



# MSC Ecolabel User Guide:

Your handbook for successful  
usage of the MSC ecolabel



# Welcome

Thank you for your interest in using the MSC ecolabel – a trusted and globally recognised indicator that your seafood comes from a certified sustainable fishery.

**This guide has instructions on using the MSC ecolabel in three easy steps.**



## Here to help

If you have any questions, we're here to help! You can get in touch with the licensing team at [ecolabel@msc.org](mailto:ecolabel@msc.org).

## Step ①

Apply for a licence to use the MSC ecolabel.

## Step ②

Incorporate the MSC ecolabel, MSC claim and MSC Chain of Custody code into the design of your materials.

## Step ③

Submit your designs to the MSC's licensing team for approval before printing or publishing.

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#### Good to know

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# Step 1

## Apply for a licence to use the MSC ecolabel

This section outlines the process of obtaining a licence agreement to use the MSC ecolabel, including associated responsibilities and costs.





## What is the licence for?

**The Ecolabel Licence Agreement is a formal contract between your company and MSCI\* for use of the MSC ecolabel.** You need to sign the licence agreement if you wish to use the MSC ecolabel – a registered trademark owned by the MSC – on your product packaging, foodservice menus, promotional materials, websites and other communications.

 Apply for the licence by contacting the licensing team at [ecolabel@msc.org](mailto:ecolabel@msc.org).

Once we have received a signed copy of the agreement, we will send you a countersigned copy, and a link to a high-resolution file of the MSC ecolabel in various formats.

\*MSCI (MSC's trading company) manages the use of all trademarks owned by the MSC: the MSC ecolabel, the name 'Marine Stewardship Council,' and the abbreviation 'MSC.'

### Do I have a valid MSC Chain of Custody (CoC) certificate?

Before you can use the MSC ecolabel on your products, your company needs to be certified against the MSC Chain of Custody (CoC) Standard.

**Find out more information on CoC certification.**



#### Good to know

We also offer licences for retailers, schools, media, Conformity Assessment Bodies (CABs) and fisheries. Get in touch if you think this may apply to you.



## What are my responsibilities as a licence holder?

After signing the licence agreement you are responsible for:



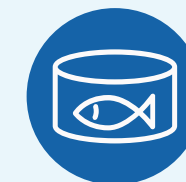
**Ensuring the correct usage of MSC registered trademarks** by following the instructions in this guide.



**Submitting consumer facing product artwork and other materials** for approval and registration with the licensing team before printing or publishing.



**Payment of fees associated with using the MSC ecolabel.**  
These include: annual fees and royalties.



### **Consumer facing (CF) product**

This is a product intended for sale directly to consumers in its current packaging, e.g. packed product sold in-store or online, a restaurant dish, or a product sold in a cash and carry/club card business.



### **Non-consumer facing (NCF) product**

This is a B2B product, i.e. a product that is repacked or unpacked within the supply chain and is not intended for sale to the end consumer, e.g. a bulk product or transportation box.

## How do I know if a product should be registered under my licence?

You should register a product under your licence if you:

- Own the seafood at the time of placing it into MSC labelled packaging.
- Are adding the MSC ecolabel to a menu or fish counter.



### Good to know

If you are unsure whether you should be the licence holder, please contact the licensing team at [ecolabel@msc.org](mailto:ecolabel@msc.org).

### Here are some supply chain examples to help you see which one might apply to you:



**A Processor** places product into MSC labelled packaging (under Processor or retail own brand) and sells to a retailer.



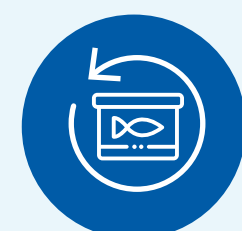
**The Processor is the licence holder.**



**A Subcontractor** places product into MSC labelled packaging on behalf of the **Processor**.



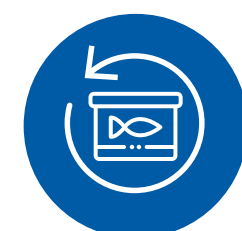
**The Processor is the licence holder.**



**A Processor** places product into MSC labelled packaging (under brand owner own brand) and sells to a brand owner.



**The Processor is the licence holder.**



**A Processor** sells certified but non-MSC labelled seafood to a **retailer**, who then applies the MSC ecolabel on their fish counter or processes in-store.



**The retailer is the licence holder.**



**A Processor** sells certified but non-MSC labelled seafood to a **restaurant**, which then applies MSC ecolabel on menu.



**The restaurant is the licence holder.**



**A Contract Caterer** operates the canteen of a commercial client and places the MSC ecolabel on menu with the consent of the client.



**The Contract Caterer is the licence holder.**

## What are the usage costs?

There are two types of fees associated with the licence agreement – an annual fee and a royalty fee.

For the fees for foodservice businesses, go to **page 9**.



### Annual fee

This fee covers the administrative costs of the licence and is payable by all licence holders. The annual fee is determined by the **total net wholesale value of MSC labelled seafood sold during a UK financial year** (1 April - 31 March).

It is charged on 1 April for the upcoming year, based on the sales reported in the previous financial year.

Total net value of sales/purchases of MSC labelled seafood (GBP)	Annual fee (GBP)
£0 - £250,000	£200
£250,001 - £500,000	£500
£500,001 - £1,000,000	£1,000
£1,000,001 - £5,000,000	£2,000
£5,000,001 and greater	£4,000

### Exceptions apply for:

**New licence holders** – the annual fee is determined by the estimated sales of MSC labelled seafood during the UK financial year in which the licence is issued (1 April - 31 March).

**Using the MSC ecolabel promotionally or off-product only** – the annual fee is determined by the net wholesale value of all seafood sold as MSC certified.

