



Certified Seafood International
(CSI) Certification

Ecolabel and Claim Guidelines

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Overview

Certified Seafood International (CSI) was created to recognize and promote environmentally responsible fishery management. We are a mission-driven certification program, seeking to encourage and reward fishery management practices that meet internationally agreed benchmarks for environmental responsibility.

These guidelines lay out our program's terms and conditions for use of the CSI ecolabel and claim. Both the CSI ecolabel and CSI claim are critical tools for our program as we work to advance our mission. Their proper use is vital for our program's credibility and long-term success.



Authorized Users

CSI grants permission to use the CSI ecolabel and claim to three categories of organizations, subject to the following conditions:

- **CSI PARTNERS** that have executed a Partner Agreement are granted permission to use the CSI ecolabel and claim consistent with the terms and conditions of that agreement and these guidelines. This includes permission to use the ecolabel and claim on consumer-ready packaging and at the point of sale to consumers.

- **CSI CHAIN OF CUSTODY HOLDERS** that have executed a Limited Use Authorization Agreement are granted permission to use the CSI ecolabel and claim consistent with the terms and conditions of that agreement and these guidelines. This does not include permission to use the ecolabel or claim on consumer-ready packaging or at the point of sale to consumers.

- **CSI FISHERY CLIENTS** – including any entity identified by a CSI Fishery Client as part of a CSI Fishery Client group or as a participant in a CSI certified fishery – are granted permission to use the CSI ecolabel and claim consistent with the terms and conditions of these guidelines. This does not include permission to use the ecolabel or claim on consumer-ready packaging or at the point of sale to consumers. Further, no organization that holds a CSI Chain of Custody certificate is authorized to use the ecolabel or claim as a CSI Fishery Client.

