



Alaska Responsible Fisheries Management (RFM) Certification

BRAND GUIDELINES

Created August 2019

Introduction



The Certified Sustainable Alaska RFM seal is a trademark owned by the Alaska Seafood Marketing Institute (ASMI) and is only released to organizations or individuals with Alaska RFM Chain of Custody (CoC) certification and have a written agreement with ASMI. Unauthorized use is prohibited and will be treated as a trademark breach. The purpose of the certification seal is to give assurance to buyers and consumers of Alaska seafood products that the products originate from certified sustainable fisheries.

The following parameters have been established to ensure correct and consistent Certified Sustainable Alaska RFM seal 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 Certified Sustainable Alaska RFM seal and/or claim ([click here](#)). Once the licensee meets the requirements of the Terms and Conditions for Use of the Certified Sustainable Alaska RFM seal and/or claim, your use of the Certified Sustainable Alaska RFM seal and/or claim signifies your acceptance of these usage guidelines.

Overview



What is RFM?

Alaska 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 Alaska 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Sustainable Alaska RFM fishery, the assessment will not proceed or the certification will immediately be suspended and withdrawn.

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

All uses of the Certified Sustainable Alaska RFM seal 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 Certified Sustainable Alaska RFM seal and/or claim, it must refer to Alaska seafood (i.e. seafood that originates in Alaska) or products that have been issued a Chain of Custody certificate number.

- **The Certified Sustainable Alaska RFM seal may be used only on food products for human consumption.**
- **The Certified Sustainable Alaska RFM claim may be used on both food products for human consumption and on non-human grade products.**

In general, the relationship between the respective seal elements should not be altered. In no case should the seal 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 Alaska species or certified Alaska Seafood in total, the first letter of the words "Certified Sustainable", "Alaska" 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. The preferred terminology is always "Alaska" rather than "Alaskan," e.g. Certified Sustainable Alaska Salmon, NOT Certified Sustainable Alaskan Salmon.



Seal Guidelines

Seal Guidelines



The Certified Sustainable Alaska RFM Seal

The seal consists of either a circle or rectangle with the words “Certified Sustainable Alaska RFM” located above three illustrated fish moving along lines depicting an infinity symbol.

Seal Guidelines:

- The Certified Sustainable Alaska RFM seal should always sit on a straight, horizontal baseline; it should never be rotated or positioned on an angle.
- The circle version of the Certified Sustainable Alaska RFM seal 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 Certified Sustainable Alaska RFM seal 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 seal. A minimum of 25% of the width of the seal should be retained for clearance space; the purpose of this space is to isolate the seal from surrounding elements, thereby giving appropriate prominence to the seal.

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 Certified Sustainable Alaska RFM seal 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 Alaska (can name the Alaska species) fishery that has been independently certified to the Responsible Fisheries Management (RFM) Certification Program."

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



Seal Versions

The Certified Sustainable Alaska RFM seal is available for reproduction in the following formats, which include reversed-out counterparts for use on dark backgrounds.

The seal 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.

Acceptable Versions



Circle Versions

Blue - White Border



White - Knocked out



White - Line Mark



Blue - Line Mark



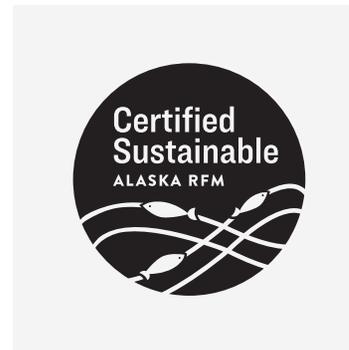
Blue - No Border



Blue - Knocked out



Black - Knocked out



Acceptable Versions



Rectangle Versions

Blue - White Border



White - Knocked out



White - Line Mark



Light Blue - Line Mark



Blue - No Border



Blue - Knocked out



Black - Knocked out

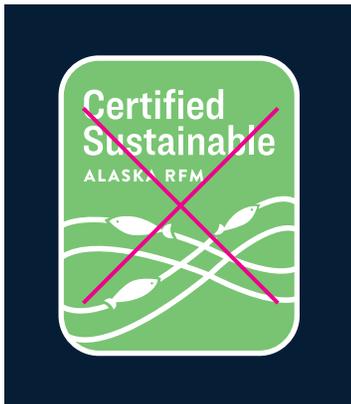


Unacceptable Versions

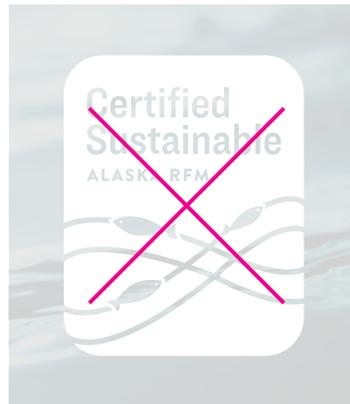


What to Avoid

Incorrect color use



Not enough contrast



Incorrect proportions



No tilting / rotating



Knocked out area requires min. contrast of 5:1



No decorative borders



No drop shadows





On-product Chain of Custody (CoC)

On-product 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 Certified Sustainable Alaska RFM seal and/or one of the approved RFM claims.

Every RFM labelled product carries a unique Chain of Custody certificate number featuring a sequence of letters and numbers that refer to the producer of the product. It shall be displayed next to the Certified Sustainable Alaska RFM seal or one of the approved RFM claims and should be readable.



COCALA###



COCALA###



COCALA###



COCALA###

On-product CoC Numbers



Approved Statements

If not using the Certified Sustainable Alaska RFM seal, one of the following approved statements shall be used by the licensee when referencing the licensee's Chain of Custody certificate number.

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

Certified Sustainable Alaska RFM Certificate No. COCALA###

Alaska RFM Certified COCALA###

Sustainable Alaska Seafood RFM Certified Fisheries COCALA###



Seal Colors

Seal Colors



Color Use

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

Sea Blue - Dark Primary; use whenever possible	Pantone Matching System (PMS)	CMYK	RGB/HEX
	PMS 632C	C 81	#138EAF
		M 30	
		Y 22	
		K 0	

Sea Blue - Light Secondary; use on dark backgrounds where more contrast is needed	Pantone Matching System (PMS)	CMYK	RGB/HEX
	PMS 637C	C 63	#49BCD8
		M 4	
		Y 12	
		K 0	



Contact Info

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