



MSC LABEL USER GUIDE

Your handbook
for successfully
using the MSC label



WELCOME

Thank you for your interest in using the MSC label – a trusted and globally recognised indicator that your seafood comes from MSC certified fishing practices.

In this guide you will find instructions on how to use the MSC label in **three easy steps**.

STEP 1 Apply for a licence to use the MSC label.

STEP 2 Incorporate the MSC label, MSC claim and MSC Chain of Custody code into the design of your materials.

STEP 3 Send your designs to the MSC's licensing team for approval before printing or publishing.

HERE TO HELP

If you have any questions, we're here to help! Contact the licensing team at ecolabel@msc.org.



CONTENTS



STEP 1:

Apply for a licence to use the MSC label

- 5 What is the licence for?
- 6 What are my responsibilities as a licence holder?
- 7 How do I know if a product should be registered under my licence?

Usage costs

- 8 What are the usage costs?
- 9 What are the fees for foodservice businesses?

STEP 2:

Use the MSC label on products and promotional materials

The three MSC elements

- 11 MSC label
- 12 MSC Chain of Custody code
- 13 MSC claim

Key guidelines for using the MSC label

- 14-16 What are the rules for the format and colour of the MSC label?
- 17 What are the rules for the size and clear space around the MSC label?
- 18 What should I avoid when using the MSC label?
- 19 What if my product contains non-MSC certified seafood ingredients?
- 20-21 How should I use the MSC and ASC labels?

LABELLING PRODUCTS

For processors and packers

- 22 How do I use the MSC label on consumer facing (retail) products?
- 23 How can I adapt the rules for multi-faceted packaging, such as cans or jars?
- 24 How do I use the MSC label on Modified Atmosphere Packaging (MAP)?
- 25 How do I use the MSC label on multi-packs?
- 26 How do I use the MSC label on non-consumer facing (B2B) products?
- 27 How do I use the MSC label on fresh fish tags?

For retailers

- 28 How do I use the MSC label on a fresh fish counter?
- 29 How do I use the MSC label when selling seafood online which is not pre-packaged?

For restaurants and foodservice

- 30 How do I use the MSC label on a foodservice menu?

OFF-PRODUCT USE

- 31 How do I use the MSC label to promote MSC labelled products?
- 32 Some best practice examples
- 33 How do I use the MSC label in general communications?

STEP 3:

Send your artwork for approval

- 35 What is the artwork approval process?
- 36 What should I check before submitting artwork for approval?

USEFUL LINKS

- 37 Useful links

GOOD TO KNOW

Clicking on the navigation titles and in the contents will take you to the corresponding section of the document.



APPLY FOR A LICENCE TO USE THE MSC LABEL

This section explains how to obtain a licence to use the MSC label and outlines the associated responsibilities and costs.

STEP 1



WHAT IS THE LICENCE FOR?

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

[APPLY HERE](#) for the licence agreement

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 label in various formats.

*MSCI (MSC's trading company) manages the use of all trademarks owned by the MSC: the MSC label, 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 label 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 use of MSC registered trademarks by following the instructions in this guide.
- Sending 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 label. These include: annual fees and royalties.

CONSUMER FACING:

A product that could be available for sale to consumers i.e. 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:

A business-to-business product, i.e. a product that is repacked or unpacked within the supply chain and is not intended for direct 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 label 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.

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 label 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 label on menu. → The Restaurant is the licence holder.

A **Contract Caterer** operates the canteen of a commercial client and places the MSC label 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**.

GOOD TO KNOW

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

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 label 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.

ROYALTY FEES

Businesses using the MSC label 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.

FOR 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
Total:	£25,000,000		£115,000
Annual fee:	£4,000		

WHAT ARE THE FEES FOR FOODSERVICE BUSINESSES?

GOOD TO KNOW

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

THE FEES FOR FOODSERVICE BUSINESSES ARE BASED ON THE NUMBER OF SITES

	SMALL	MEDIUM	LARGE
1 SITE	25 SITES OR FEWER	26-225 SITES	225+ SITES OR MORE
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).

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:

Total foodservice sites

4

-

1ST site

=

3

x

chargeable sites

£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.

USE THE MSC LABEL ON PRODUCTS AND PROMOTIONAL MATERIALS

This section explains how to display the MSC label, MSC claim and MSC Chain of Custody code on product packaging, websites and promotional materials.

STEP 2



WHAT ARE THE THREE MSC ELEMENTS?

1 MSC label

2 MSC Chain of Custody code

3 MSC claim

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

GOOD TO KNOW

If you work with any design agencies - share a copy of this guide to help them to layout the MSC label in the best way.

Correctly following this guide will speed up your approval process.

1 MSC label

WHAT ARE THE KEY FEATURES THAT MAKE UP THE MSC LABEL?

The explanatory text.

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

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



The MSC's website address.

The oval fish checkmark.

The letters TM indicate that this label is a trademark.

When using the MSC label, you must use all its features together. They may not be separated or altered in any way.

WHAT ARE THE THREE MSC ELEMENTS?

1 MSC label

2 MSC Chain of Custody code

3 MSC claim

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

2 MSC Chain of Custody code

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.

