as a key.



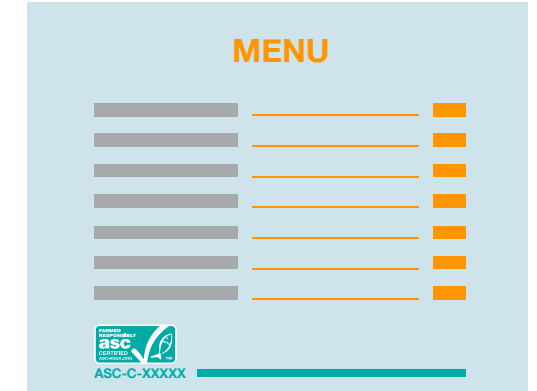
## Option 3

Use the ASC square as both, indicator next to your ASC certified dishes and key.



## Option 4

To explain which species on your menu are ASC certified without using the ASC square, display the standard logo with specific claim identifying ASC certified species.



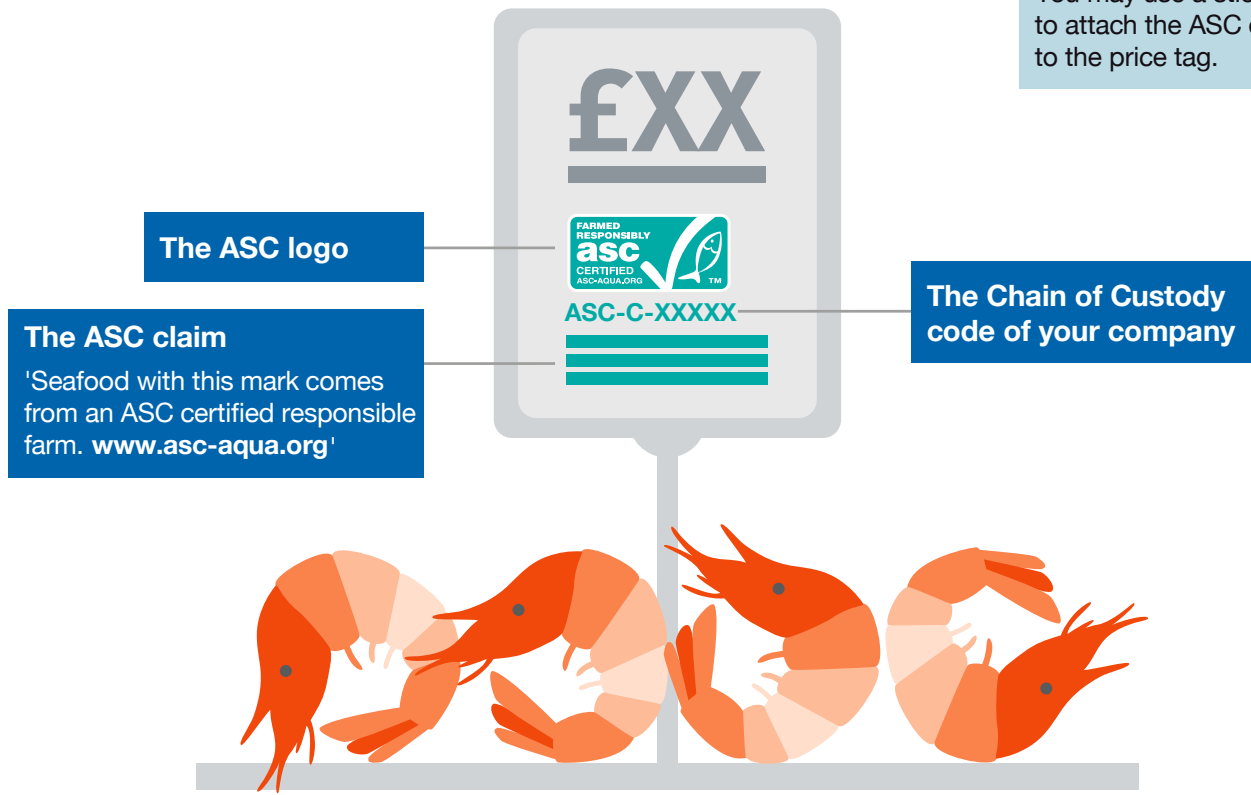
You may also use a black and white square when choosing option 3.

Your Chain of Custody code and the ASC claim: 'All our [species] comes from an ASC certified responsible farm. [www.asc-aqua.org](http://www.asc-aqua.org)' can be placed anywhere on the menu.