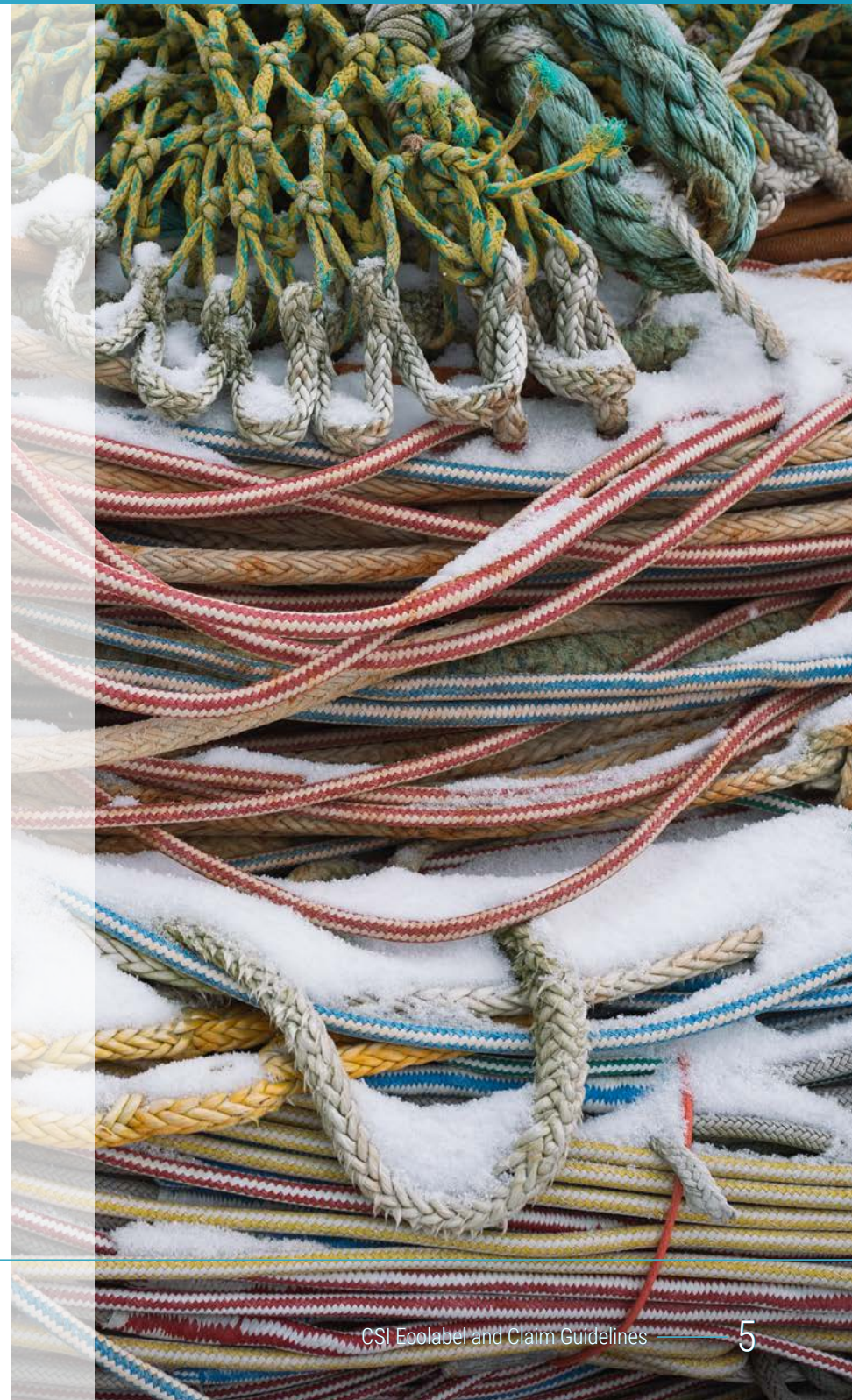


Prohibition of Unauthorized Use

Only organizations that are expressly granted permission to use the CSI ecolabel and claim may use them. Authorization to use the CSI ecolabel and claim may not be sublicensed or transferred. Unauthorized use is prohibited.

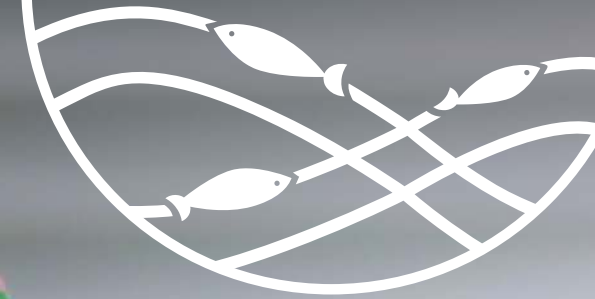
Use of the CSI ecolabel and claim by authorized organizations must strictly adhere to these guidelines. Any use inconsistent with these guidelines is prohibited.

Certified Seafood International, Inc. owns the CSI ecolabel, including all variations of the ecolabel that feature different languages and harvest origins. The CSI ecolabel remains the property of CSI and is protected under trademark laws. Unauthorized or improper use of the CSI ecolabel will be treated as a trademark breach and may result in legal action.





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CSI Ecolabel and Claim Guidelines

The CSI Ecolabel

The CSI ecolabel is an important tool for our program. It is a visual representation of our values and standards, and its use is intended to empower and inspire. CSI offers the ecolabel in a range of formats. All variations of the ecolabel must be approved by the program. CSI does not permit any use of unapproved variations of the ecolabel.

CSI provides versions of the ecolabel in origin and non-origin formats. Origin formats display the country or region where certified seafood is harvested. Where applicable, CSI encourages use of a version of the ecolabel that displays harvest origin.

The following are examples of **HARVEST ORIGIN** versions of the CSI ecolabel.



CSI also provides a **NON-HARVEST ORIGIN** version of the ecolabel.

Origin and non-origin versions are available in a variety of languages.

The CSI Claim

CSI has developed language that precisely describes the assurance our program provides. We use this language in our communications, and it is also available for use by authorized Partners, Limited Use Users and Fishery Clients. CSI encourages use of approved claim language on consumer-ready packaging and at the point of sale to consumers when the CSI ecolabel is used. It may also be used in other contexts where the ecolabel is used and/or CSI assurance is described.

GENERAL USE

Approved claim language for general use is as follows:

"CSI certifies environmentally responsible fishery management"

PRODUCT-SPECIFIC USE

Approved claim language for use in relation to a specific certified product is available in two versions as follows:

- Concise version:

"Seafood certified to CSI's environmentally responsible fishery management standard"

- Detailed version (with customization permitted as indicated):

"[This seafood / The seafood in this product] comes from a(n) [can name the harvest origin] [can name the species] fishery independently certified as meeting CSI's environmentally responsible fishery management standard"



CSI Ecolabel and Claim Requirements

It is important that use of the CSI ecolabel and claim conveys accurate and useful information.¹ To help ensure this occurs, users of the ecolabel are required to proximately display the CSI claim and/or the CSI program URL (csicertified.org) – or alternatively to link to the CSI website via QR code, hyperlink or another similar method – whenever the ecolabel is used.

Further, the choice of origin ecolabel used on any specific product or in any other context must be consistent with additional policies and procedures established by CSI.