**Fresh fish counters** – annual fees and royalties are determined by the net wholesale value of purchases of MSC certified seafood.



#### Good to know

The royalty fees for MSC/ASC co-labelled products start at 0.25%.



### Royalty fees

Businesses using the MSC ecolabel on consumer facing products pay royalty fees in addition to the annual fee. Royalty fees are calculated using a tiered fee structure, determined by the **net wholesale value of MSC labelled product sales**.

Royalty fees start at 0.5% and decrease as the value of MSC labelled product sales increases during the current financial year, as shown in the table below.

MSC labelled sales/purchases of consumer facing products	Royalty rate
£0-£10,000,000	0.50%
£10,000,001 - £20,000,000	0.45%
£20,000,001 - £30,000,000	0.40%
£30,000,001 - £40,000,000	0.35%
£40,000,001 and greater	0.30%

Royalty fees are based on the entire product value, not just the seafood content, and are collected only once throughout the entire supply chain.

### Example:




Total value of MSC labelled product sales during the UK financial year: £25,000,000

	MSC labelled sales of consumer facing products	Royalty rate	Royalty fee
	£10,000,000	0.50%	£50,000
	£10,000,000	0.45%	£45,000
	£5,000,000	0.40%	£20,000
<b>Total:</b>	<b>£25,000,000</b>		<b>£115,000</b>
<b>Annual fee payable:</b>	<b>£4,000</b>		



# What are the fees for foodservice businesses?

The fees for foodservice businesses are based on the number of sites.

	Small 	Medium 	Large 
<b>1 site</b>	<b>25 sites or fewer</b>	<b>26-225 sites</b>	<b>225 + sites or more</b>
Only pay the annual fee	Annual fee and site fee	Annual fee and site fee	Annual fee and royalty fee



## Annual fee

This fee covers the administrative costs of the licence and is payable by all licence holders. The annual fee is determined by the **total net wholesale value of MSC certified seafood purchased during a UK financial year** (1 April - 31 March). It is charged on 1 April for the upcoming year, based on the purchases reported in the previous financial year.

Value of MSC 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 or greater	£3,200

For new licence holders the annual fee is determined by the estimated purchases of MSC certified seafood during the UK financial year in which the licence is issued (1 April - 31 March).



### Good to know

If you hold both an ASC and an MSC licence a 25% discount will be applied to both sets of fees.



## Site fee

Foodservice businesses pay site fees in addition to annual fees. The site fee is determined by the number of consumer facing sites as of 1 April and is charged in advance for the upcoming year.

Number of sites	Royalty fee per site (GBP)
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)
26 - 225 sites	£600 x (√ total number of sites - 1)

## How are the site fees calculated?

- The number of foodservice sites is determined by those listed on your MSC Chain of Custody (CoC) Certificate.
- This number establishes the applicable site fee band.
- The amount from the site fee band is multiplied by the total number of sites (excluding the first one).

### For example:

$$4 \text{ Total foodservice sites} - 1^{\text{st}} \text{ site} = 3 \text{ chargeable sites} \times \text{£160}$$

### Check your eligibility

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.

# Step 2

## Use the MSC ecolabel on products and promotional materials

This section provides guidance for displaying the MSC ecolabel, MSC claim, and MSC Chain of Custody code on your product packaging, websites and promotional materials.



## What are the three MSC elements?

- 1 MSC ecolabel
- 2 MSC Chain of Custody code
- 3 MSC claim

All three MSC elements should always be used on consumer facing MSC labelled products.

### 1

#### What are the key features that make up the MSC ecolabel?

The phrase 'Certified sustainable seafood'.

The letters MSC, the abbreviation of the Marine Stewardship Council.

The white keyline that outlines the fish checkmark and the ecolabel.



The MSC's website address.

The oval fish checkmark.

The letters TM indicate that this ecolabel is a trademark.

*In order to use the MSC ecolabel, you must always use all six features together. They may not be separated or altered in any way.*



#### Good to know

If you work with any design agencies - share a copy of this guide to help them to layout the MSC ecolabel in the best way. Correctly following this guide will speed up your approval process.

## What are the three MSC elements?

- 1 MSC ecolabel
- 2 MSC Chain of Custody code
- 3 MSC claim

All three MSC elements should always be used on consumer facing MSC labelled products.



## 2

Every MSC labelled product must carry the MSC Chain of Custody (CoC) code of the company that owns the seafood at the time of placing the product into its MSC labelled packaging.

### Here are some examples of supply chains to illustrate how this rule can be applied:



**A Processor** placing product into MSC labelled packaging under processor or retail own brand, sells to a retailer.



CoC code on packaging:  
**The Processor's.**



**A Processor** sells non-MSC labelled seafood to a retailer, who applies the MSC ecolabel on their fish counter or processes in-store.



CoC code on packaging:  
**The Retailer's.**



**A Processor** sells non-MSC labelled seafood to a restaurant, which applies the MSC ecolabel on menu.



CoC code on packaging:  
**The Restaurant's.**



**A Contract Caterer** operates the canteen of a commercial client and places the MSC ecolabel on menu with the consent of the client.



CoC code on packaging:  
**The Contract Caterer's.**

#### The licensing team can accept:

- The brand owner's Chain of Custody code.
- The Chain of Custody code of companies in the supply chain a step above or below the placement of product in MSC labelled packaging.

## What are the three MSC elements?

- ① MSC ecolabel
- ② MSC Chain of Custody code
- ③ MSC claim

All three MSC elements should always be used on consumer facing MSC labelled products.

