



**Responsible Fisheries  
Management (RFM) Certification**

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# Brand Identity Guidelines

# Introduction

The corporate RFM Certification logo and customized origin RFM Certification logos are trademarked and owned by the Alaska Seafood Marketing Institute (ASMI) on behalf of the Certified Seafood Collaborative (CSC). The customized origin RFM Certification logos are only released to organizations or individuals with RFM Chain of Custody (CoC) certification. Unauthorized use is prohibited and will be treated as a trademark breach. The purpose of the certification logo is to give assurance to buyers and consumers of seafood products that the products originate from certified sustainable fisheries.

The following parameters have been established to ensure correct and consistent RFM Certification logo and/or claim usage in all communication efforts involving their use. A company (licensee) must first meet the requirements of the Terms and Conditions for Use of the RFM Certification logo and/or claim ([click here](#)). Once the licensee meets the requirements of the Terms and Conditions for Use of the RFM Certification logo and/or claim, your use of the RFM Certification logo and/or claim signifies your acceptance of these usage guidelines.

**RFM CERTIFICATION LOGOS** are customized to **include origin**, like these for fisheries from Alaska and for Pacific Whiting (USA). Customized origin RFM Certification logos will be referred to as RFM Certification logo going forward throughout the brand guideline document.



**CORPORATE RFM CERTIFICATION LOGO**, a **non-origin logo** is for use by the CSC only when discussing the overarching RFM Certification program. This corporate, non-origin logo is not for use by fisheries or those with RFM Chain of Custody.



# Overview

**RFM is a voluntary and internationally accredited third-party certification program for wild-capture fisheries allowing companies to demonstrate responsible sourcing to their customers. Certified Sustainable RFM fisheries are independently assessed and scored against a set of strict and comprehensive criteria. The main objective of RFM is the biological sustainability of the stock(s), with consideration for conservation, biodiversity and ecosystem integrity. In addition to the biological sustainability elements of the RFM program, if there is evidence of erroneous labor practices or illegal fishing practices in a Certified Sustainable RFM fishery, the assessment will not proceed or the certification will immediately be suspended and withdrawn.**

The RFM Certification logo and/or claim is used only in connection with the catch from certified fisheries expressly identified in the Chain of Custody Certificate. Proof of Chain of Custody Certificate no. must be provided in order to access and use the RFM Certification logo.

**All uses of the RFM Certification logo and/or claim on packaging and marketing materials (such as advertisements, packaging, web pages, collateral materials, POS materials, and video footage) must be reviewed and approved in advance of printing, publishing.**

When you use the RFM Certification logo and/or claim, it must refer to seafood or products that have been issued a Chain of Custody certificate number.

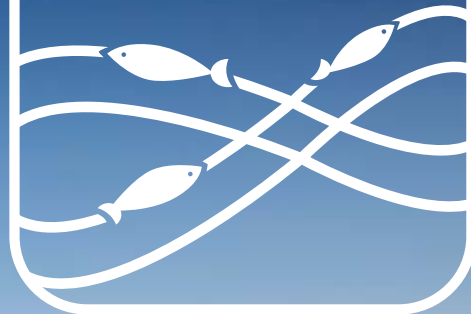
**The RFM Certification logo and claim may be used on both food products for human consumption and on non-human grade products.**

In general, the relationship between the respective logo elements should not be altered. In no case should the logo be distorted to achieve a specific graphic effect, nor should any element be extrapolated and used as a design element for any communication or other collateral materials.

When referring to individual certified species or certified seafood in total, the first letter of the words “Certified Sustainable”, the origin and the respective species shall always be capitalized, e.g. “Certified Sustainable Alaska Salmon”. This indicates both a brand and a proper name, and applies to all materials both internally and externally. In no case shall the names of the species not be capitalized.



**RFM**  
Certified  
Sustainable



# Logo Guidelines



# Logo Guidelines

## LOGO GUIDELINES

- The RFM Certification logo should always sit on a straight, horizontal baseline; it should never be rotated or positioned on an angle.
- The circle version of the RFM Certification logo can be used in various size formats but should not be reduced smaller than 0.8" (2.03 cm) in width; any smaller and it becomes illegible.
- The rectangle version of the RFM Certification logo can be used in various size formats but should not be reduced smaller than 0.75" (1.9 cm) in width; any smaller and it becomes illegible.
- To ensure high visibility and an uncluttered presentation, always maintain "clearspace" around the logo. A minimum of 25% of the width of the logo should be retained for clearance space; the purpose of this space is to isolate the logo from surrounding elements, thereby giving appropriate prominence to the logo.

## EXAMPLES OF RFM CERTIFICATION LOGO CUSTOMIZED TO SHOW ORIGIN

### Circle Version



x = 1/4 of logo width  
minimum clearance



← 0.8" →  
(2.03 cm)  
minimum seal width

### Rectangle Version



x = 1/4 of logo width  
minimum clearance



← 0.75" →  
(1.9 cm)  
minimum seal width

# Claim Guidelines

## CLAIMS

The following approved claims can be used by the licensee in place of the RFM Certification logo on both food products for human consumption and non-human grade products.

To ensure high visibility and an uncluttered presentation, always maintain “clearspace” around the claim.