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 label 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 label on menu. → CoC code on packaging: **The Restaurant's.**

A Contract Caterer operates the canteen of a commercial client and places the MSC label 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 label

2 MSC Chain of Custody code

3 MSC claim

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

3 MSC claim

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

This seafood meets the MSC's standard for environmental sustainability. This means it comes from a well-managed fishery that minimises its impact on the ocean and protects fish stocks for the future **msc.org**

This seafood comes from a fishery that has been independently certified to the MSC's environmental standard for fishing. **msc.org**

The [insert seafood species] in this product comes from a fishery that has been independently certified to the MSC's environmental standard for fishing. **msc.org**

Seafood certified to MSC's environmental standard for fishing. **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.

[CLICK HERE](#) for translations of the MSC claim.

WHAT ARE THE RULES FOR THE FORMAT AND COLOUR OF THE MSC LABEL?

The MSC label is available in **two formats**.

Vertical



Horizontal



WHAT ARE THE RULES FOR THE FORMAT AND COLOUR OF THE MSC LABEL?

MSC LABEL LANGUAGE VERSIONS

The MSC label 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 label isn't available, please use the generic version or the MSC label in the main language of your material.



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

[CLICK HERE](#)

To access over 20 official translations of the MSC label.

THE TRADEMARK (TM) SYMBOL

The TM symbol next to the MSC label 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 LABEL?

COLOUR MSC LABEL VERSION

On colourful materials, the blue version of the MSC label 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
#005DAA

WHITE KEYLINE

The white keyline which outlines the MSC label 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 label 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 LABEL?

MINIMUM SIZE

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

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

There is **no maximum size** restriction.

Horizontal



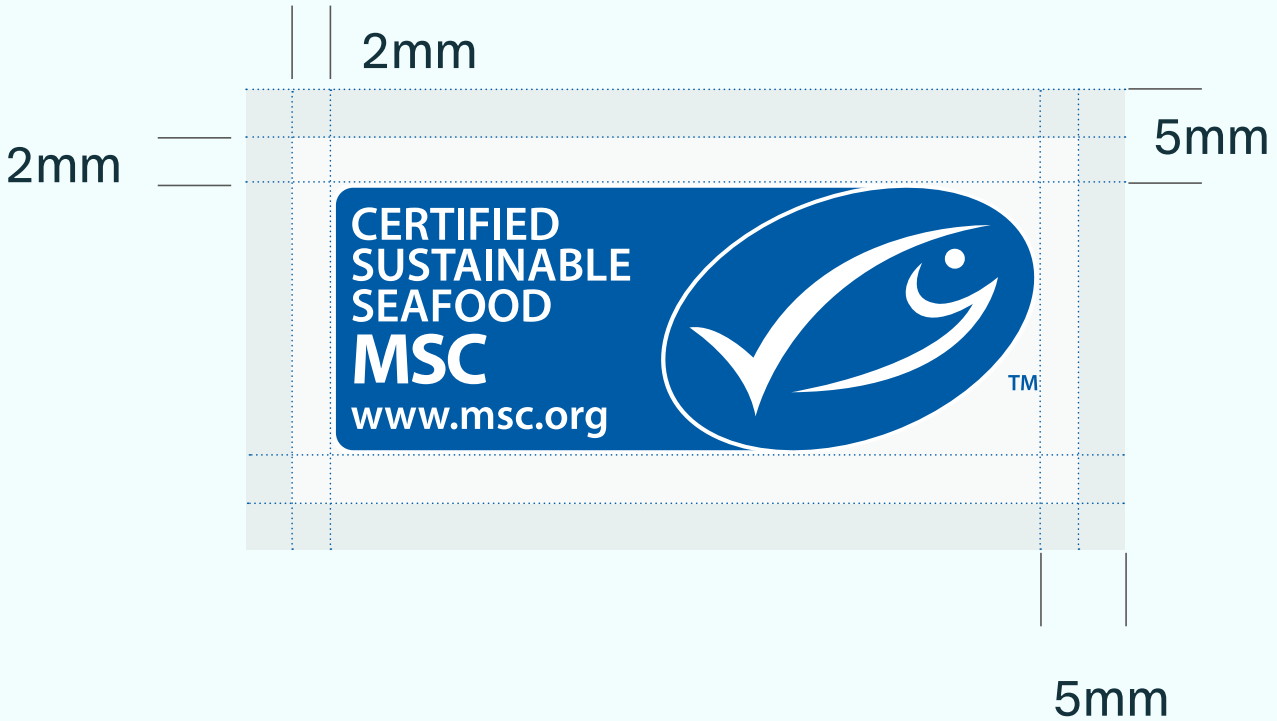
Vertical



MINIMUM CLEAR SPACE

Always allow for clear space around the MSC label. 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 label could be associated with the host brand or a different label.



CONSISTENCY IS KEY

Making sure the MSC label 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 LABEL?

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

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

GOOD TO KNOW

Make sure that the MSC label and MSC'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 MSC certified.

- ✗ Do not display the MSC label without the trademark symbol (TM)



- ✗ Do not remove the white keyline



- ✗ Do not distort the shape of the MSC label



- ✗ Do not place items or text over the MSC label



- ✗ Do not change the colours of the MSC label or the text inside



- ✗ Do not alter the design, lock-up, or separate the elements of the MSC label



- ✗ Do not tilt the MSC label



- ✗ Do not alter, move or change the font within the MSC label



- ✗ Do not place the MSC label too close to other logos



- ✗ Do not use the MSC corporate logo, always use the MSC label



WHAT IF MY PRODUCT CONTAINS NON-MSC CERTIFIED SEAFOOD INGREDIENTS?



To show the MSC label your product must contain a

MINIMUM OF 95%

MSC certified seafood ingredients in the total weight of the seafood content.