Here are examples of requirements for **On-Product** vs. **Not-on-Product** use of the CSI ecolabel. These requirements apply to both the harvest origin and non-harvest origin versions of the CSI ecolabel.

¹ The use of the CSI Ecolabel and/or Claim on products containing a mix of CSI certified and non-CSI certified seafood is only permissible when non-CSI certified seafood comprises 5% or less of the total seafood ingredients, including in compound or ready-meal products (refer to section 2.3 of Unified Chain of Custody Standard).

On-Product:



CSI Ecolabel

CoC#

Chain of Custody Code (required)

csicertified.org

URL (required)

Product-specific claim language

Claim (encouraged)

(found on page 8)

Not-on-Product:



CSI Ecolabel

General use claim language

Claim*

(found on page 8)

csicertified.org

URL*

*use of either claim or URL or hyperlink is required

On-Product: Examples of CSI Ecolabel

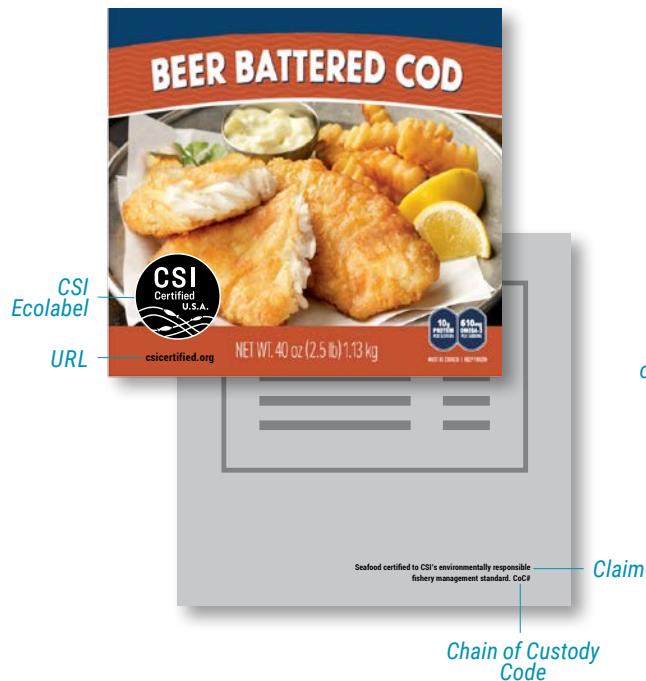
CoC# and csicertified.org URL are required. Product-specific claim use is encouraged.

On Pack Options:

OPTION 1:

FRONT – Ecolabel and URL

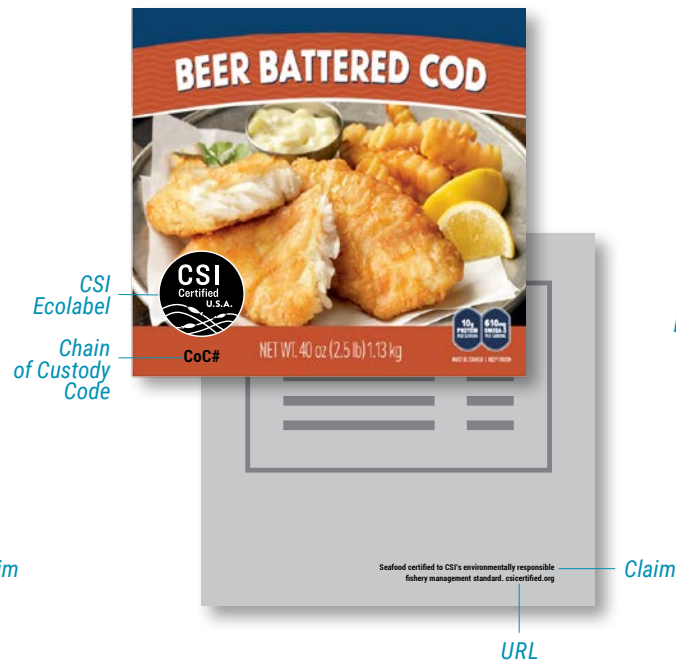
BACK – CoC# and Claim



OPTION 2:

