Certified
Seafood
International

Certified Seafood International
(CSI) Certification

Logo
Guidelines

RFM HAS ROLLED INTO CSI

The Responsible Fisheries Management (RFM) program has rolled into Certified Seafood International (CSI), offering an expanded global focus. Qualified wild-capture fisheries from anywhere in the world can participate in a CSI fishery assessment.

RFM Chain of Custody clients can continue to use the RFM logo on their packaging until they run out of stock. This document provides CSI logo artwork and specifications for CSI logos.

ORIGIN LOGOS are customized to include harvest origin.

NON-ORIGIN LOGOS are typically utilized by CSI when communicating about the CSI Certification program. CSI CoC clients that choose not to include harvest origin on logo may use one of these non-origin CSI logo versions.
The logo with the CSI letters only may also be most appropriate for use on small packages where is will be more visible than the full text. We highly encourage including origin when practical.

Overview

It's time for choice in the certification of wild-capture fisheries. Certified Seafood International (CSI) offers a competitive third-party certification program with global reach. At CSI we are focused on what matters, delivering an affordable and effective program that provides assurance, expands access, promotes transparency, and encourages improvement. Together, we can support responsible fisheries and build a more durable seafood sector.

The corporate CSI logo and customized origin CSI logos are trademarked and owned by Certified Seafood International (CSI). The CSI logos are only released to organizations or individuals with CSI 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 responsible fisheries.

The following parameters have been established to ensure correct and consistent CSI 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 CSI logo and/or claim. Once the licensee meets the requirements of the Terms and Conditions for Use of the CSI logo and/or claim, your use of the CSI logo and/or claim signifies your acceptance of these usage guidelines.

• The CSI logo and/or claim is used only in connection with the catch from certified fisheries expressly identified in the Chain of Custody certification. Proof of Chain of Custody certification number must be provided in order to access and use the CSI logo.

• All uses of the CSI 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 CSI logo and/or claim, it must refer to seafood or products that have been issued a Chain of Custody certification number.

• The CSI logo and claim may be used on both food products for human consumption and on non-human grade products.

Certified Seafood International
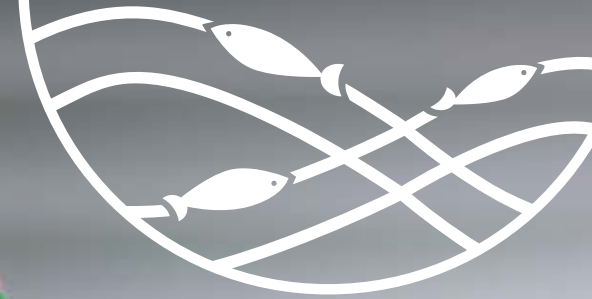
Logo Guidelines

Logo Guidelines

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.

• The CSI logo should always sit on a straight, horizontal baseline; it should never be rotated or positioned on an angle.

• All versions of the CSI 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.

• 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 CSI LOGOS

Origin Version

x = 1/4 of logo width
minimum clearance

← 0.8" →
(2.03 cm)
minimum seal width

Non-Origin Versions

x = 1/4 of logo width
minimum clearance

← 0.8" →
(2.03 cm)
minimum seal width

x = 1/4 of logo width
minimum clearance

← 0.8" →
(2.03 cm)
minimum seal width

Claim Guidelines

APPROVED CSI CERTIFICATION PROGRAM CLAIMS

The following approved claims can be used by the licensee in place of the CSI 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.

ORIGIN SPECIFIC:

*" This product comes from a **state the origin** (can name the species) fishery that has been independently certified to the Certified Seafood International (CSI) Certification Program."*

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

NON-ORIGIN SPECIFIC:

" This product comes from a (can name the species) fishery that has been independently certified to the Certified Seafood International (CSI) Certification Program."

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Logo Versions

The CSI Logo Origin Version

The CSI logo origin version 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.

As new fisheries achieve CSI Certification, an origin logo will be created for their use.