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](#).

IF YOUR PRODUCT CONTAINS MORE THAN 5% NON-MSC CERTIFIED SEAFOOD:

- ✗ You **may not** use the MSC label on packaging
- ✗ You **may not** use any text referring to the MSC on the front of the packaging

WHAT SHOULD I DO INSTEAD?

- ✓ 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 environmental standard for fishing. [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’.

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*

—————

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

x100

*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.

MSC/ASC CO-LABELLING RULES

WHEN MSC AND ASC LABELS ARE DISPLAYED TOGETHER ON A PRODUCT OR MENU

Any proportion of MSC and ASC certified seafood can be mixed in the same product with both labels being used at any stage in the supply chain, if:

GOOD TO KNOW

This doesn't affect the 95% of certified seafood rule in the total seafood content.

The standard fee structure applies. For consumer facing products, the royalty rate is split: 0.25% MSC and 0.25% ASC.

The MSC and ASC labels are **not modified and are the same size**.



NOTE

All graphical requirements and rules on the use of MSC and ASC labels remain valid.

The **CoC code** of the certificate that covers the main species used in the product is displayed on pack.



NOTE

You can state **both** MSC and ASC CoC codes.

The product label clearly states that MSC and ASC certified seafood is being used, **including the percentage**.



NOTE

This can be in the ingredients list.

YOU MUST SHOW EITHER:

Both one MSC claim and one ASC claim, or

The joint claim:

Contains ASC certified farmed seafood and MSC certified wild-caught seafood.
www.asc-aqua.org www.msc.org

SIZING AND VISUAL GUIDANCE

The MSC and ASC labels should follow the minimum size guidance shown on this page. When needed, both labels should be scaled up or down proportionately.

There is no maximum size restriction.

GOOD TO KNOW

The minimum size of the ASC label on pack is slightly larger than the MSC label.

Both labels must be equally proportioned next to each other.

VERTICAL LABEL USAGE

When used in a vertical (portrait) setting:

- Stacked vertically, labels use the same width
- Stacked horizontally, labels use the same height

Vertical



*Not actual size
Respect the space around labels as defined in the **respective label user guides**.

HORIZONTAL LABEL USAGE

When used in a horizontal (landscape) setting:

- Stacked horizontally, labels use the same height
- Stacked vertically, labels use the same width

Horizontal



HOW DO I USE THE MSC LABEL ON CONSUMER FACING (RETAIL) PRODUCTS?

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

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 MSC LABEL

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



[CLICK HERE](#)

To access the claim translations

THE MSC 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 label on such products:

- Display the MSC label next to the part of the packaging that is considered as the front, i.e. next to the brand and product name.
- Display the MSC Chain of Custody code and MSC claim anywhere on the packaging, ensuring they are legible.

MSC label on a soft pouch



MSC label on the seal



MSC label on the lid



HOW DO I USE THE MSC LABEL ON MODIFIED ATMOSPHERE PACKAGING (MAP)?

MAP packaging for seafood products usually includes a front label with price and weight information, and a back label with additional product details.

There are **three ways** to display the MSC label on fresh seafood products in MAP packaging.

OPTION 1 PREFERRED

Display the MSC label on the front label

The MSC label should be incorporated into the front label design where possible. The MSC claim and MSC Chain of Custody code can be placed anywhere on the pack and should be legible.



OPTION 2

Display the MSC label on the wrapping foil

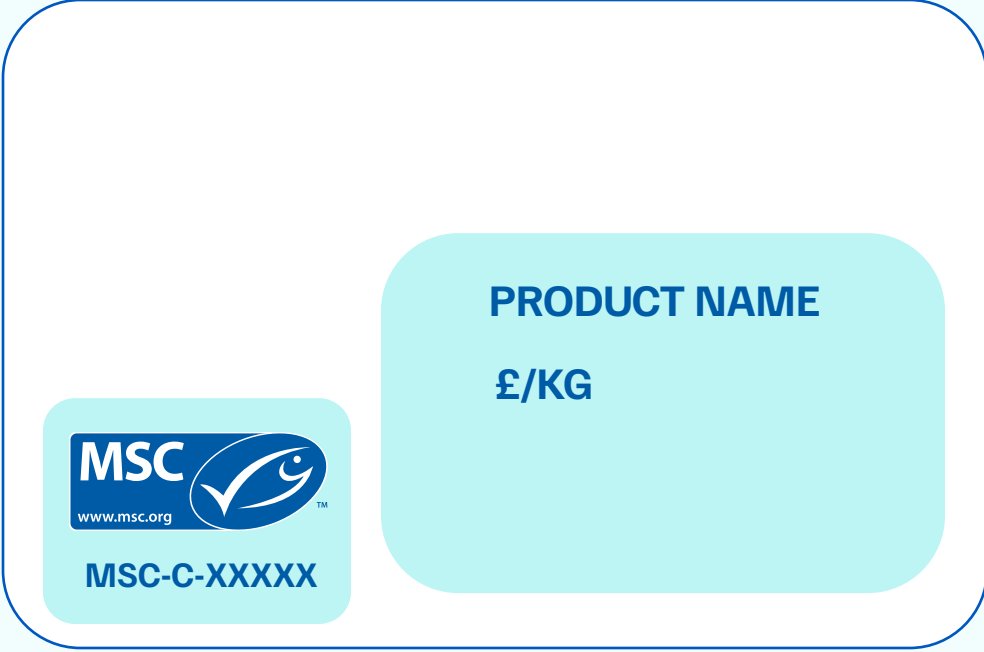
The MSC label may be integrated into the wrapping foil. The MSC claim and MSC Chain of Custody code can be placed anywhere on the pack and should be legible.