FRONT – Ecolabel and CoC#

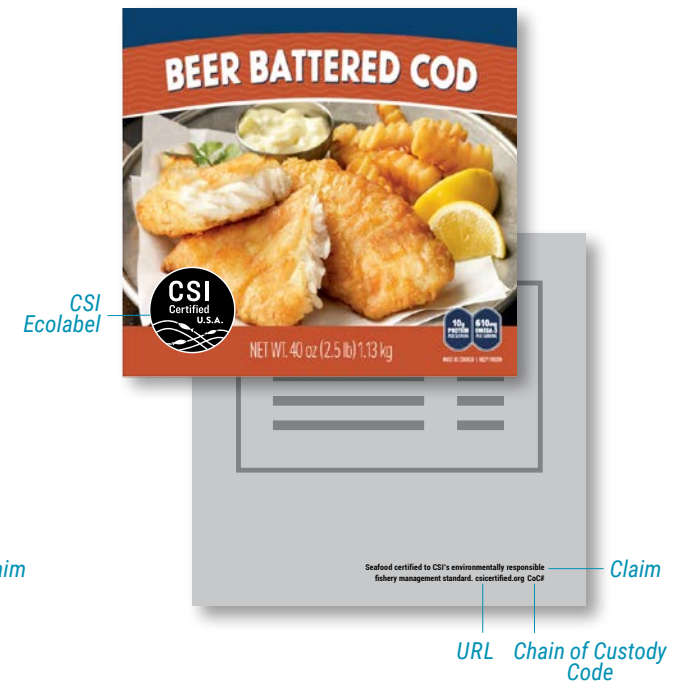
BACK – URL and Claim



OPTION 3:

FRONT – Ecolabel

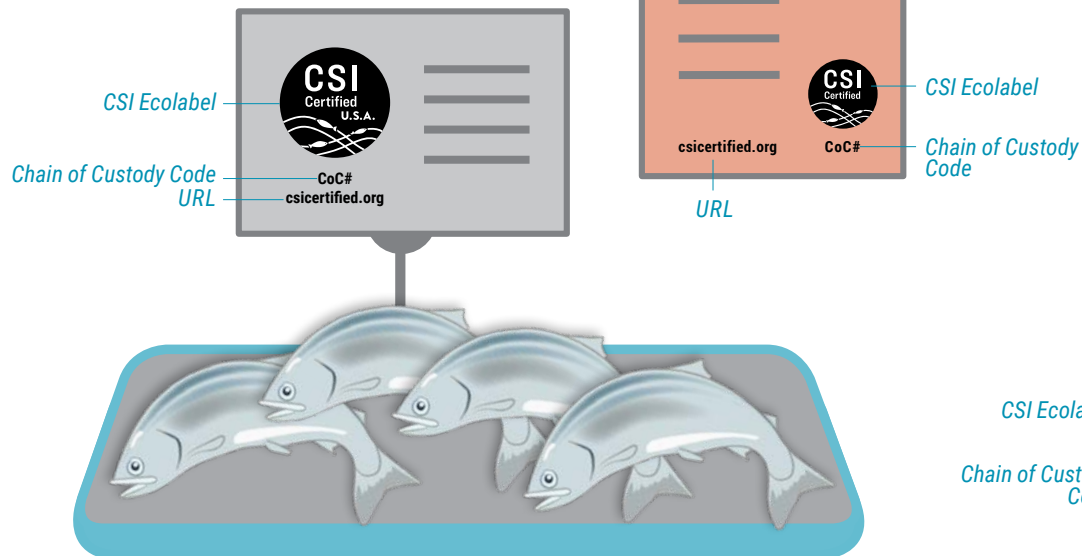
BACK – CoC#, URL, and Claim



On-Product: Examples of CSI Ecolabel

CoC# and csicertified.org URL are required. Product-specific claim use is encouraged.

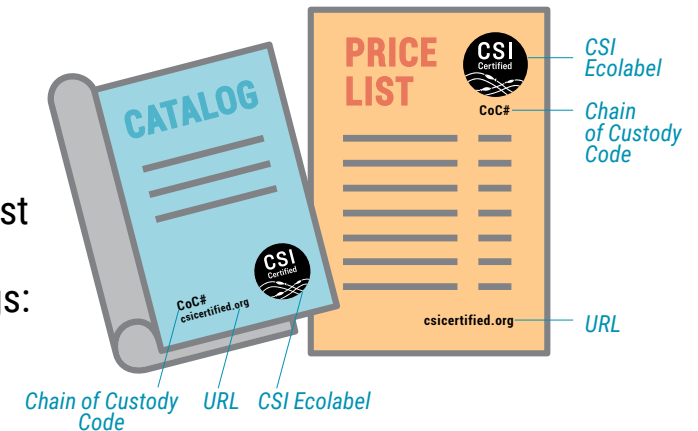
Point of Sale:
Fresh Case, Menu, etc.