## 3

### The MSC claim versions

Every MSC labelled product must show the MSC claim. There are **five versions** of the MSC claim to choose from:

- 1 Thank you for choosing seafood that has met the MSC's global standard for sustainability. Together we can help protect fish stocks for the future. [www.msc.org](http://www.msc.org)
- 2 This product comes from a fishery that has been independently certified to the MSC's standard for a well-managed and sustainable fishery. [www.msc.org](http://www.msc.org)
- 3 The *[insert seafood species]* in this product comes from a fishery that has been independently certified to the MSC's standard for a well-managed and sustainable fishery. [www.msc.org](http://www.msc.org)
- 4 This seafood has met the MSC's global standard for sustainability. [www.msc.org](http://www.msc.org)
- 5 From an MSC certified sustainable fishery. [www.msc.org](http://www.msc.org)

If multiple languages are used on one packaging, the same version of the official MSC claim should be used consistently in each language.

### Exception:

Showing only the English language claim is permitted if there is not enough space for multiple languages.



## What are the rules for the format and colour of the MSC ecolabel?

### The MSC ecolabel is available in two formats

#### Horizontal



#### Vertical



### Ecolabel language versions

The MSC ecolabel should always be used in the language of your packaging or material, if available.

For materials with multiple languages or if the translation of the ecolabel isn't available, you can use the generic version or the MSC ecolabel in the main language of your material.



The MSC ecolabel can only be translated and issued by the MSC's licensing team.

### The trademark (TM) symbol

The TM symbol next to the MSC ecolabel should always be clearly visible.

On light backgrounds please use the standard version of the TM symbol in blue; for images and dark backgrounds use the version with the white TM symbol.

#### White TM



#### Blue TM





## What are the rules for the format and colour of the MSC ecolabel?

### Colour MSC ecolabel version

On colourful materials, the blue version of the MSC ecolabel is **always required**. The solid Monotone version can only be used if your packaging is black and white, or in the same Pantone blue colour.

### Colour references:



Pantone 286

C100 M60 Y00 K02

R0 G93 B170

Hex #005DAA

### White keyline

The white keyline which outlines the MSC ecolabel as a whole **must always be displayed**.

No other colour may be used.

The keyline thickness should not be altered unless it has to be increased to avoid colour bleeding during printing.



#### Why it matters

The MSC ecolabel is regularly referred to as the 'Blue Fish label'. The use of its signature blue colour ensures that it is always consistent and easily recognisable by consumers.



## What are the rules for the size and clear space around the MSC ecolabel?

### Minimum size

The MSC ecolabel should always meet the minimum required size and when needed it should be scaled up or down proportionately.

You can show the ecolabel horizontally or vertically - refer to the examples below for minimum size.

There is **no maximum size** restriction.

#### Horizontal



#### Vertical



### Minimum clear space

Always allow for clear space around the MSC ecolabel. If possible, the clear space should be:

- **At least 2mm** for product-specific text (such as species, weight, ingredients).
- **At least 5mm** for on-product design elements (such as brand names, logos) where the MSC ecolabel could be associated with the host brand or a different ecolabel.



Making sure the MSC ecolabel is a certain size and has enough space ensures that it is always legible and consistent for consumers.



## What should I avoid when using the MSC ecolabel?

When adding the MSC ecolabel to your materials, always ensure you use the original files provided by the licensing team.

Avoid trying to modify or create the MSC ecolabel yourself, and avoid these common mistakes:



### Good to know

Make sure that the MSC ecolabel and Marine Stewardship Council's name are never displayed in a way that:

- Confuses consumers as to the association of the MSC with other brands or logos.
- Suggests or implies that non-certified seafood is MSC certified.
- Creates an association with products that are not from an MSC certified fishery.

**Do not** display the MSC ecolabel without the trademark symbol (TM)



**Do not** alter the design, lock-up, or separate the elements of the MSC ecolabel



**Do not** remove the white keyline



**Do not** tilt the MSC ecolabel



**Do not** distort the shape of the MSC ecolabel



**Do not** alter, move or change the font within the MSC ecolabel



**Do not** place items or text over the MSC ecolabel



**Do not** place the MSC ecolabel too close to other logos



**Do not** change the colours of the MSC ecolabel or the text inside



**Do not** use the MSC logo, always use the ecolabel



## What if my product contains non-MSC certified seafood ingredients?

Your product must contain a minimum of

**95% MSC certified**



seafood ingredients in the total weight of the seafood content to show the MSC ecolabel.

You can calculate the percentage of non-MSC certified seafood ingredients in products by using the following formula:

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

**×100**

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

\*excluding water, added salt or any other non-seafood ingredients

See more calculation examples if you are not sure how to apply this formula to your product.

### If your product contains more than 5% non-MSC certified seafood:



You may not use the MSC ecolabel on packaging



You may not use any text referring to the MSC on the front of the packaging



Instead, please use version 3 of the MSC 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 fishery that has been independently certified to the MSC's standard for a well-managed and sustainable fishery. [www.msc.org](http://www.msc.org)**



Don't forget to display the MSC Chain of Custody code with the claim.



Specify in the ingredients section which seafood ingredient is certified. For example 'MSC certified Sockeye salmon' or 'Sockeye salmon MSC certified'.



#### Will I still pay royalties?

Full royalties will be charged for using the MSC claim and MSC Chain of Custody code on the consumer facing product containing more than 5% non-MSC certified seafood ingredients. Learn more about royalties here.

## How do I use the MSC ecolabel on consumer facing (retail) products?

When using the MSC ecolabel on a retail product, always display all three MSC elements on the product packaging:

### The MSC ecolabel

- The MSC ecolabel must always appear on the front of the packaging to ensure it is immediately visible to consumers.
- Always use the MSC ecolabel to show certification of the product.
- The acronym 'MSC' or the organisation's full name should not be used on their own.
- The MSC ecolabel must always be integrated into packaging design.

### The MSC Chain of Custody (CoC) code

- Every MSC labelled product must show an MSC Chain of Custody code. It can be displayed anywhere on the packaging and should always be legible. See [page 12](#) for which CoC code should be displayed.



