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FRIEND OF THE SEA
Logo and Label Use Guidelines

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Who Can Use the Friend of the Sea® Logo?

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

The registered trademark Friend of the Sea® (Friend of the Sea® logo) may only be printed and displayed on products with a valid Friend of the Sea® Certificate or Logo Use Authorization.

Only companies that hold a valid, signed Friend of the Sea® Audit and License Agreement and a valid Friend of the Sea® Certificate or Logo Use Authorization may apply or print the registered Friend of the Sea® logo on their own-brand Friend of the Sea® certified products. These companies may also highlight the Friend of the Sea® certification of their specific certified products in marketing materials and related communications.

The Scheme Owner may, through official communication, revoke the authorisation to use the Friend of the Sea® logo from companies that have not paid the annual fee and from companies that do not comply with the signed Audit and License Agreement.

Companies with own-brand Friend of the Sea® certified products may not authorise their clients or other companies 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 the application procedure.

Companies whose authorisation to use the Friend of the Sea® logo has been revoked must remove the logo from their products within the timelines specified in the Audit and License Agreement.

Scope and application

These Guidelines aim to regulate the use of the Friend of the Sea® logo by companies with Friend of the Sea® certified products.

Official Label Variants

Recommended Official Labels

The labels shown below represent the officially approved versions of the Friend of the Sea® labels. The claim text in the label varies based on the specific certification category (fisheries, aquaculture, collagen, omega-3, sunscreen, detergents, tourism, etc.). The registered trademark symbol ® is a mandatory element and must always be included.

Companies holding Friend of the Sea® certified products or services may select the appropriate label version based on the application format (vertical or horizontal layout). Only official files provided by Friend of the Sea® may be used.

All graphics available on friendofthesea.org are the property of Friend of the Sea® / World Sustainability Organization. Please do not use logos, photographs, or images from the Friend of the Sea® / World Sustainability Organization website or elsewhere on the Internet without prior written authorisation from the World Sustainability Organization.

Typeface

Open Sans

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

AaBbCc

12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colour Palette

For consistent colour reproduction in print, always match with Pantone® coated swatches.
If you plan to use the Friend of the Sea® label online, including on your website or screen presentations, please note that Friend of the Sea® / World Sustainability Organization must approve the size and position of the label. The same applies to the printed label.

COLOUR PRINT
PANTONE 485C
C0 M95 Y100 K0

COLOUR ONLINE
R226 G23 B24
HTML #E21718

COLOUR PRINT
PANTONE 654C
C100 M70 Y0 K40

COLOUR ONLINE
R0 G56 B114
HTML #003872

COLOUR PRINT
PANTONE (White / Paper) C0 M0 Y0 K0

COLOUR ONLINE
R255 G255 B255
HTML #FFFFFF

Customised Versions of the Friend of the Sea® Label

1. Flexibility and Permitted Customisations

While we strongly recommend using the official label assets provided, and require that all text content and URLs remain unchanged, we authorise the following adaptations to meet the graphic design and space requirements of companies with Friend of the Sea® certified products (**subject to our formal approval via email**):

Colour Adaptations

- Removal of the blue border frame.
- Colour modifications to the text and/or frame.
- Monochromatic version.
- Application of the claim text on a transparent background.

Claim Layout and Typography

- The claim text may be arranged across multiple lines, differing from the standard official labels (e.g., *CERTIFIED / TO FISHERIES STANDARD / FRIENDOFTHESEA.ORG* or *CERTIFIED TO FISHERIES STANDARD / FRIENDOFTHESEA.ORG*).
- The claim text may be rendered in lowercase.
- A font other than the standard official label font (Open Sans) may be used.

2. Minimum Label and Font Dimensions

To ensure the certification mark remains clear, legible and understandable, if your company chooses to reorganise the claim text relative to the standard file (see Section 1), a minimum character height must be maintained:

0.9 mm
for lowercase letters (x-height), or

1.1 mm
for text rendered entirely in uppercase

3. Approval Procedure

Marketing and design teams may proceed with adapting the packaging layouts. Prior to printing, draft previews of the labels must be submitted via email to **marketing@friendofthesea.org** for formal review and written approval.

