FRIEND OF THE SEA
LOGO USE GUIDELINES
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WHO CAN USE THE FOS LOGO?

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

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Companies whose authorization to use the Friend of the Sea logo has been revoked, must remove the logo from the products according to the timing specified in the Audit and Licensing Agreement.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

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**Terms and definitions**

**FOS:** Friend of the Sea  
**WSO:** World Sustainability Organization
LOGO VARIATIONS

Mandatory Logo

Mandatory logo must include the registration trademark “®”.

Recommended Logo

FOS suggests to include the FOS website and/or the FOS claim, in order to provide a more detailed information on the certification.
TYPEFACE

Open Sans Condensed

“Open Sans Condensed” has been chosen as the primary typeface for FOS communications.

COLOR USE

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

If you plan to use the FOS logo online, including your website or screen presentations, please keep in mind that FOS / WSO must approve the logo size and placement. Same applies to the printed logo.

Please contact us at marketing@friendofthesea.org to receive the FOS logo for online use.

- COLOR PRINT
  PANTONE 485C
  C0 M95 Y100 K0

- COLOR ONLINE USE
  R226 C23 B24
  HTML #e21718

- COLOR PRINT
  PANTONE 654C
  C100 M70 Y0 K40

- COLOR ONLINE USE
  R0 C56 B114
  HTML #003872

- COLOR PRINT
  PANTONE PROCESS BLACK C
  C0 M0 Y0 K100

- COLOR ONLINE USE
  R0 G0 B0
  HTML #000000
All graphics available at friendofthesea.org are property of FOS / WSO. Please do not use any logos, photographs or any other artwork you can find on the FOS / WSO website.

Full-Color Logo

FOS logo is red, blue, black and white, placed on a white/light colored background.

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 FOS logo nor the logo can be altered in any way.

Mono-color Logo

Example of logo use in case of one-color or two-color printing, when FOS Red and FOS Blue colors are not available.
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 FOS_3D_web_RGB.jpg)
We encourage you to become familiar with the correct use of the FOS 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 FOS logo in any way.

Make sure the trademark is readable.

Do not change the FOS logo color or use the FOS 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 FOS logo.
An official 3D logo is provided by scheme owner

Do not angle the FOS logo. Always use it vertically.

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

Do not add any shapes.

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