The Chain of Custody code of your restaurant or catering firm and the ASC claim: 'Seafood with this logo comes from an ASC certified responsible farm. [www.asc-aqua.org](http://www.asc-aqua.org)' can be placed anywhere on the menu.

# Fresh fish counter use

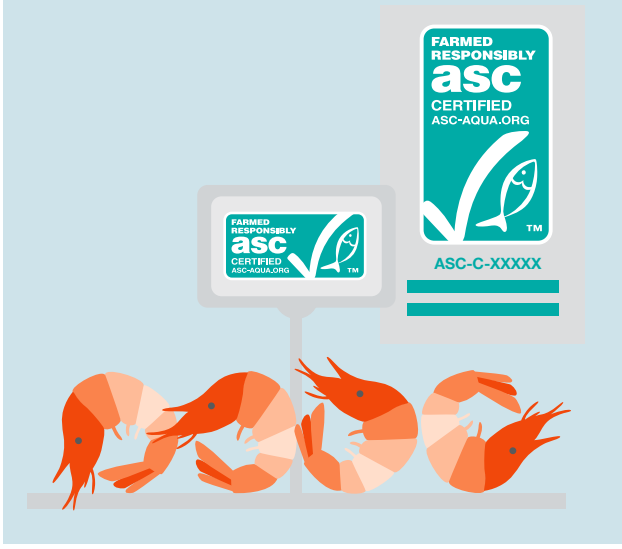
When promoting ASC certified seafood at your fresh fish counter, each price tag should display:



**Good to know**  
You may use a sticker or clip to attach the ASC elements to the price tag.

**If there s not enough space...**  
You can display the ASC logo on the price tag and place a poster or display stand at your fish counter showing all three elements:

- The ASC logo
- The ASC claim
- The Chain of Custody code of your company



# Use of fish tags

**Note:** As the company applying the fish tag, you will also be liable for paying fees to the ASC.



See [Usage costs section](#) for information

## Good to know

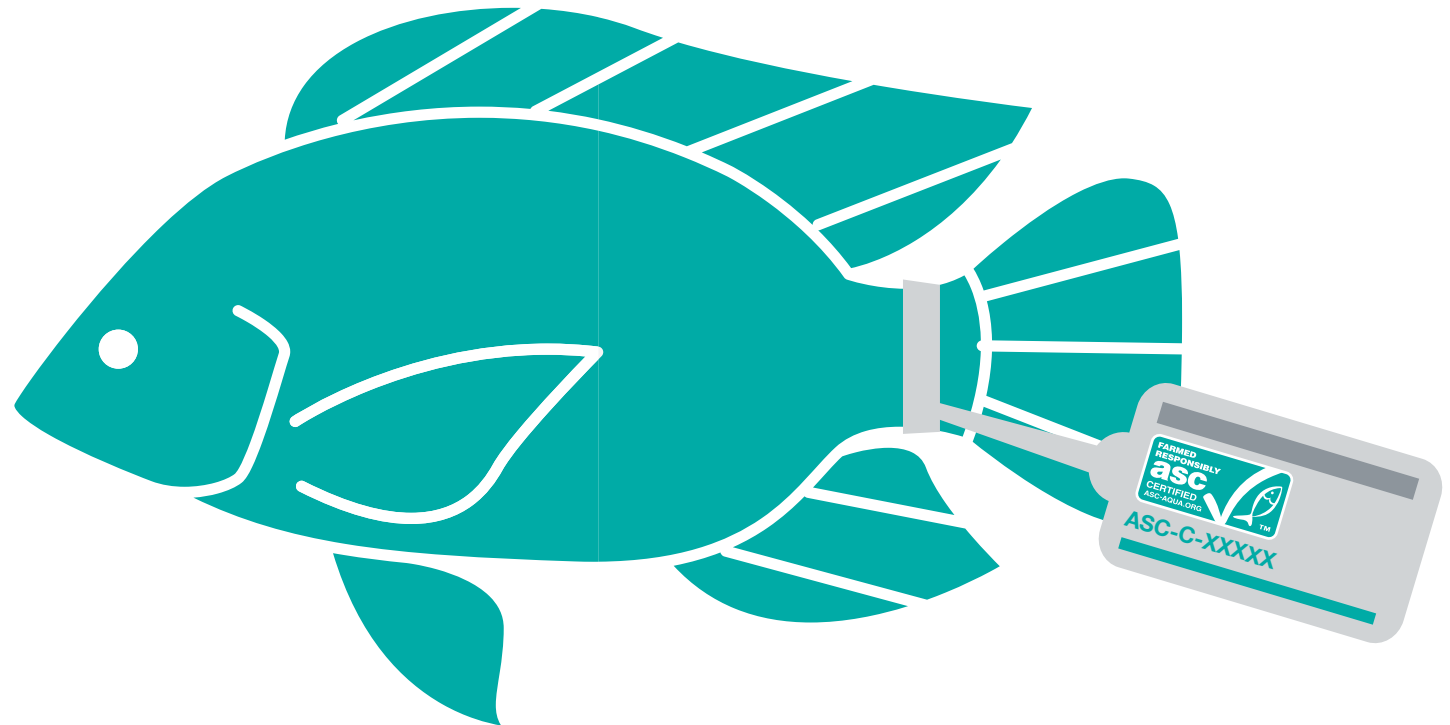
As a consumer-facing product, a tagged seafood item can be sold by a retailer without the retailer needing to have ASC Chain of Custody certification.