OPTION 3

Display the MSC label on a separate sticker

If integration into the label or foil is not possible, the MSC label, the MSC Chain of Custody code and the MSC claim may be applied using a separate sticker. This option is not recommended for ongoing use, as it increases the risk of mislabelling.



NOTE

If subcontractors are used for packing, the sticker must be applied before the product is sent to the labeller, to ensure MSC certified and non-MSC certified products are separated.

GOOD TO KNOW

Use the MSC label in the correct format as shown on pages 14-16.

HOW DO I USE THE MSC LABEL ON MULTI-PACKS?

A multi-pack is a product that contains a selection of individually packed items sold together as one unit.

The use of the MSC label depends on whether the individual packs contain any non-MSC certified seafood.

GOOD TO KNOW

The multi-pack may also display the MSC label even if some individual packs do not contain any seafood.

Use the MSC label in the correct format as shown on pages 14-16

ALL INDIVIDUAL PACKS CONTAIN AT LEAST 95% MSC CERTIFIED SEAFOOD

Both the multi-pack and each individual pack with MSC certified seafood should display:

THE MSC LABEL

THE MSC CHAIN OF CUSTODY (CoC) CODE

THE MSC CLAIM

See page 13 for more details.



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

[CLICK HERE](#)

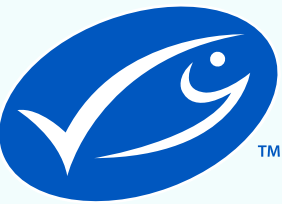
To access over 20 official translations of the MSC label.

[CLICK HERE](#)

To access the claim translations

INDIVIDUAL PACKS CONTAIN MORE THAN 5% NON-MSC CERTIFIED SEAFOOD

The MSC label **may not** be displayed on these individual packs, **nor on the front** of the outer multi-pack.



Instead, you may use the blue MSC oval on the front of the outer multi-pack, next to the name of the MSC certified product or species.

In this case, the reverse of the outer multi-pack must display: **The MSC label, The MSC Chain of Custody code (CoC), Version 3 of the MSC claim**



On reverse

Each individual pack containing 95% or more MSC certified seafood must still display: **The MSC label, The MSC Chain of Custody code (CoC), MSC claim**

HOW DO I USE THE MSC LABEL ON NON-CONSUMER FACING (B2B) PRODUCTS?

On non-consumer facing (B2B) products, you do not need to use the MSC label to show that the product is certified.

The MSC acronym, full organisation name or the MSC Chain of Custody (CoC) code can be used for identification purposes without a licence or approval.

If you use the MSC label on a B2B product, approval is not needed. However, please ensure you follow the same labelling requirements as for retail products on **page 22**.

GOOD TO KNOW

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

THE MSC LABEL

THE MSC CHAIN OF CUSTODY (CoC) CODE

THE MSC CLAIM



HOW DO I USE THE MSC LABEL 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 label.

- 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:



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 LABEL ON A FRESH FISH COUNTER?

There are two options for promoting your fresh fish counter items using the MSC label.

QUICK TIP

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

OPTION 1

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

- THE MSC LABEL
- THE MSC CHAIN OF CUSTODY (CoC) CODE
- THE MSC CLAIM

Use one of the four MSC claims listed on **page 13**, adjusted for fresh fish counter use if needed.



OPTION 2

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



HOW DO I USE THE MSC LABEL 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 label, 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 label on the pack.

GOOD TO KNOW

If you are selling fully packaged, MSC labelled products to end consumers online, please refer to guidance on page 32.

*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.