The FOS ID Code

1. Format and Placement of the FOS ID Code

The FOS ID code is an essential requirement for transparency. As it is not supplied within a fixed graphic bounding box, you may lay it out according to the following guidelines:

Text Structure

It must be displayed in the format **FOS ID: [your code]** (e.g., **FOS ID: 1234**).

Font/Typeface

You may use Open Sans or the alternative font chosen for the claim text (See Section 1, Page 6), maintaining a minimum character/digit height of **1.1 mm**.

Placement

- **Vertical Alignment (Left-aligned):** The code FOS ID: XXXX must be left-aligned on the same vertical axis as the text block (aligned with the start of the claim lines and the URL FRIENDOFTHESEA.ORG).
- **Vertical Label Version:** The FOS ID must be centred or aligned at the base of the text block below the logo.
- **Spacing / Clearance Distance:** Maintain a vertical clearance of between **1.0 mm and 2.0 mm** below the lower edge of the label.
- **Modified Layouts:** The FOS ID must be placed below the claim text, at a distance that clearly shows the consumer its direct connection with the Friend of the Sea® certification.

Examples

FOS ID: 1234

FOS ID: 1234

2. Approval Procedure

Marketing and design teams may proceed with adapting the packaging layouts. Prior to printing, draft previews of the labels must be submitted via email to **marketing@friendofthesea.org** for formal review and written approval.

Clear Space and Code Placement

The minimum clear space is at least X, where X corresponds to the width of the red circle of the logo, as shown here. This clear space is the minimum, so when possible, increase the space. The FOS ID is positioned in the area delimited by the white guidelines, as shown in the examples on the right.

Size

The minimum size for the official label (including the blue panel and certification text) is 0.39" (10 mm) in height for the horizontal version or 0.74" (18.8 mm) in height for the vertical version. The label must always remain fully legible. All elements, including the registered trademark symbol ® and the client code, must remain clearly legible and proportionally scaled.

The minimum size of the round Friend of the Sea® logo is 0.35" (9 mm), measured on the diameter of the circular logo (excluding clear space).

Incorrect Use

We encourage you to familiarise yourself with the correct use of the Friend of the Sea® label. The integrity of the label must be respected at all times. Do not stretch, compress, or modify it in any way.

1.

Do not stretch or compress the label. Always maintain the original proportions.

2.

Do not modify the opacity of the official label. Only use the approved versions provided.

3.

Do not add shadows, gradients, outlines, or graphic effects.

4.

Do not rotate or tilt the label.

5.

Do not use graphic effects on the label.

6.

Do not add outlines or borders.

To meet specific graphic needs — such as adjustments to space, colour, or FOS ID placement — the World Sustainability Organization is available to evaluate customised requests. To request approval for a design different from the official standard, contact us at marketing@friendofthesea.org with all details.

Optional On-Pack Explanatory Claims

and Packaging Placement Guidelines

To ensure maximum transparency and full compliance with European anti-greenwashing regulations (**EU Directive 2024/825 – EmpCo**), Friend of the Sea® provides pre-approved explanatory texts that brand owners can apply on packaging alongside the official label.

1. Guideline Policy and Consulting the Claims Register

The inclusion of explanatory text is **optional**. The official Friend of the Sea® label already clearly and objectively specifies the reference standard (e.g., *"CERTIFIED TO FISHERIES STANDARD"*, *"CERTIFIED TO AQUACULTURE STANDARD"*, etc.).

Providing additional text is recommended for companies wishing to describe the scope of certification in detail, but it is **not mandatory**, so that smaller packaging formats (e.g., cans, blisters, bottles) are not penalised by space constraints.

MANDATORY REFERENCE DOCUMENT

All approved explanatory texts for each certified standard and for all available languages are collected in the official document:

"Friend of the Sea® – Official Product Claims Register"
(Doc. Ref: FOS-CLAIMS-REG-2026)

(available upon request or in the corporate client area)

Optional On-Pack Explanatory Claims

Examples: Fisheries and Aquaculture Standards

The optional on-pack explanatory claims for certified products from fisheries and aquaculture are provided below as examples:

FISHERIES STANDARD

Option A (Compact):

"Certified to Friend of the Sea® standard for fish population protection, ecosystem management, and social accountability."

Option B (Standard – Default):

"This seafood comes from a fishery independently certified to Friend of the Sea® standard, meeting strict requirements for fish population protection, gear selectivity, worker rights, and supply chain traceability."