If you would like to identify a product as ASC certified by using a fish tag, band or similar mark, specific rules apply:

- The tag or band must be consumer ready and tamper proof, i.e. impossible to remove and for single use only
- The tag or band must be applied to a clearly visible part of the product
- The tag or band must display:
  - The ASC logo
  - The Chain of Custody code of the company attaching the tag or band
  - A version of the ASC claim



See [claim versions here](#)

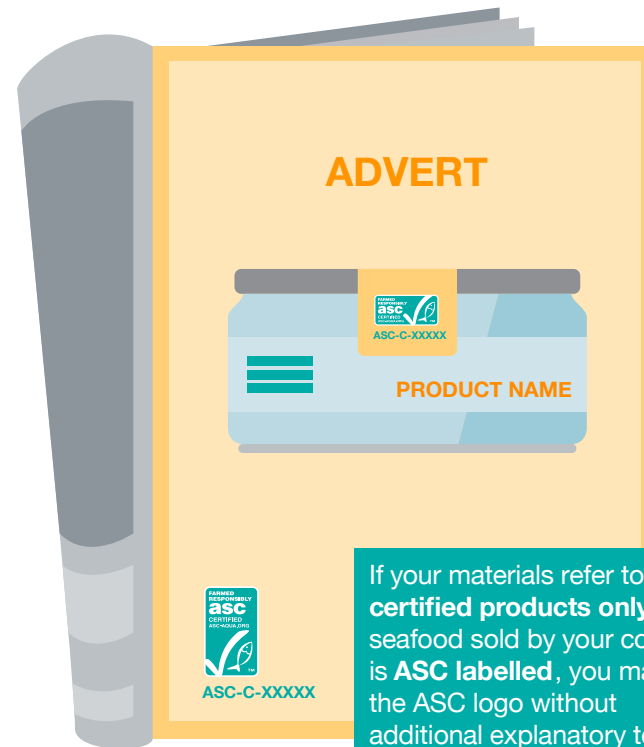




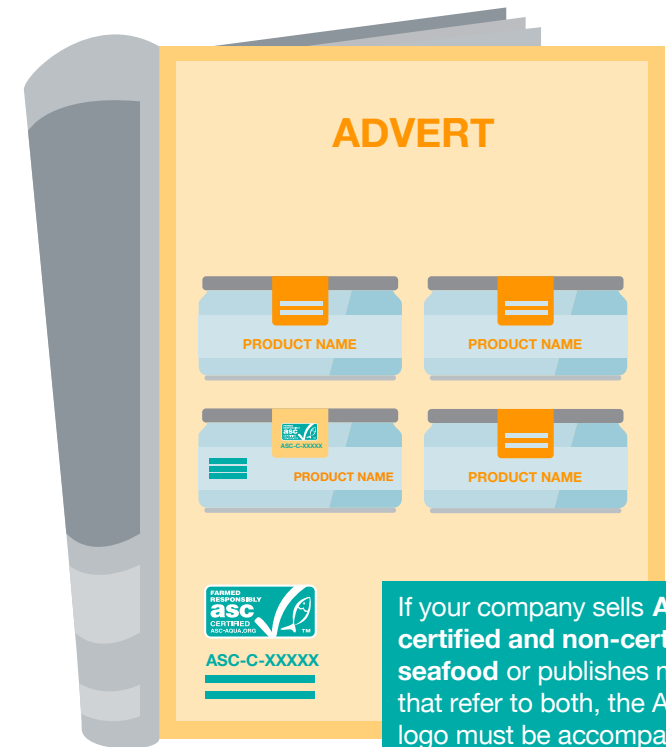
# Using the ASC logo to promote certified products

Seafood products may only be promoted if they:

- are covered by Chain of Custody certification
- have previously been approved by the Licensing Team
- display the ASC logo on the pack shot. Exemption for Modified Atmosphere Packaging (MAP), fresh fish and caterer's dishes.