### Good to know

- You may not use images of non-certified seafood species or fishing activities on product packaging.
- The trade name of a product should not refer to a non-certified species.

### The supporting claim

- The MSC claim can go anywhere on the pack where it will be clearly legible for consumers. See [page 13](#) for more details.

## How can I adapt the rules for multi-faceted packaging, such as cans or jars?

Defining the 'front of packaging' for cans, jars, and other types of packaging that can be stacked on shelves in different ways can be challenging.

### When using the MSC ecolabel on such products:

- Place the MSC ecolabel next to the part of the label considered the front, typically near the brand and product name.
- Position the MSC Chain of Custody code and MSC claim anywhere on the can or jar, ensuring they are legible.

MSC ecolabel on a soft pouch



MSC ecolabel on the label



MSC ecolabel on the seal



## How do I use the MSC ecolabel on non-consumer facing (B2B) products?

**On non-consumer facing (B2B) products you do not have to use the MSC ecolabel to show certification of the product.**

The acronym MSC, the organisation's full name or your company's MSC Chain of Custody (CoC) code can be used on the B2B product for identification purposes, without the need for a licence or approval.

If you choose to use the MSC ecolabel on your B2B product, make sure to follow the format requirements outlined in this guide. Remember to display the MSC Chain of Custody code and the MSC claim.

The MSC ecolabel

The MSC Chain of Custody (CoC) code

The supporting claim



### Good to know

You can use the MSC ecolabel to promote your MSC certified B2B products i.e. in catalogues, without the need for those products to be MSC labelled.



## How do I use the MSC ecolabel on fresh fish tags?

If you are selling whole seafood items such as a fish or lobster you can use a tamper proof fish tag, band or similar mark to display the MSC ecolabel.

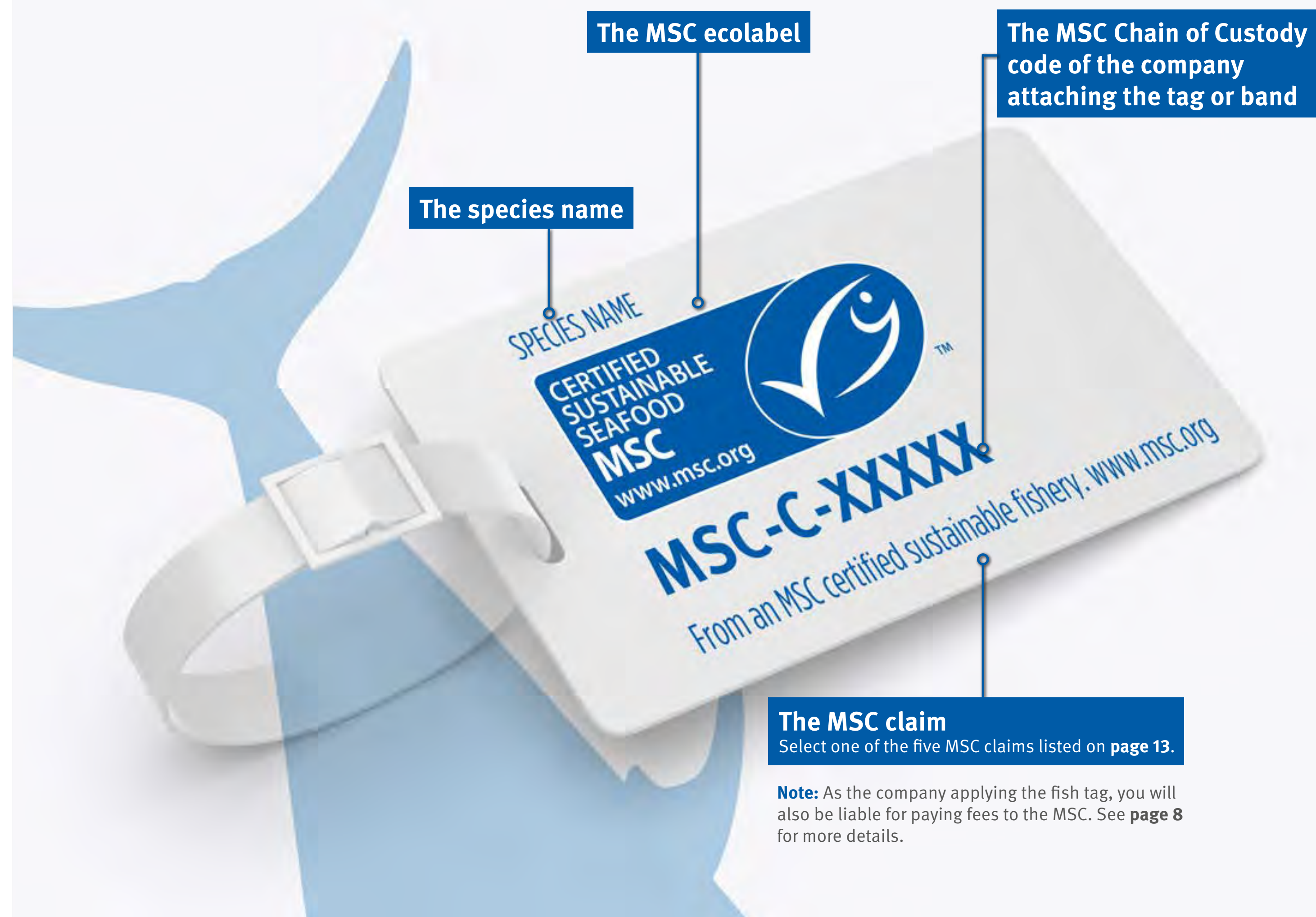
- The tag or band must be consumer ready and tamper proof, i.e. impossible to remove without breaking and for single use only.
- The tag or band must be applied to a clearly visible part of the product.