Option C (Extended):

"Certified to the Friend of the Sea® Fisheries Standard. This product originates from managed fisheries that prevent overfishing of fish populations, protect ocean habitats and non-target species, adhere to international labour conventions, and guarantee verified chain of custody."

AQUACULTURE STANDARD

Option A (Compact):

"Certified to Friend of the Sea® standard for aquaculture respecting critical habitats, animal welfare, and social accountability."

Option B (Standard):

"Certified to Friend of the Sea® standard, meeting strict requirements for environmental protection, fish welfare, worker rights, and supply chain traceability."

Option C (Extended):

"This product comes from a farm independently certified to Friend of the Sea® Aquaculture Standard. Originating from farms ensuring low environmental impact, no critical habitat destruction, compliance with international labour conventions (ILO), and verified traceability."

Optional On-Pack Explanatory Claims

Requirements, Placement and Approval

2. Structure of Pre-Approved Explanatory Texts

Should the company choose to include explanatory text, it must select **exclusively one of the pre-approved texts** in the Official Claims Register corresponding to the standard for which it has obtained certification, without making any alterations.

For each sector/standard, the Register provides three levels of detail:

- **Option A: Compact Claim** *(for reduced surface areas, side panels, or small packaging)*
- **Option B: Standard Claim** *(recommended for ordinary packaging sizes – Default)*
- **Option C: Extended Claim** *(for large packaging, cardboard boxes, or e-commerce product pages)*

3. Typographic Requirements and Graphical Freedom

To ensure harmonious integration with the product layout while complying with applicable regulations:

- **Minimum Font Size:** The x-height (the height of lowercase characters) of the explanatory text must never be less than **0.9 mm**, in accordance with the legibility requirements of Regulation (EU) No. 1169/2011.
- **Legibility and Contrast:** The text must be clearly legible and printed with adequate contrast against the background.
- **Colours and Font Style:** Full freedom is given in the use of colours and font styles, so that the text can adapt to the graphic design of the company's packaging.

4. Recommended Placement and the Proximity Rule

Under European anti-greenwashing directives, detailed information or scope limitations must not be separated from the primary label in a way that misleads the consumer.

- **Proximity Recommendation:** When an explanatory text is used, **it is strongly recommended to place it directly adjacent to or immediately beneath the Friend of the Sea® label and the relevant FOS ID** code.
- **To Avoid:** Placing the label on the front of the packaging while relegating the explanatory text to an unrelated back panel is discouraged, as this may lead to challenges from consumer protection authorities regarding deceptive commercial practices.

5. Final Approval of the Artwork Proof

Before proceeding with final printing or marketing of the packaging, the company is required to **submit the final artwork proof to the Friend of the Sea® team for formal approval, to the email: marketing@friendofthesea.org.**

The review will verify compliance with minimum font sizes, legibility, and proper placement of the label and of the explanatory texts chosen from the Official Register.

Specific Requests

To ensure that the certification statement is clearly understood in specific markets, companies may request the label in the local language. Upon such request, World Sustainability Organization / Friend of the Sea® will develop and provide the official version of the label with the translated statement. Companies are strictly prohibited from independently translating, altering, or modifying the text or design of the label; only official files provided by World Sustainability Organization / Friend of the Sea® are authorised for use on packaging, digital media, or promotional materials.

For permitted customisations of the official label, subject to prior written approval, see "Customised Versions of the Friend of the Sea® Label" on page 6.

Language Requirements and Localised Environmental Claims

To ensure transparency, prevent misleading environmental claims, and provide consumers with clear, easily understandable information in accordance with Directive (EU) 2024/825 on Empowering Consumers for the Green Transition (EmpCo) and related international market legislation, all Friend of the Sea® label claims must be applied using the official translated versions made available by the World Sustainability Organization (WSO).

Licensees and brand owners are required to select and display the label version corresponding to the official language(s) of the target market where the product is placed on the market or commercialised.

Ingredient vs. Product Scope

If certification applies only to a specific component or ingredient (e.g., Omega-3 oil or fish content in a multi-ingredient meal), the label and claim must explicitly state this limitation and must not imply that the entire finished product is certified.

Prohibition of Generic Add-on Claims

Licensees may not combine or surround the label with unverified generic environmental claims such as "eco-friendly," "green," "climate neutral," or "100% sustainable."

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