If your materials refer to **ASC certified products only**, or all seafood sold by your company is **ASC labelled**, you may use the ASC logo without additional explanatory text. It must be accompanied by the Chain of Custody code of your company - if it exists.



If your company sells **ASC certified and non-certified seafood** or publishes materials that refer to both, the ASC logo must be accompanied by supporting text to make it clear to consumers which products are ASC certified.

## ASC's Marketing toolkit

The ASC is committed to actively engaging consumers and is joining forces with brands and retailers to help promote ASC labelled products.



Read more about ASC's Marketing toolkit

# Other promotional use

## Approved supporting text:

### Choose



### Ask us about



### All our [insert species] is



### Proudly serving



When using the ASC logo with supporting text, the text must be adjacent to and clearly associated with the logo.

## Good to know

You may develop your own wording to accompany the ASC logo, providing you seek approval from the Licensing Team before publishing.

## Promoting Chain of Custody certification

If you would like to promote your organisation's Chain of Custody certification without making any reference to specific products, you must use the ASC logo with supporting text and your Chain of Custody code.

### Approved wording:

"We are ASC certified. Look for the aqua green ASC logo."

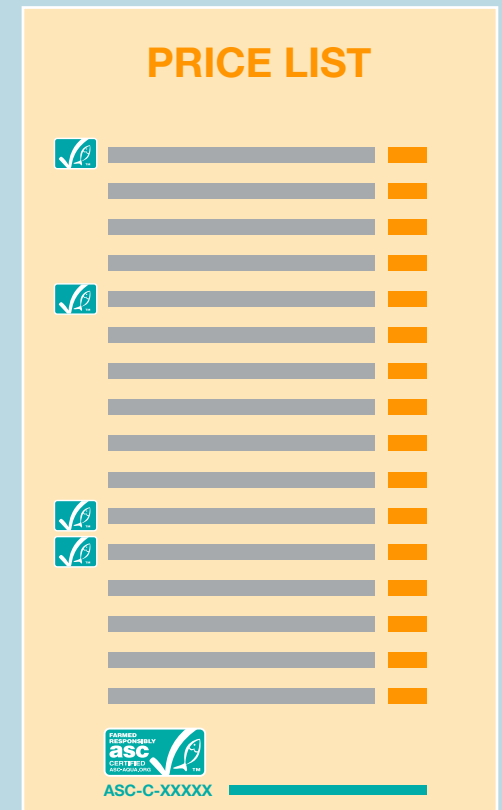
We do allow room for flexibility (e.g. due to space constraints) providing the meaning is not lost.

**TIP:** Font style and colour are free to choose but if you wish to match the ASC logo font style please use Helvetica. To match the ASC green colour please use PMS 326 or CMYK 81 / 0 / 39 / 0.

## Price lists and catalogues

On price lists and catalogues you can choose to use the standard ASC logo or the ASC square, specifically designed for list views.

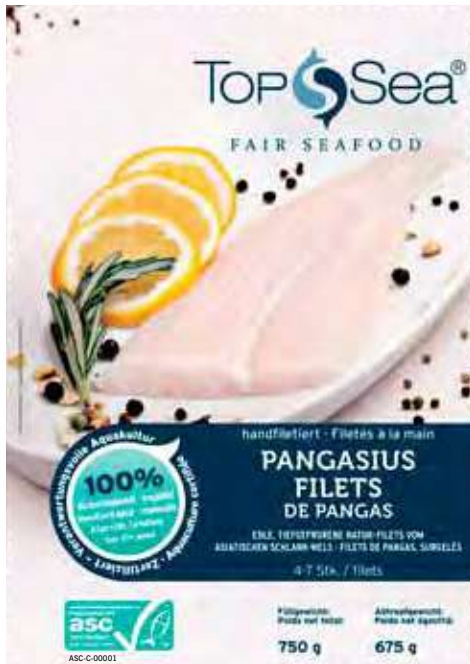
Place the ASC logo or ASC square next to your products that are ASC certified. As a key, please use the standard ASC logo with explanatory text: '**Seafood with this mark comes from an ASC certified responsible farm. [www.asc-aqua.org](http://www.asc-aqua.org)**' and - if it exists - Chain of Custody code of your company on the price list or catalogue.



