



# Alaska Responsible Fisheries Management

## NEW Logo Details!

**OLD LOGO**  
(Phased out by 9/22/2020)



**NEW LOGO**  
(Available for use now)



### BENEFITS:

- The new logo will continue to have no logo license fees
- Will be “trademark registered” in multiple languages
- Rectangular and circular versions of the new logo allow for greater flexibility
- Provides opportunity for collaboration with other RFM-based certification programs
- Provides separation from Alaska Seafood origin logo

### Requirements for use are the same:

- Completed Alaska RFM Chain of Custody audit
- Signed Terms and Conditions for Use and written approval from the Alaska RFM Program



<https://www.alaskaseafood.org/rfm-certification/>