

MARINE STEWARDSHIP COUNCIL INTERNATIONAL RULES FOR THE DISPLAY OF THE MSC ECOLABEL - MENU USE



GENERAL

As with any trademark, careful control of the MSC ecolabel is important in order to maintain value to legitimate users. Licenses for Consumer Facing use of the MSC ecolabel are issued by Marine Stewardship Council International Ltd (MSCI), the MSC's trading company which licenses the use of the ecolabel on behalf of the MSC.

Approval of the use of the MSC ecolabel must be obtained from the MSCI for each application. The MSC ecolabel or claim must never be used without the express permission of MSCI.

MSCI reserves the right to withhold or withdraw permission to use the ecolabel if MSCI considers that the user is failing to comply with the rules set out below or if the MSCI considers that the ecolabel is being placed in a context that could cause confusion, misinterpretation, or a loss of credibility to the MSC programme. Interpretation of these rules is at the sole discretion of MSCI.

ON-MENU USE

There is a specific version of the MSC ecolabel available for on-menu use, seen here.



These guidelines are only for the use of the MSC ecolabel when used on menus – they do not apply to any other ecolabel use.

These rules are supplementary to those found in 'Rules for the display of the MSC ecolabel (consumer facing use)' and should be considered at the same time. For clarity, these rules apply in the event of any inconsistency between the two.

1. The oval and Ecolabel with explanatory text

The on-menu MSC ecolabel comprise two elements:

- a. The blue oval (with fish-checkmark)
- b. The full ecolabel with additional explanatory text.

The blue oval can be placed next to listed dishes on a menu that (only) use MSC certified seafood.

The full ecolabel with explanatory text must also be printed on the menu; either on the same page or on a page that precedes the use of the blue oval.

2. Translations of the ecolabel text

- a. For available translations of the MSC ecolabel text, 'Certified Sustainable Seafood', and/or the text to the right of the mark please see www.msc.org/get-certified/use-the-msc-ecolabel/msc-ecolabel/msc-claim.
- b. It is not possible to use text in the ecolabel or claim that has not been approved by MSC.

3. Size and proportions

- a. The blue oval is at 20 degrees to the horizontal.
- b. The full ecolabel is a complete entity and should not be broken up.
- c. The full ecolabel shall not be tilted from its axis.
- d. The minimum size of the full ecolabel is 10mm (measured from the base to the top of the left-hand side).
- e. The ecolabels must not be redrawn, distorted or altered in any way from the original master artworks provided in the full document.

4. Colour

- a. The approved pantone colour is pms 286 (mixed as 100c, 60m in process colours).
- b. If the ecolabel has to be printed in black and white, it should print as line artwork, not in tints.
- c. In all instances the keyline must print.

5. Other requirements

- a. The ecolabel must be directly accompanied by a ™.
- b. The Chain of Custody Code of the restaurant needs to appear next to the full ecolabel.

FURTHER INFORMATION

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Please contact ecolabel@msc.org for further information.