# Which Chain of Custody code should be displayed?

**Note:** It is the owner's responsibility to make sure that the product has been correctly registered with the Licensing Team, under a valid licence.

A product should always display the Chain of Custody code (CoC code) of the owner of the seafood at the time of placing the product into its ASC labelled packaging.



## Examples of supply chains to illustrate the application of the rule

Processor placing product into ASC labelled packaging under processor or retail own brand, sells to retailer → **CoC code on packaging: Processor's**

Processor sells non ASC labelled seafood to retailer that applies logo on fish counter or processes in-store → **CoC code on packaging: Retailer's**

Processor sells non-ASC labelled seafood to restaurant that applies logo on menu → **CoC code on menu: Restaurant's**

Contract caterer operates the canteen of a commercial client and places the logo on menu with the consent of the client → **CoC code on menu: Contract caterer's**

Please contact the Licensing Team if you want to display a Chain of Custody code different to any of the examples above.

# Which company is the licensee?

The licence holder is the company that is the owner of the seafood at the time the ASC logo is applied.

The licence holder is responsible for annual fee and royalty payments.

 [Click here for more information on fees](#)



## Examples of supply chains to illustrate the application of the rule

Processor places product into ASC labelled packaging (under processor or retail own brand) and sells to retailer



**The processor is the licensee**

Subcontractor places product into ASC labelled packaging on behalf of the processor



**The processor is the licensee**

Processor places product into ASC labelled packaging (under brand owner own brand) and sells to a brand owner



**The processor is the licensee**

Processor sells certified but non ASC labelled seafood to retailer who then applies logo on fish counter or processes in-store



**The retailer is the licensee**

Processor sells certified but non ASC labelled seafood to restaurant that then applies logo on menu



**The restaurant is the licensee**

Contract caterer operates the canteen of a commercial client and places the logo on menu with the consent of the client



**The contract caterer is the licensee**

**Note:** If the processor does not want to be the licence holder, the brand owner needs to seek permission from the Licensing Team to be the licence holder.



# Non-ASC certified seafood ingredients

A product carrying the ASC logo may contain 5% non-certified seafood in the total seafood content.

You can calculate the percentage of non-ASC certified seafood ingredients in a product by using the following formula:

**Total net weight of non-ASC-certified seafood ingredients\***

**Total weight of the combined ASC certified and non-ASC certified seafood ingredients in the finished product\***

*\*excluding water and added salt*



Click here for additional calculation guidelines

**If your seafood product contains more than 5% non-ASC certified seafood:**

**✗ You cannot show the ASC logo on the packaging at all**

**✗ You may not use any text referring to the ASC on the front of the packaging**

**✓ Instead, please use version 3 of the ASC claim on the back of the packaging. It references the seafood ingredients which are actually certified:**

**Version 3:** The [insert seafood species] in this product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. [www.asc-aqua.org](http://www.asc-aqua.org)

**✓ Don't forget to display the ASC Chain of Custody code next to the claim.**

**✓ You need to specify in the ingredients section which seafood ingredient is certified. For example 'ASC certified Atlantic salmon' or 'Atlantic salmon - ASC certified'**

**Royalties are still applicable on consumer-facing products:**



Click here for more info on royalties

# Usage costs

Once you've signed a licence, you are liable to pay annual fees and, depending on the logo application, royalties.

## Annual fee

Once you've signed a licence you will pay an annual fee. The level of the annual fee payable is determined by the total net value of ASC labelled seafood sold by your company during a calendar year (January – December, except for fresh fish counter items where the annual fee is based on net purchases).

The annual fee is due at the beginning of each royalty year, which starts 1st January. For existing licensees, the actual sales from the previous royalty year are used to determine the annual fee. For new licensees, the annual fee will be based on an estimation of sales for the royalty year.

Annual fees applicable to **foodservice** businesses can be found on page 19.