### Did you know?

A consumer ready and tamper proof tagged seafood item can be sold by a retailer without the retailer needing to have MSC Chain of Custody certification.

The tag or band must display:



### The MSC claim

Select one of the five MSC claims listed on [page 13](#).

**Note:** As the company applying the fish tag, you will also be liable for paying fees to the MSC. See [page 8](#) for more details.

# How do I use the MSC ecolabel on a fresh fish counter?

There are two options for promoting your fresh fish counter items using the MSC ecolabel:

## Option 1

Display all three key MSC elements on the individual price tag.

The MSC ecolabel

The MSC Chain of Custody code of your company

The MSC fish counter claim

Seafood with this mark comes from an MSC certified sustainable fishery. [www.msc.org](http://www.msc.org)



### Quick tip

You can use a sticker or clip to attach the MSC elements to the price tag.



## Option 2

Display only the MSC ecolabel on the price tag and set up a poster or stand at your fish counter showing all three MSC elements.



## How do I use the MSC ecolabel when selling seafood online which is not pre-packaged?

Seafood products sold directly to consumers online, which have limited or no packaging to display the MSC ecolabel, need to be fully labelled online with all three MSC elements at the point of sale.\*

If your product has any packaging, please display the MSC ecolabel on the pack.

### The product-specific page must display:

#### The MSC ecolabel

- The MSC ecolabel should appear displayed on the first product photo in the correct format, as outlined on pages 14-16.

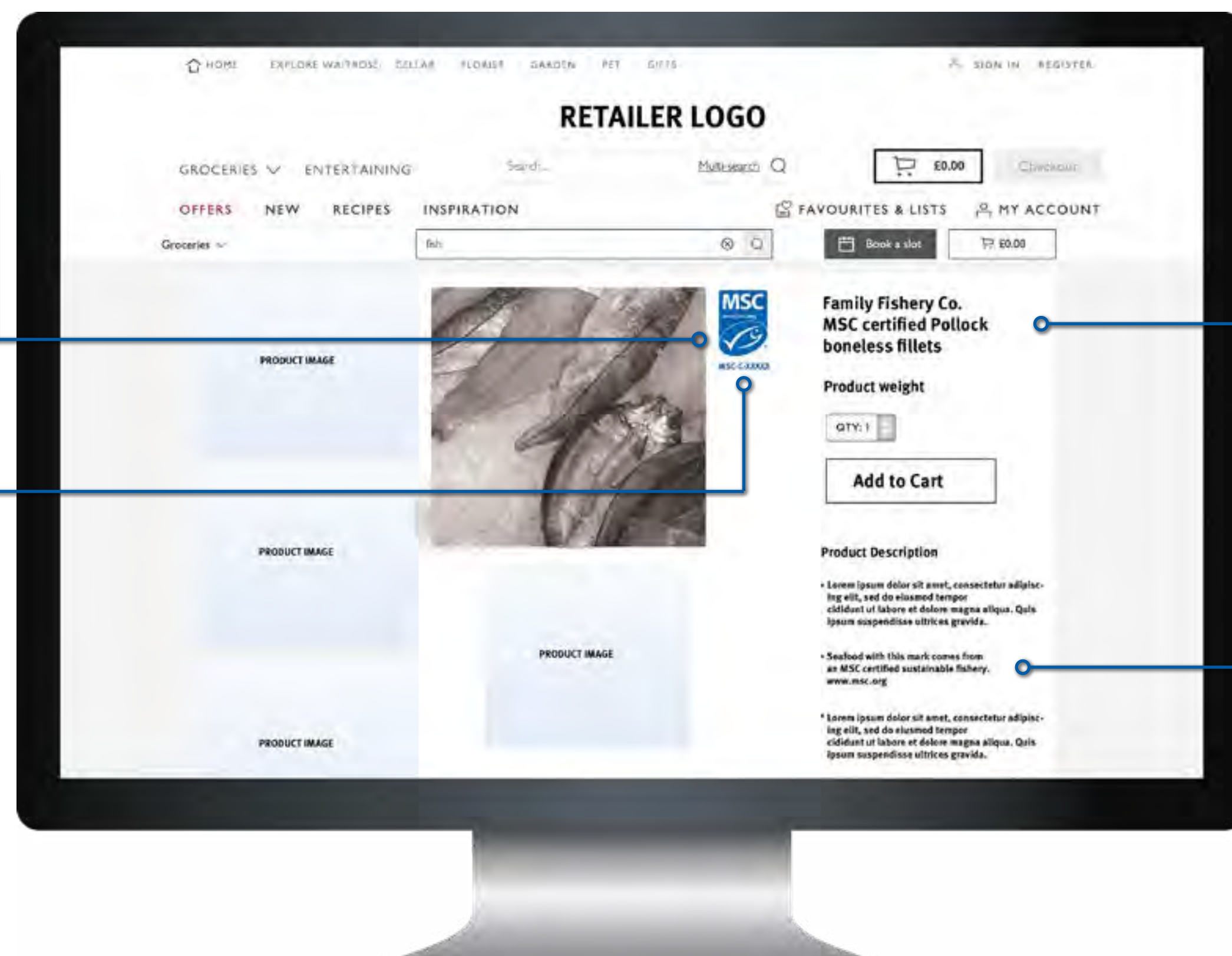
#### The MSC Chain of Custody (CoC) code

- Visibly listed on the page.



#### Good to know

If you are selling fully packaged, MSC labelled products to end consumers online, please refer to guidance on page 26.



#### 'MSC' or 'MSC certified'

- Add either of these to the product name or title.