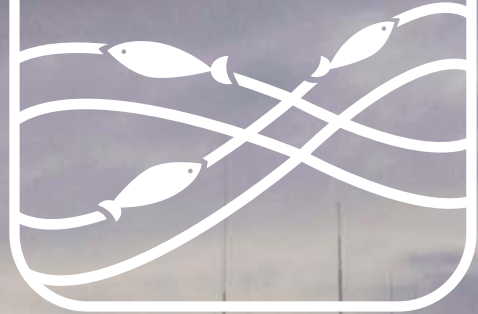
*“ This product comes from a sustainable state the origin (can name the species) fishery that has been independently certified to the Responsible Fisheries Management (RFM) Certification Program.”*

*“ This product comes from a sustainable state the origin (can name the species) fishery that has been independently certified as responsibly managed.”*





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# Logo Versions

# Circular Logo Versions

## THE RFM CERTIFICATION LOGO

The RFM Certification logo is available for reproduction in the following formats, which include reversed-out counterparts for use on dark backgrounds.

The logo should always be presented on a background that provides sufficient contrast and maximizes clarity and legibility. Do not alter the logo in any way in order to make it work on an inappropriate background.

EXAMPLES OF RFM CERTIFICATION LOGO  
CUSTOMIZED TO SHOW ORIGIN

### SOLID COLOR - WHITE BORDER



### SOLID COLOR - NO BORDER



### SOLID COLOR - KNOCKED OUT (TRANSPARENT)



### LINE MARKS





# Rectangular Logo Versions

## SOLID COLOR - WHITE BORDER



## SOLID COLOR - NO BORDER



## SOLID COLOR - KNOCKED OUT (TRANSPARENT)



## LINE MARKS



EXAMPLES OF RFM CERTIFICATION LOGO  
CUSTOMIZED TO SHOW ORIGIN

# Unacceptable Versions

## WHAT TO AVOID

- Incorrect Color Use
- Incorrect Proportions
- Tilting or Rotating
- Added Ornamentation
- Drop Shadows
- Alternate Typefaces
- Not Enough Contrast

INCORRECT COLOR USE



DROP SHADOWS



TILTING OR ROTATING



ADDED ORNAMENTATION



INCORRECT PROPORTIONS



ALTERNATE TYPEFACES

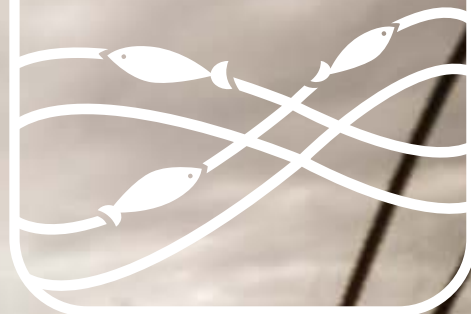


NOT ENOUGH CONTRAST





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# On-Product Chain of Custody (CoC)

# On-Product Chain of Custody (CoC) Numbers

## PLACEMENT GUIDELINES

This certificate number underpins the traceability of the RFM Chain of Custody program and it must be displayed to validate use of the RFM Certification RFM logo and/or one of the approved RFM claims.

Every RFM labeled product must carry a unique Chain of Custody certification number featuring a sequence of letters and numbers that refer to the producer of the product. The letters and numbers depend on which Certifying Body (CB) a company works with for their chain of custody certification. Depending on the CB, the format will either look like RFM-C-####, RFM-COC-###, or COCALA###.

EXAMPLES OF RFM CERTIFICATION LOGO  
CUSTOMIZED TO SHOW ORIGIN

**RFM-C-####, RFM-COC-### and COCALA### Examples:**



**RFM-C-####**



**COCALA###**



**RFM-COC-###**



**RFM-C-####**



**COCALA###**



**RFM-COC-###**



**RFM-C-####**



**COCALA###**



# On-Product Chain of Custody (CoC) Numbers

## APPROVED STATEMENTS

If not using the RFM Certification logo, one of the following approved statements shall be used by the licensee when referencing the licensee's Chain of Custody certificate number. Depending on the CB, the certificate number format will either look like RFM-C-####, RFM-COC-###, or COCALA###.

To ensure high visibility and an uncluttered presentation, always maintain "clearspace" around the Chain of Custody certificate number.

Certified Sustainable (*Origin*) RFM Certificate  
No. COCALA###

or RFM-C-#### or RFM-COC-###

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(*Origin*) RFM Certified COCALA###

or RFM-C-#### or RFM-COC-###

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Sustainable (*Origin*) RFM Certified Fisheries  
COCALA###

or RFM-C-#### or RFM-COC-###





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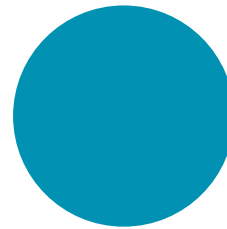
Logo Colors



# Logo Colors

## COLOR USE

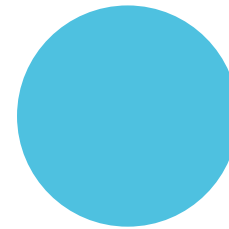
When using color versions of the RFM Certification logo, the colors specified here must be used. Accurate representation of these colors is crucial to enhancing consumer recognition of the RFM Certification logo on packaging.



sea blue

**PRIMARY**  
always use  
wherever possible

PMS: 632C  
C:81 M:30 Y:22 K:0  
RGB/HEX: #138EAF



light sea blue

**SECONDARY**  
use on dark backgrounds  
where contrast is needed

PMS: 637C  
C:63 M:4 Y:12 K:0  
RGB/HEX: #49BCD8



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Contact [rfm@rfmcertification.org](mailto:rfm@rfmcertification.org)  
with any questions