

*BRAND DESIGN GUIDELINES
FOR MARINTRUST LICENSEES*



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MarinTrust

MarinTrust, formerly known as IFFO RS, is the leading independent business to business certification programme for the production of marine ingredients consisting of:

- the MarinTrust for Responsible Supply,
- the MarinTrust Chain of Custody for Responsible Supply
- and the MarinTrust Improver Programme.

The MarinTrust logo

The logo can be placed over imagery but should always be perfectly legible and visible at all times. Logo colours should be used accordingly.



The MarinTrust logo must not be re-drawn or altered in any way. It must remain at its supplied proportions.

The logo in its entirety must always be visible.

The MarinTrust logo

Usage by Licensees

The two existing IFFO RS logo - RS Assured and RS Chain of Custody – are replaced with a single logo.



Accepted FIPs under the MarinTrust Improver Programme shall not use the MarinTrust logo.

Spelling

When used in plain text, MarinTrust spells without any space.

Both M (**M**arin) and T (**T**rust) have capital letters.

Claims Policy

The Claims Policy is a licensing arrangement which sets out how licensees can use the MarinTrust logo. All authorised entities shall enter into that licence agreement.

The Claims Policy can be found on the www.marin-trust.com website.