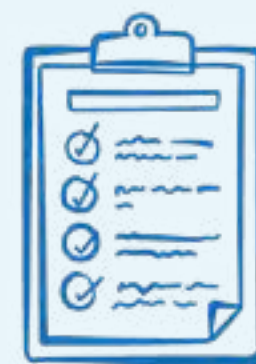
#### The supporting claim

- Use the explanatory text **'Seafood with this mark comes from an MSC certified sustainable fishery. [www.msc.org](http://www.msc.org)'** or an MSC claim from page 13.

\*The 'point of sale' is considered as the product-specific page where a customer selects the item or chooses the amount/weight to add to their cart. This product-specific page should be submitted as artwork to the licensing team for approval.



# How do I use the MSC ecolabel on foodservice menus?



To promote your dish as MSC certified, at least

**95%**  
of the seafood content must be MSC certified.



**Good to know**

These guidelines also apply for online menus and delivery platforms.

There are **four options** for displaying the MSC ecolabel on the menu:

### Option 1 - preferred

Place the MSC oval next to your MSC certified dishes and use the standard ecolabel as a key.

### Option 2

Use the initials 'MSC' for identifying your MSC certified dishes and the standard MSC ecolabel as a key.

### Option 3

Use the MSC oval as both, indicator next to your MSC certified dishes and key. You may also use a black and white inverted oval when choosing option 3.

### Option 4

To explain which species on your menu are MSC certified without using the oval indicator, you can display the standard ecolabel with specific claim identifying MSC certified species.

**MENU**


Seafood with this mark comes from an MSC certified sustainable fishery. [www.msc.org](http://www.msc.org)  
**MSC-C-XXXX**

**MENU**

MSC		
MSC		

Seafood with this mark comes from an MSC certified sustainable fishery. [www.msc.org](http://www.msc.org)  
**MSC-C-XXXX**

**MENU**


**MSC-C-XXXX** Seafood with this mark comes from an MSC certified sustainable fishery. [www.msc.org](http://www.msc.org)

**MENU**


All our [species] comes from an MSC certified sustainable fishery. [www.msc.org](http://www.msc.org)  
**MSC-C-XXXX**

**Options 1-3:** The MSC Chain of Custody code of your restaurant or catering firm and the MSC claim: 'Seafood with this mark comes from an MSC certified sustainable fishery. [www.msc.org](http://www.msc.org)' can be placed anywhere on the menu.

**Option 4:** Adding the MSC Chain of Custody code and supporting claim: Your MSC Chain of Custody code and the MSC claim: 'All our [species] comes from an MSC certified sustainable fishery. [www.msc.org](http://www.msc.org)' can be placed anywhere on the menu.

# How do I use the MSC ecolabel to promote MSC labelled products?

The MSC ecolabel can be used on your promotional materials, both in printed and digital formats, such as leaflets, catalogues, price lists, in-store banners, and websites.

## Licence holders labelling products:

If you've signed the licence agreement to use the MSC ecolabel on your products, you can also use it when promoting these products.

## Retailers and brand owners:

If you are a retailer or brand owner selling fully packaged, MSC labelled products to end consumers, you can use the MSC ecolabel to promote them in-store or on digital and printed promotional materials.

Firstly, you'll need to sign a licence agreement—see **page 5** for further details.

When using the MSC ecolabel to promote MSC labelled products online or on printed materials you must:

- Use the MSC ecolabel in the **correct format** as shown on **pages 14-16**.
- Promote only MSC labelled products that have been previously approved and registered by the licensing team (for consumer facing products).
- Display the MSC ecolabel near the picture of the MSC labelled product, fresh fish or menu item and **avoid association with non-MSC certified products**.

We encourage you to use optional MSC elements in your promotional materials to enhance customers' understanding of the MSC program:

### The MSC Chain of Custody (CoC) code

- You can display your CoC code if your company has one.

### The supporting claim

- To clarify which products are MSC certified you can add the explanatory text **'Seafood with this mark comes from an MSC certified sustainable fishery www.msc.org,'** use the MSC claim from **page 13**, or create your own wording, with approval from the licensing team.



