



FRIEND OF THE SEA® LOGO USE GUIDELINES

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WHO CAN USE FRIEND OF THE SEA® LOGO?

Companies and products authorized to use Friend of the Sea® logo

Friend of the Sea® registered trademark – Friend of the Sea® logo – can only be printed and displayed on products with a **valid Friend of the Sea® certificate or logo use authorization**.

Only companies which have a **valid signed Friend of the Sea® Audit and Licensing Agreement and a valid Friend of the Sea® certificate or logo use authorization** can apply/print Friend of the Sea® registered trademark on their own branded Friend of the Sea® certified products. These companies can also highlight their products' Friend of the Sea certification on the specific Friend of the Sea® certified products' related marketing material and communications.

The Scheme Owner can revoke, by means of an official communication, authorization to use the Friend of the Sea trademark, for those companies which are not compliant with yearly

royalties payment, and more generally for those companies not compliant with the signed Audit and Licensing Agreement.

Companies whose authorization to use the Friend of the Sea® logo has been revoked, must remove the logo from the products according to the timing specified in the Audit and Licensing Agreement.

Companies with own branded products certified Friend of the Sea®, **cannot authorize their customers/clients, nor any other company**, to use the Friend of the Sea® logo. Any company interested in using the Friend of the Sea logo, must contact the World Sustainability Organization for information on application procedure.

Aim and area of application

This procedure aims to regulate the use of the Friend of the Sea® logo by companies with Friend of the Sea® certified products.

MAIN GUIDELINES

The Friend of the Sea® logo is sent to companies owners of certified products by the World Sustainability Organization.

The Friend of the Sea® logo is provided in various printable and online formats. It can be used on certified products and related promotional material in accordance with the following rules:

- ✓ *Minimum size: 8 mm (excluding the clear space)*
- ✓ *Internal text (Friend of the Sea) cannot be modified*
- ✓ *The Friend of the Sea logo includes an ® since Friend of the Sea logo is a registered trademark. Users must always include the ® as part of the logo.*

Users must received a written approval by the World Sustainability Organization for any new graphic use of the Friend of the Sea® logo on packaging or other marketing material.

Additional guidelines are provided in the following pages as mandatory rules to be complied with or recommendations (where specified).

LOGO VARIATIONS

Mandatory Logo

Mandatory logo must include the registration trademark ®.



Recommended Logo

Friend of the Sea® suggests to include the Friend of the Sea® website and/or the Friend of the Sea® claim, in order to provide a more detailed information on the certification.



friendofthesea.org



Certified from Sustainable Aquaculture
friendofthesea.org



Certified from Sustainable Fisheries
friendofthesea.org



TYPEFACE

Open Sans Condensed

“Open Sans Condensed” has been chosen as the primary typeface for Friend of the Sea® communications.

AaBbCc
1234**5678**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOR USE

For consistent color print reproduction, always match to Pantone® solid-coated swatches.

If you plan to use the Friend of the Sea® logo online, including your website or screen presentations, please keep in mind that Friend of the Sea® / World Sustainability Organization must approve the logo size and placement. Same applies to the printed logo.

Please contact us at marketing@friendofthesea.org to receive the Friend of the Sea® logo for online use.



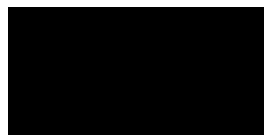
COLOR PRINT
PANTONE 485C
CO M95 Y100 K0

COLOR ONLINE USE
R226 G23 B24
HTML #E21718



COLOR PRINT
PANTONE 654C
C100 M70 Y0 K40

COLOR ONLINE USE
R0 G56 B114
HTML #003872



COLOR PRINT
PANTONE PROCESS BLACK C
CO M0 Y0 K100

COLOR ONLINE USE
R0 G0 B0
HTML #000000

COLOR USE

All graphics available at friendofthesea.org are property of Friend of the Sea® / World Sustainability Organization. Please do not use any logos, photographs or any other artwork you can find on the Friend of the Sea® / World Sustainability Organization website.

Full-Color Logo

Friend of the Sea® logo is red, blue, black and white, placed on a white/light colored background.



friendofthesea.org

Full-Color Reverse Logo

Example of logo use when the background color or imagery adversely affect the legibility of the logo and of its registered trademark.

Note that background color or imagery cannot appear through the Friend of the Sea® logo nor the logo can be altered in any way.



friendofthesea.org

Mono-color Logo

Example of logo use in case of one-color or two-color printing, when Friend of the Sea® red and Friend of the Sea® blue colors are not available.



friendofthesea.org



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CLEAR SPACE

The minimum clear space is at least X— where X equals to the width of the red circle of the logo — as shown here.

This clear space is the minimum, so whenever possible, increase the space.



SIZE

The minimum size for mandatory logo is 32" (8mm) width, while for recommended logo the minimum size is 82" (21mm) height.

NOTE

The registration mark ® scales independently. For the minimum print size, set the mark ® in Arial Regular 4pt.

Mandatory Logo



recommended Logo



Alternative authorized 3d logo (included in the files package as file Friend of the Sea®_3D_web_RGB.jpg)



INCORRECT USE

We encourage you to become familiar with the correct use of the Friend of the Sea® logo. The integrity of the logo must be respected at all times. Do not stretch, condense or otherwise alter it in any possible way.

For any questions regarding logo use, please contact us at marketing@friendofthesea.org



Do not re-create or re-type the words.



Do not stretch or alter the Friend of the Sea® logo in any way.



Make sure the trademark is readable.



Do not change the Friend of the Sea® logo color or use the Friend of the Sea® color print version for online or screen presentations.



Do not change the position or size of the text.



Do not use any graphic effects or outlines on Friend of the Sea® logo. An official 3D logo is provided by scheme owner



Do not angle the Friend of the Sea® logo. Always use it vertically.



Do not add any shapes



Do not use less than 100% ink density to print the logo.



Do not place other graphics or text over or around the logo.



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