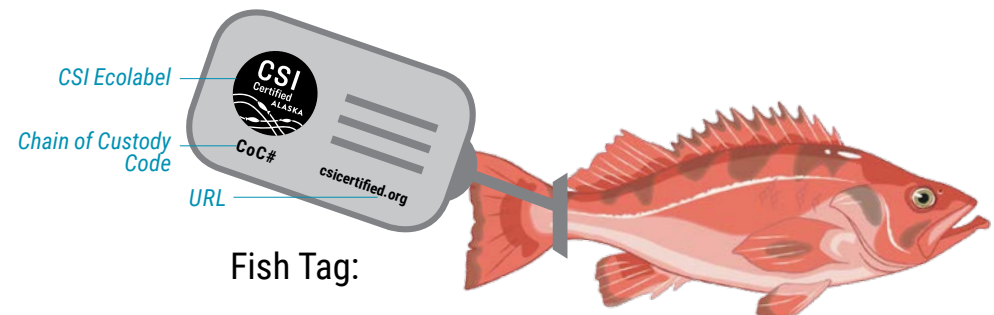
Case
Specific to
a Product:



Price List
and
Catalogs:



Fish Tag:



Not-on-Product: Examples of CSI Ecolabel

csicertified.org URL / csicertified.org hyperlink or general use claim is required.
Use of both is encouraged.

Tradeshow Signage and Promotional Material:



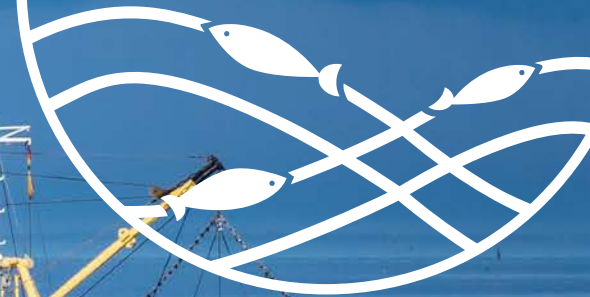
Website:



Promotional Material: Not tied to a specific product



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Ecolabel Specifications

Ecolabel Specifications

In general, the relationship between the respective ecolabel elements should not be altered. In no case should the ecolabel 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 ecolabel should always sit on a straight, horizontal baseline; it should never be rotated or positioned on an angle.
- All versions of the CSI ecolabel 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 ecolabel. A minimum of 25% of the width of the ecolabel 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 ecolabel.

EXAMPLES OF CSI ECOLABELS

Origin Version



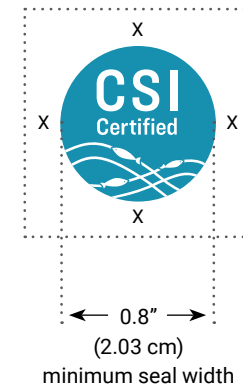
x = 1/4 of logo width
minimum clearance



Non-Origin Version



x = 1/4 of logo width
minimum clearance



The CSI Ecolabel Origin Version

The CSI ecolabel origin version is available for reproduction in the following formats, which include reversed-out counterparts for use on dark backgrounds.

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

As fisheries in new regions achieve CSI certification, additional origin ecolabels may be created.

SOLID COLOUR - WHITE BORDER



SOLID COLOUR - NO BORDER



SOLID COLOUR - KNOCKED OUT (TRANSPARENT)



LINE MARKS



The CSI Ecolabel Non-Origin Version

The CSI ecolabel non-origin version is available for reproduction in the following formats, which include reversed-out counterparts for use on dark backgrounds.

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

SOLID COLOUR - WHITE BORDER



SOLID COLOUR - NO BORDER



SOLID COLOUR - KNOCKED OUT (TRANSPARENT)



LINE MARKS



Unacceptable Versions

WHAT TO AVOID

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

INCORRECT COLOUR USE



DROP SHADOWS



TILTING OR ROTATING



ADDED ORNAMENTATION



INCORRECT PROPORTIONS



ALTERNATE TYPEFACES



NOT ENOUGH CONTRAST



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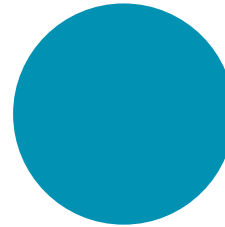


Ecolabel Colours

Ecolabel Colours

COLOUR USE

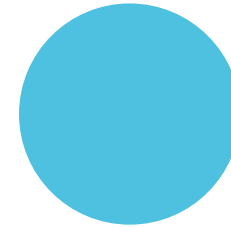
When using colour versions of the CSI ecolabel, the colours specified here must be used. Accurate representation of these colours is crucial to enhancing consumer recognition of the CSI ecolabel on packaging.



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