# Here are some best practice examples

Leaflet with both MSC and non-MSC products

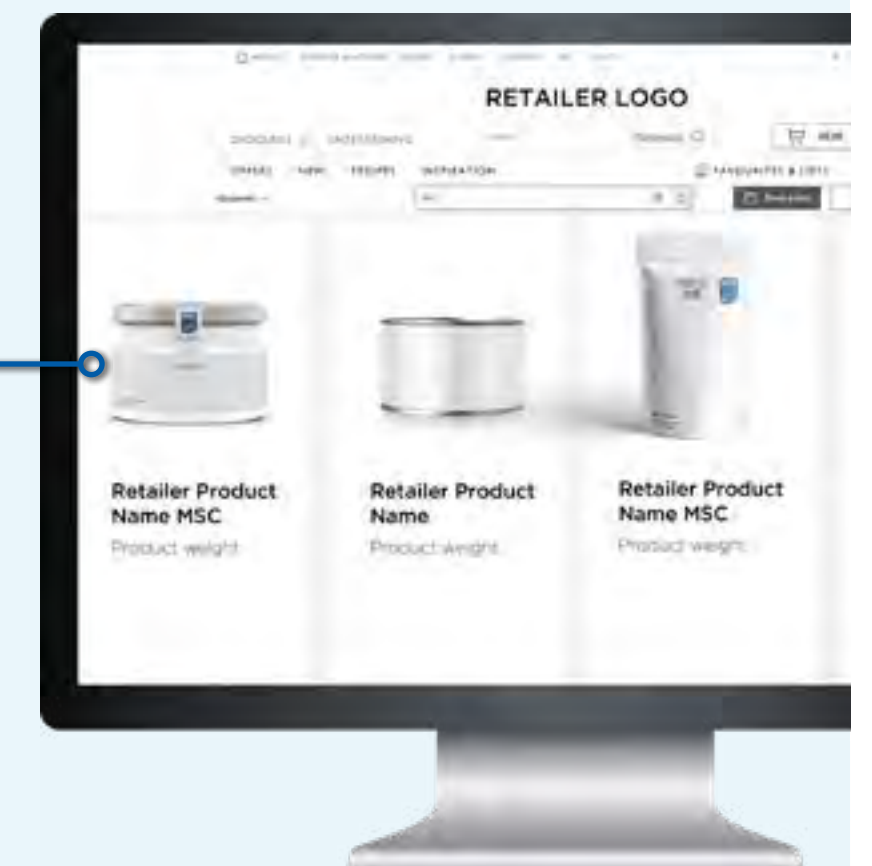


Banner with one MSC product



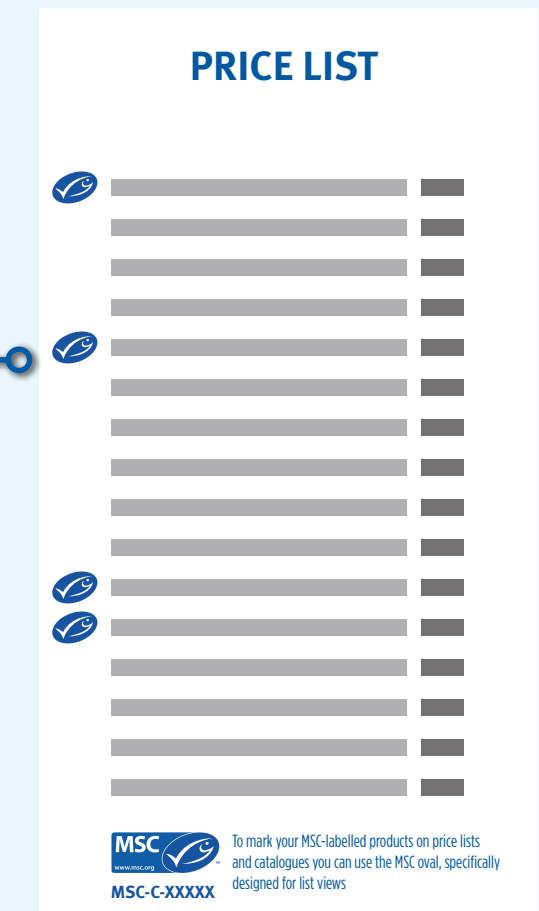
Online catalogue with MSC and non-MSC products

If the MSC ecolabel is displayed on the product image, you can use 'MSC' in the product name.



Price list

To mark your MSC labelled products on price lists and catalogues you can use the MSC oval, which is specifically designed for lists.



## Good to know



Looking for inspiration and guidance on creating a campaign with maximum impact for your brand and the ocean? Our teams are here to help! Reach out to your local MSC contact to provide you with support and access to a toolkit of marketing resources.

If it is **your first time using the MSC ecolabel** on promotional materials or if you'd like some guidance, please contact the licensing team at [ecolabel@msc.org](mailto:ecolabel@msc.org).

## How do I use the MSC ecolabel in general communications?

All our partners with a signed licence agreement can promote their involvement in the MSC program without specifying particular products or species.

When promoting your MSC Chain of Custody (CoC) certification, fishery certification or your general support for the MSC program, please use the MSC ecolabel alongside your company's CoC code (if you have one) and your supportive messaging.

### The communications must display:

#### The MSC ecolabel

- Use the correct format for the MSC ecolabel, as shown on pages 14-16.

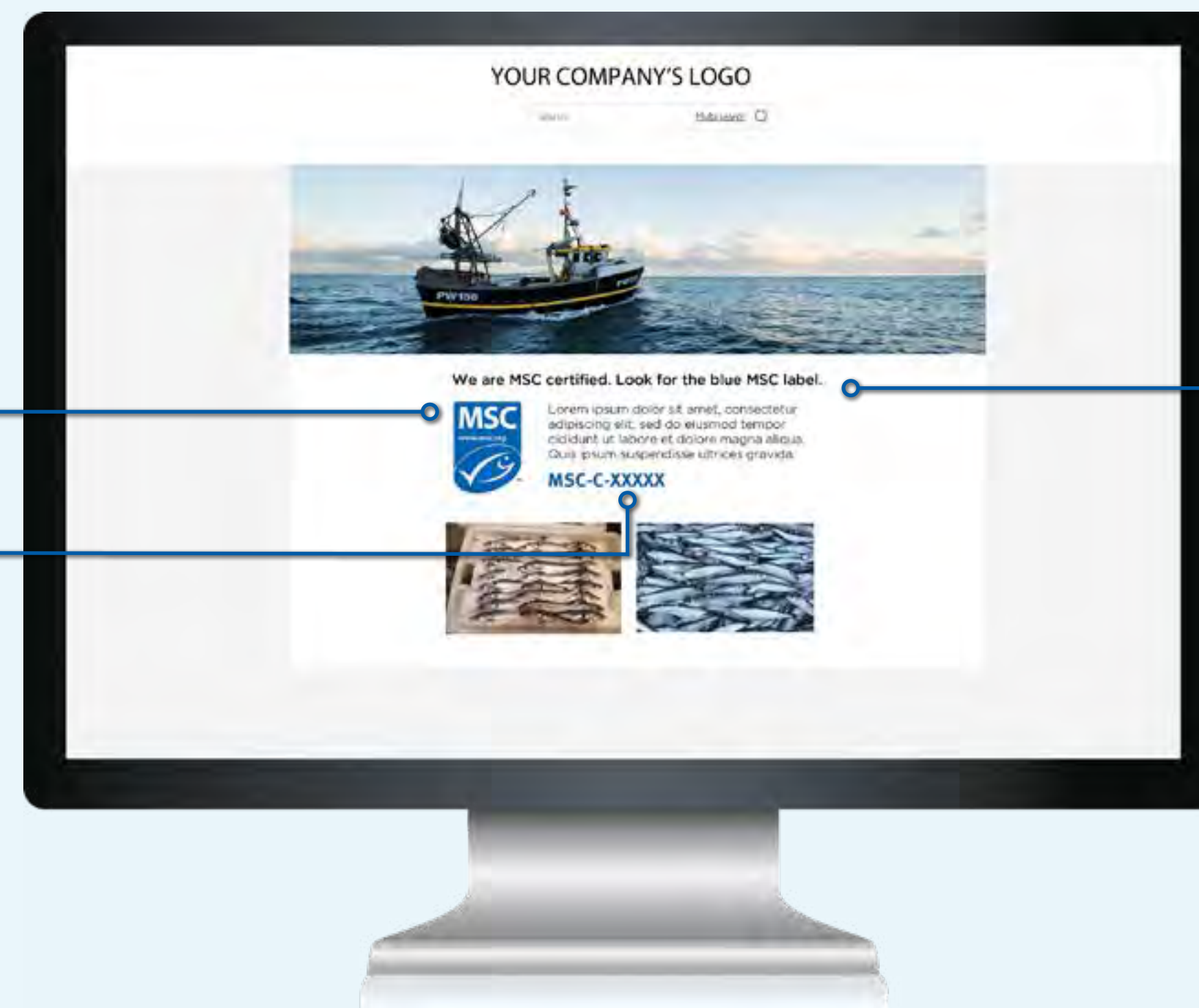
#### The MSC Chain of Custody (CoC) code