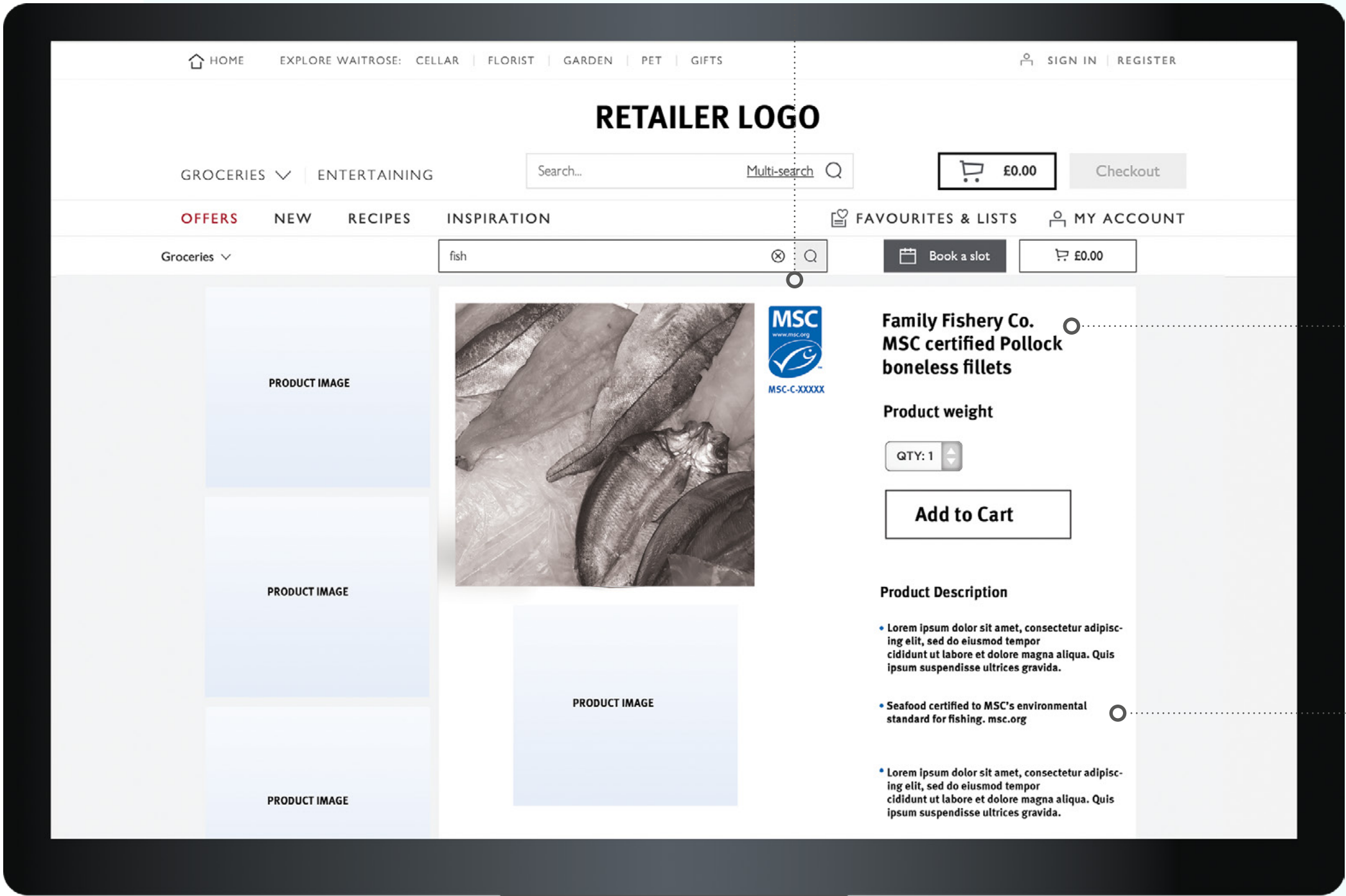
THE PRODUCT-SPECIFIC PAGE MUST DISPLAY:

THE MSC LABEL

The MSC label 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.



'MSC' or 'MSC Certified'

Add either of these to the product name or title.

THE MSC CLAIM

Use one of the four MSC claims from page 13.

HOW DO I USE THE MSC LABEL ON FOODSERVICE MENUS?

To promote your dish as MSC certified, at least

95% OF THE SEAFOOD CONTENT MUST BE MSC CERTIFIED.

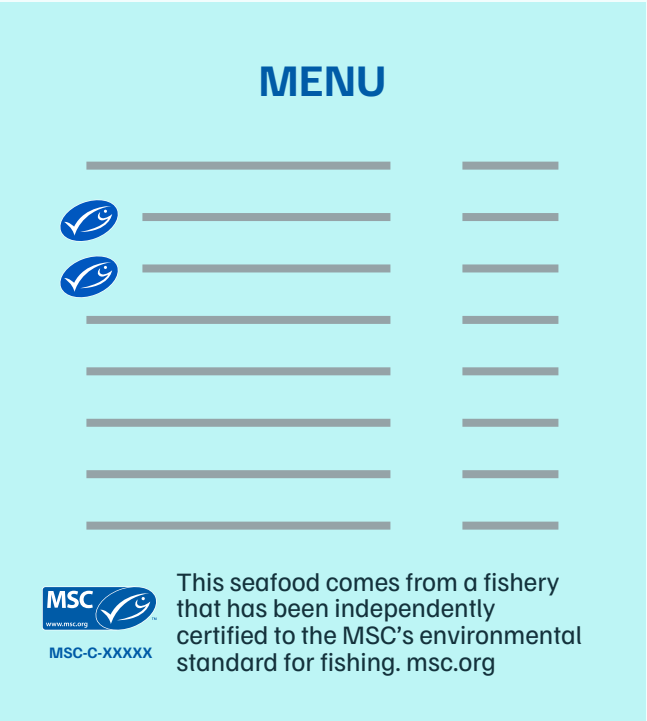
GOOD TO KNOW

These guidelines also apply for online menus and delivery platforms.

THERE ARE FOUR OPTIONS FOR DISPLAYING THE MSC LABEL ON THE MENU:

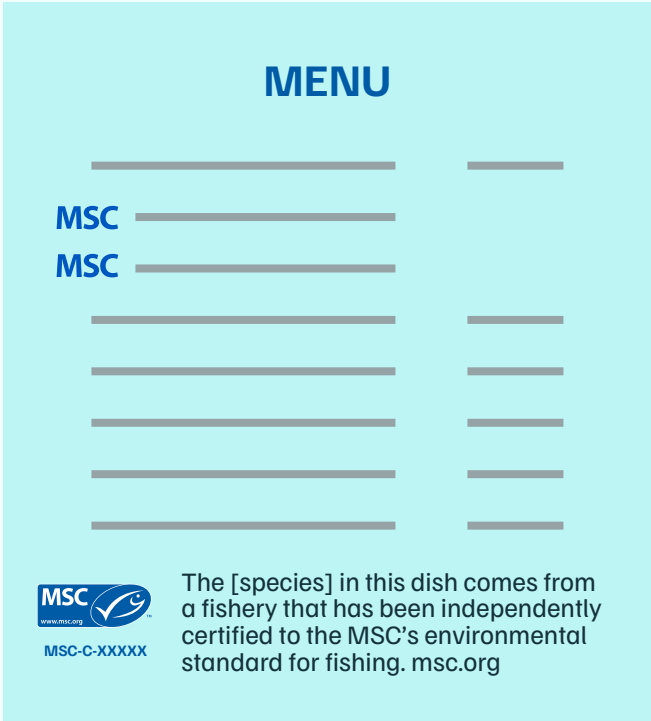
OPTION 1 PREFERRED

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



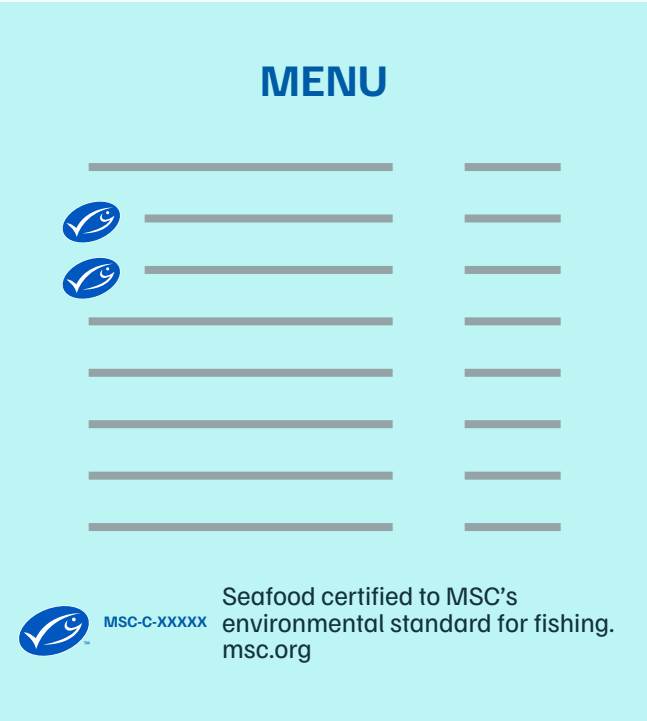
OPTION 2

Use the initials 'MSC' for identifying your MSC certified dishes and the standard MSC label 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.



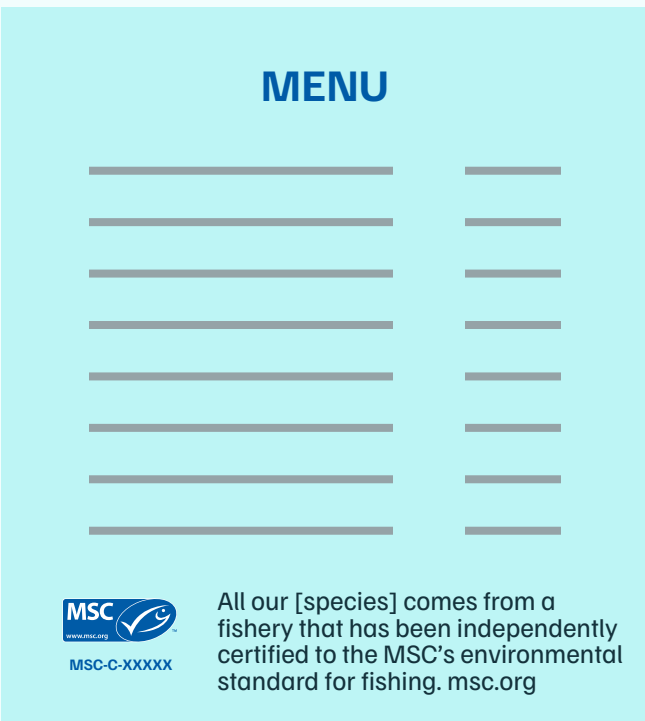
OPTIONS 1-3

The MSC Chain of Custody code of your restaurant or catering firm and one of the four MSC claims from **page 13** can be placed anywhere on the menu.

Claim version 3 can be adjusted to: 'The [insert seafood species] in this [product/dish/name of menu item] comes from a fishery that has been independently certified to the MSC's environmental standard for fishing. msc.org'

OPTION 4

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



OPTIONS 4

The MSC Chain of Custody code and adjusted claim version 3: 'All our [insert seafood species] comes from a fishery that has been independently certified to the MSC's environmental standard for fishing. msc.org' can be placed anywhere on the menu.

HOW DO I USE THE MSC LABEL TO PROMOTE MSC LABELLED PRODUCTS?

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

Licence holders

If you are a licence holder, you may use the MSC label to promote MSC labelled products that are already licensed to you.

Retailers and brand owners

If you are a retailer or brand owner, you may use the MSC label to promote fully packaged MSC certified products, as long as the MSC label appears on the product packaging.

In both cases you will need to sign a licence agreement - see **page 5** for details.

TOP TIP

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

[CLICK HERE](#)

for more guidance on communicating about MSC certified seafood

WHEN USING THE MSC LABEL TO PROMOTE MSC LABELLED PRODUCTS ONLINE OR ON PRINTED MATERIALS YOU MUST:

- Use the MSC label 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 label near the picture of the MSC labelled product, fresh fish or menu item and avoid association with non-MSC certified products.



THE MSC CHAIN OF CUSTODY (CoC) CODE

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

THE MSC CLAIM

To clarify which products are MSC certified you can add one of the four MSC claims from **page 13**, or create your own wording, with approval from the licensing team.