SOLID COLOR - WHITE BORDER

CSI Certified NEW ZEALAND

CSI Certified SOUTH AFRICA

SOLID COLOR - NO BORDER

CSI Certified ALASKA

CSI Certified U.S.A.

SOLID COLOR - KNOCKED OUT (TRANSPARENT)

CSI Certified CANADA

CSI Certified ALASKA

CSI Certified U.S.A.

LINE MARKS

CSI Certified SOUTH AFRICA

CSI Certified NEW ZEALAND

CSI Certified CANADA

The CSI Logo Non-Origin Versions

The CSI logo non-origin versions are 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.

SOLID COLOR - WHITE BORDER

SOLID COLOR - NO BORDER

SOLID COLOR - KNOCKED OUT (TRANSPARENT)

LINE MARKS

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
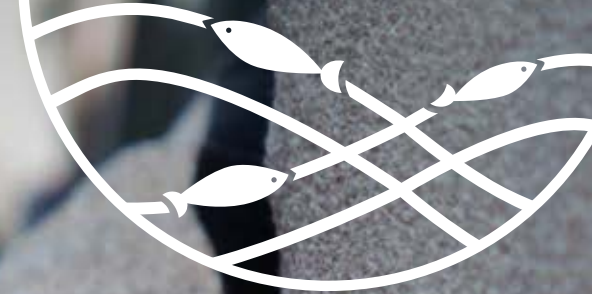
ADDED ORNAMENTATION

INCORRECT PROPORTIONS

ALTERNATE TYPEFACES

NOT ENOUGH CONTRAST

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International

On-Product Chain of Custody (CoC)

On-Product Chain of Custody (CoC) Numbers

PLACEMENT GUIDELINES

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

Every CSI 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 Certifying Body (CB) of your chain of custody will assign a unique certification number.

Approved CoC Number Placement Examples

ORIGIN EXAMPLES

CoC# here

CoC# here

NON-ORIGIN EXAMPLES

CoC# here

CoC# here

On-Product Chain of Custody (CoC) Numbers

APPROVED STATEMENTS

If not using the CSI logo, one of the following approved statements shall be used by the licensee when referencing the licensee's Chain of Custody certification number.

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

(Origin) CSI Certified CSI-####

(Origin) CSI Certified Fisheries
CSI-####

Where to Include The CSI Eco-Label

Every CSI labeled product must carry your Chain of Custody (CoC) certification number next to the CSI logo.

