

USE OF THE ASC LOGO ON RESTAURANT MENUS

These guidelines are for ASC logo use on menus, usually by restaurants and caterers – they do not apply to any other logo use.

There is a specific version of the ASC logo (ASC menu logo) that can be requested from MSC1 (see email below) for use on restaurant menus.



This version of the logo can be used as an indicator of ASC-certified seafood in restaurant dishes. It must however, always be accompanied by the full ASC logo on the menu for clarification.

In detail, the following rules apply for ASC logo use on restaurant menus:

1. Either the **language neutral ASC logo** or the **ASC menu logo** is shown next to menu items where the seafood is ASC certified. The seafood content in each dish marked with the ASC logo must be at least 95% ASC certified.
There are no size requirements for this indicator but it needs to be clearly recognizable.
2. An **explanatory text** is shown on the menu:

“Seafood with this mark comes from a farm that has been independently certified to the ASC’s standard for responsibly farmed seafood. www.asc-aqua.org”
3. The **Chain of Custody code** of the restaurant or caterer needs to appear next to the explanatory text.
4. The **language neutral full-size ASC logo** needs to be shown at least once on the menu, e.g. next to the explanatory text and the Chain of Custody code.

Please refer to the [ASC Logo User Guide](#) for information on size and colour requirements.

All ASC logos are complete entities and should not be distorted, altered or redrawn. Clients need to use the original master artworks, provided by ASC through MSC1.



Alternative configurations of logo and text (e.g. when space on the menu is limited) may be requested for consideration by the MSCI Licensing team.

Where a traditional menu card does not exist, the explanatory text, ASC logo and Chain of Custody code can be shown on a separate poster or display stand.

All material with the ASC logo needs to be approved by MSCI (on behalf of ASC) before it is printed or otherwise published and needs to be covered under a valid license agreement. The artwork needs to be accompanied by a completed Seafood Approval Form when it is submitted for approval.

ASC and MSC logo co-labelling on restaurant menus

If a restaurant offers both ASC and MSC-certified seafood, the respective rules for each logo use should be followed in principle. However, certain compromises can be made to ensure a consistent and visually pleasing design (e.g. similar size of both logos, combined explanatory text, only one Chain of Custody code). These exceptions are all granted at the discretion of the MSCI Licensing team. Please contact them for assistance and approval.

If you have any questions please contact ecolabel@msc.org