HERE ARE SOME BEST PRACTICE EXAMPLES

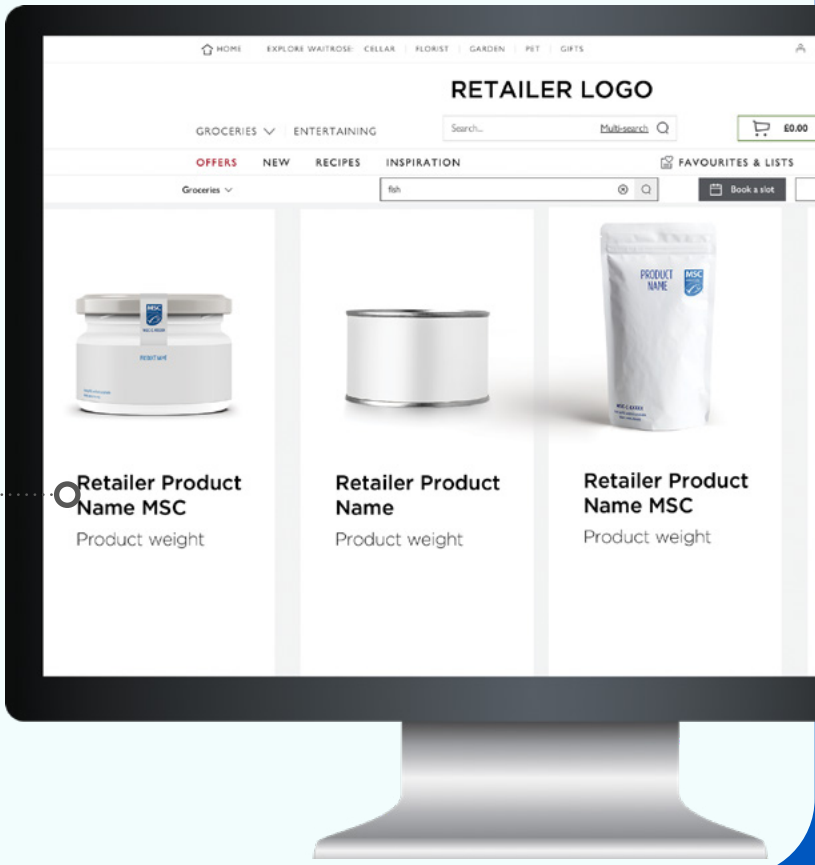
GOOD TO KNOW

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 label on promotional materials or if you'd like some guidance, please contact the licensing team at ecolabel@msc.org.

ONLINE CATALOGUE WITH MSC AND NON-MSC PRODUCTS

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



BANNER WITH ONE MSC PRODUCT

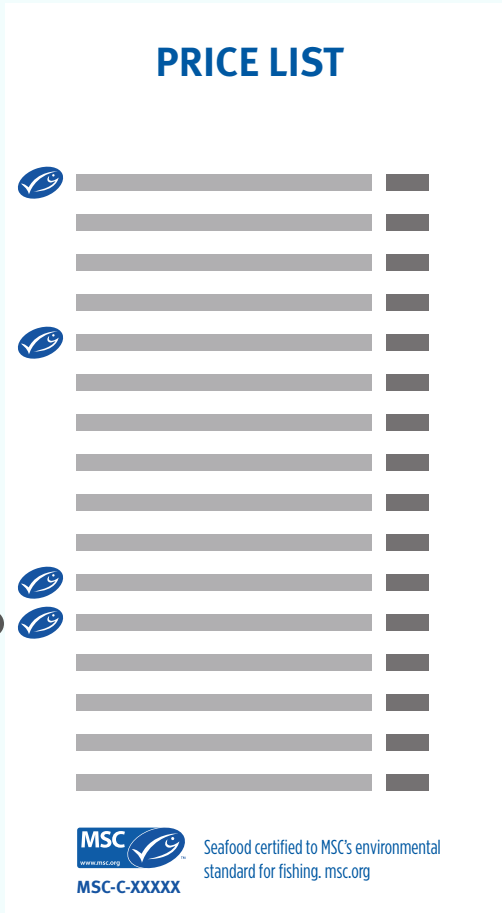


LEAFLET WITH BOTH MSC AND NON-MSC PRODUCTS



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.



HOW DO I USE THE MSC LABEL 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 label alongside your company's CoC code or fishery code (if you have one) and your supportive messaging.

TOP TIP

You can choose your own font and colour for your communications - if you wish to match the MSC label'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 16.

THE COMMUNICATIONS MUST DISPLAY:

THE MSC CLAIM

You can use approved wording '**We are MSC certified. Look for the blue MSC label. msc.org**' or use the MSC claim from **page 13**. You can also create your own wording, with approval from the licensing team.