INVOICING, PRICE LISTS CATALOGS

PRODUCT PACKAGING

WEBSITE
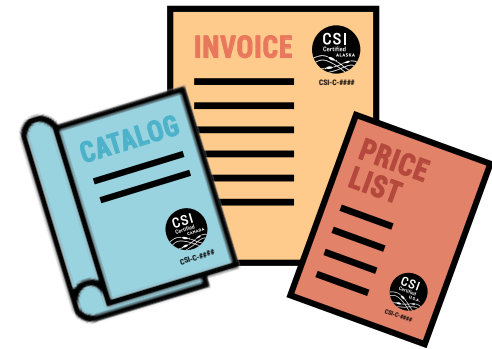
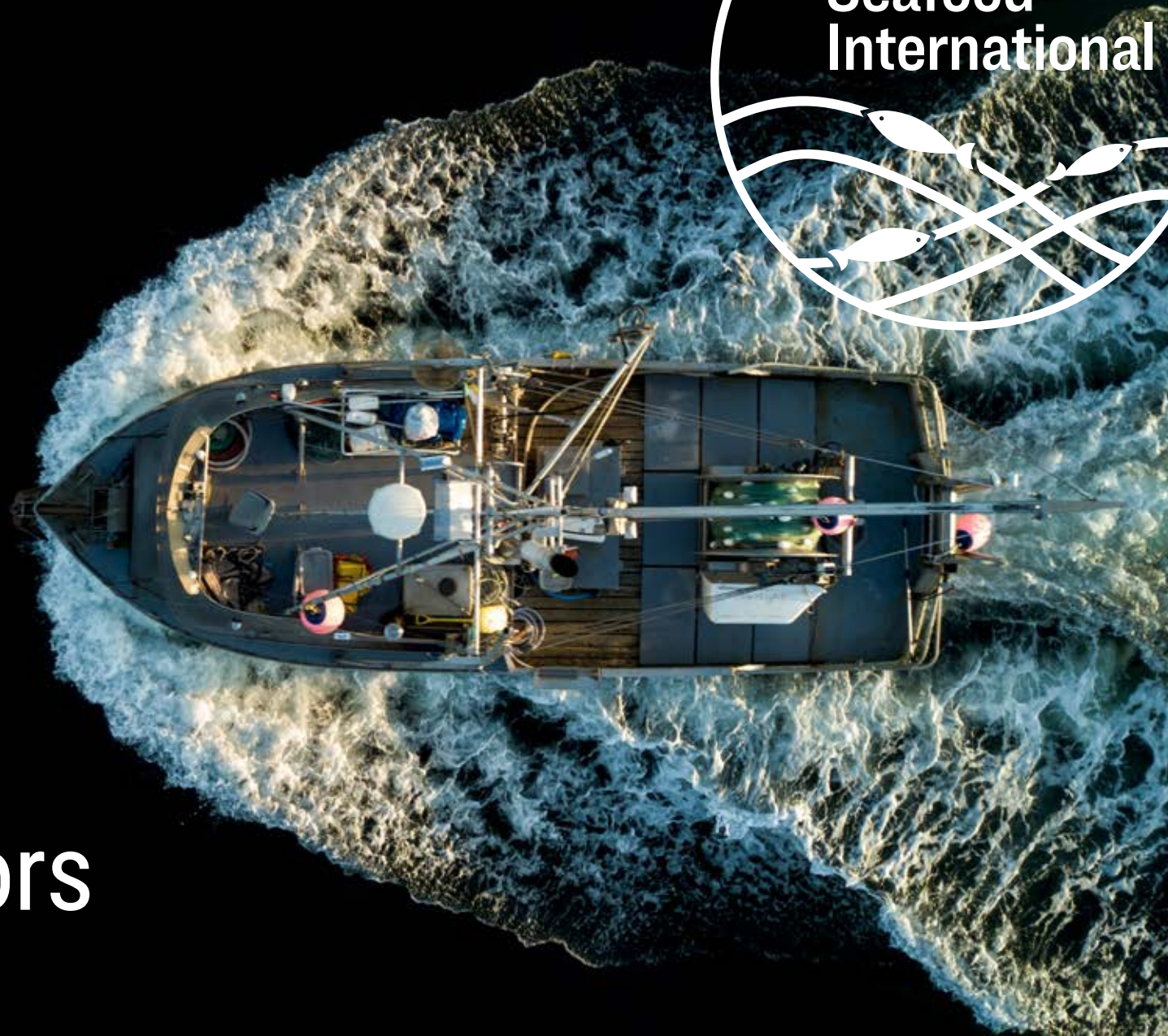### CASE, TOTES

TRADESHOW

Artwork available for customizing your **CSI CoC STICKER**

There are many other places to use the CSI eco-label including on menus, point-of-sale, sales collateral, and social media content.
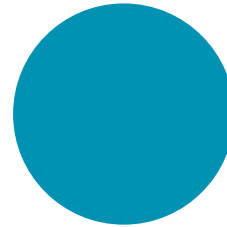
Certified Seafood International
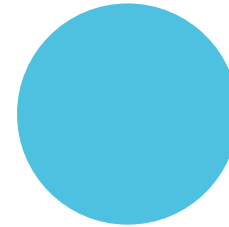
Logo Colors

Logo Colors

COLOR USE

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

csicertified.org

Contact *info@csicertified.org* with any questions