- If your company has a CoC code, you can display it next to the MSC ecolabel or claim.



#### Top tip

You can choose your own font and colour for your communications - if you wish to match the MSC ecolabel's font, please use Myriad Pro Semi bold. To match the MSC blue colour, please use Pantone 286 or CMYK 100 / 60 / 0 / 2. See page 15.



#### The supporting claim

- You can use approved wording '**We are MSC certified. Look for the blue MSC label [www.msc.org](http://www.msc.org)**' or use the MSC claim from page 13. You can also create your own wording, with approval from the licensing team.

#### Remember

When using the abbreviation 'MSC' or the name 'Marine Stewardship Council' in your promotional communications, always display the MSC ecolabel.

# Step ③

## Submit your artwork for approval

This section outlines the process of receiving approval from the licensing team for the use of the MSC ecolabel.

We review usage of the MSC ecolabel on artworks to ensure consistency across products and other materials, maintaining its status as a trusted indicator of seafood sustainability that consumers can easily recognise.



# What is the artwork approval process?



## Good to know

The licensing team is not responsible for validating any additional claims, legal requirements or other labelling regulations.

Before printing or publishing materials showing the MSC ecolabel, please follow these steps:



### 1. Review your artworks

Use the checklist on **page 31** to ensure your use of the MSC ecolabel meets our requirements.



### 2. Send the files to the licensing team

Email the following files to **ecolabel@msc.org** or the relevant licensing officer:

#### For new product packaging:

- final designs of front and back labels in PDF format.
- any additional stickers with product information.
- a completed **Product Approval Form**.

#### For new menus or fresh fish counter items:

Final designs of menus, fish counter tags, or any artwork marking your product as MSC labelled.

#### For promotional materials:

Final designs of new promotional materials.

Once approved, you can use the same format for future materials. We may occasionally ask to see your latest materials to ensure the MSC ecolabel is still being used correctly.

#### For updated artworks:

Redesigns of previously approved product artworks and menus, only when there have been changes to:

- the MSC ecolabel, MSC claim or MSC Chain of Custody code.
- the seafood species used.
- marketing text about the MSC or other seafood certification logos.



### 3. Receive feedback or approval

Expect a response from the licensing team within three UK working days. We will either approve the use of the MSC elements or request changes.

Please ensure there is sufficient time before printing or publishing for any necessary adjustments.

## What should I check before submitting artwork for approval?



### Checklist:

**Placement:**

The MSC ecolabel is on the front of the packaging.

**MSC elements:**

The MSC ecolabel is accompanied by the MSC claim and MSC Chain of Custody code.

**Language:**

The MSC ecolabel is in the same language as your packaging. If unavailable, and on multilingual packaging, a generic version is used.

**Minimum size:**

The MSC ecolabel meets the minimum required size (horizontal: 10mm x 26.1mm and vertical: 14mm x 18.8mm) and is scaled up or down proportionately.

**Colour:**

The MSC ecolabel is used in the original Pantone 286 colour.

**The keyline:**

The white keyline outlining the MSC ecolabel is displayed.

**The trademark (TM) symbol:**

The TM symbol next to the MSC ecolabel is clearly visible.

**Clear space:**

The correct clear space around the MSC ecolabel is maintained.

**Product Approval Form:**

When needed, the document is correctly completed and submitted along with the artwork.



## Useful links

[Translations of the MSC claim](#)

[MSC Multimedia Library](#)

[MSC Product Approval Form](#)

[Use of the MSC ecolabel on Modified Atmosphere Packaging \(MAP\)](#)

[Use of stickers on MSC labelled products](#)

[Use of the MSC ecolabel on multi-packs](#)

[Use of MSC ecolabel/ASC logo on co-labelled products](#)

[Guidelines on calculating percentage of non-MSC-certified seafood ingredients](#)

[Find MSC certified fisheries](#)

[Supply chain certification guide](#)



### Here to help

If you need more information after reading this guide, please contact the licensing team at [ecolabel@msc.org](mailto:ecolabel@msc.org).