THE MSC LABEL

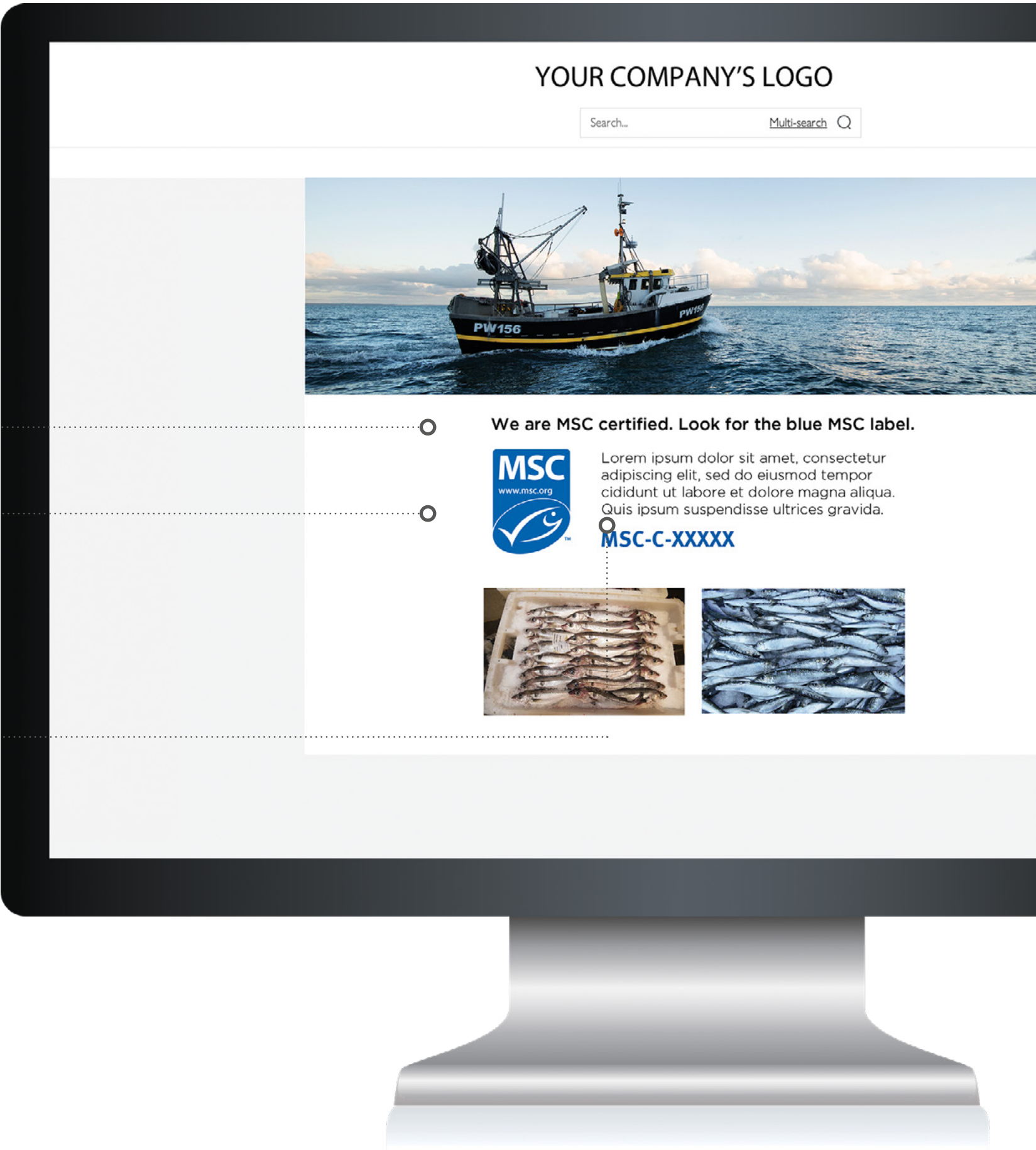
Use the correct format for the MSC label, as shown on **pages 14-16**.

THE MSC CHAIN OF CUSTODY (CoC) CODE

If your company has a CoC code or a fishery code, you can display it next to the MSC label and claim.

Remember

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



SEND YOUR ARTWORK FOR APPROVAL

This section explains how to receive approval from the licensing team to use the MSC label.

We review the use of the MSC label on artworks to ensure consistency across products and other materials. This helps maintain the MSC label as a trusted indicator of environmental sustainability in seafood that customers can easily recognise.

STEP 3



WHAT IS THE ARTWORK APPROVAL PROCESS?

Before printing or publishing materials with the MSC label, please follow these steps:

GOOD TO KNOW

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

1. REVIEW YOUR ARTWORKS

Use the checklist on **page 36** to ensure your use of the MSC label 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, please send:

- 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, please send:

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

For promotional materials, please send the final designs of new 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 label is still being used correctly.

For updated artworks, please send:

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

- the MSC label, 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

You can 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 allow enough time before printing or publishing your materials to make any requested changes.

WHAT SHOULD I CHECK BEFORE SUBMITTING ARTWORK FOR APPROVAL?

CHECKLIST

- ☐ **Placement:**
The MSC label is on the front of the packaging.
- ☐ **MSC elements:**
The MSC label is accompanied by the MSC claim and MSC Chain of Custody code.
- ☐ **Language:**
The MSC label is in the same language as your packaging. If unavailable, and on multilingual packaging, the generic version is used.
- ☐ **Minimum size:**
The MSC label 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 label is used in the original Pantone 286 colour.
- ☐ **The keyline:**
The white keyline outlining the MSC label is displayed.
- ☐ **The trademark (TM) symbol:**
The TM symbol next to the MSC label is clearly visible.
- ☐ **Clear space:**
The correct clear space around the MSC label 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 stickers on MSC labelled products
- Guidelines on calculating percentage of non-MSC-certified seafood ingredients
- Track a Fishery website
- Supply chain certification guide
- The MSC Blue Label: Making Claims with Confidence

HERE TO HELP

If you need more information after reading this guide, or have any feedback on its content, please contact the licensing team at ecolabel@msc.org.