ASC labelled sales / purchases GBP	Annual fee (GBP)
£0 – £130,000	£ 160
£130,001 - £330,000	£ 800
£330,001 and greater	£ 1,600

## Royalties

If you are using the ASC logo on consumer facing products, you will also need to pay royalties\* starting at 0.5% on the net wholesale value of your ASC labelled seafood sales. For fresh fish counters the royalties will be charged on net purchases.

Details of the royalties applicable to **foodservice** businesses can be found on page 19.

\*During the whole supply chain of a product, royalties are only collected once

**Consumer Facing product:** a product that could be available for sale to consumers in its current packaging.

**Non-Consumer Facing product:** the opposite of consumer facing, e.g. an item that is repacked or unpacked within supply chain

**If you are a fishmonger reporting purchases of up to GBP 130,000, you'll just pay an annual fee of £160.**

ASC-labelled sales / purchases (GBP) of consumer facing products	Royalty rate
£0 – £10,000,000	0.5%
£10,000,001 – £20,000,000	0.45%
£20,000,001 – £30,000,000	0.4%
£30,000,001 – £40,000,000	0.35%
£40,000,001 and greater	0.3%

**The media, charitable and conformity assessment bodies accredited by the ASC appointed accreditation body do not have to pay any fees or royalties to use the ASC logo.**

B2B companies, that do not label any products but wish to promote their Chain of Custody certification using the ASC logo, for example on their website, only pay an annual fee. The level of annual fee is determined by the total net value of ASC certified seafood sold.

For more information please contact us at [ecolabel@msc.org](mailto:ecolabel@msc.org).

# Usage costs for foodservice

Foodservice businesses with 225 sites or less will pay an annual fee to use the ASC logo on their menu and other marketing materials, plus additional royalty site fees for operators with more than one site.

## Annual fee

Once you've signed a licence you will pay an annual fee. The level of the annual fee payable is determined by the total net value of ASC certified seafood purchased by your company during a calendar year (January - December).

The annual fee is due at the beginning of each royalty year, which starts 1st January. For existing licensees, the actual purchases from the previous royalty year are used to determine the annual fee. For new licensees, the annual fee will be based on an estimation of purchases for the royalty year.

Value of ASC certified seafood purchased (GBP)	Annual fee (GBP)
£0 - £250,000	£160
£250,001 - £500,000	£400
£500,001 - £1,000,000	£800
£1,000,001 - £5,000,000	£1,600
£5,000,001 and greater	£3,200

### Eligibility

- These costs apply to small and medium size businesses only. Companies with more than 225 sites will be charged under the standard annual fee and royalty fee structures detailed on page 18.
- To check whether these fees apply to your business, please get in touch with the MSC Licensing Team at [ecolabel@msc.org](mailto:ecolabel@msc.org).

## Royalties

You will qualify for the site fee instead of the ASC royalty fee charge if you have 25 sites or less (Small Businesses) or have between 26-225 sites (Medium Businesses). All non-qualifying foodservice businesses continue to be subject to the standard 0.5% royalty structure. Foodservice businesses with a single site only pay the annual fee for each year.

The site fee is due at the beginning of each royalty year, which starts 1st January. The number of sites will be as at 1st January each year.

No of sites	Royalty fee per site (GBP)
<b>Small Business Site Fee</b>	
1 site	£0 (included in annual fee)
2-4 sites	£160 x (total number of sites - 1)
5-9 sites	£150 x (total number of sites - 1)
10-14 sites	£140 x (total number of sites - 1)
15-19 sites	£130 x (total number of sites - 1)
20-25 sites	£120 x (total number of sites - 1)
<b>Medium Business Site Fee</b>	
26-225 sites	£600 x (√ total number of sites - 1)

### Good to know - calculating the number of chargeable sites

- the no. of foodservice sites will be determined by the number listed on your **Chain of Custody Certificate**.
- This number will be used to establish the applicable site range.
- The amount per site is multiplied by the total no. of sites excluding the first site to calculate the total royalties payable. For example – total foodservice sites - 4 minus first site = 3 chargeable sites x £160.
- If you hold both an ASC and an MSC licence a 25% discount will be applied to both sets of fees.



## Contact us

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### Please consider the environment before printing

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All information correct as of May 2018.

All images are copyright of the ASC unless otherwise stated.

Registered Charity number: 34389683. Registered Company number: 08172832

### Find out more:

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[www.asc-aqua.org/our-logo](http://www.asc-aqua.org/our-logo)  
[ecolabel@msc.org](mailto:ecolabel@msc.org)

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