

# CHANGE

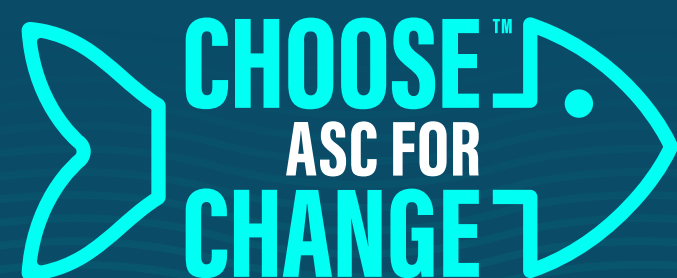
## The Old ASC Label User Guide Choose the ASC Label for Change

V1: January 2026

We are transitioning to a new ASC label and updated on-pack claims. You may continue submitting artwork using the label and claims in this guide up until the following deadlines:

For consumer-facing products being sold into the EU: **1 July 2026**

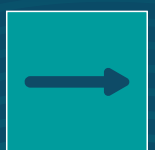
For non-consumer-facing (EU and worldwide) and consumer-facing products being sold outside of the EU: **1 April 2027**



[View New ASC Label User Guide](#)



**Setting The Standard for Seafood**





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# Welcome

The Aquaculture Stewardship Council (ASC) is committed to transforming seafood farming towards **environmental sustainability** and **social responsibility**, creating value across the chain using market mechanisms, improvement incentives and delivering value-added services from feed to farm to fork.

The ASC label has high awareness, high trust and is recognised for industry expertise in driving seafood sustainability globally. Mitigating risk, our transparent assurance framework assures: **if the ASC label is on product packaging, the seafood has been verified to have come from ASC-certified farms and feed mills.**

Only if the **ASC label is on product packaging**, can you make any **claims of sourcing ASC-certified seafood.**

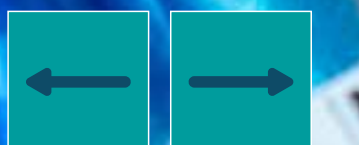
Choosing to use the ASC label means you are empowered to prove the sustainability of your seafood, and your customers, retailers and consumers are able trace it back to ASC-certified farms.

This guide sets out the rules on **how to use the ASC label** on product packaging – both consumer facing (CF) and non-consumer facing (NCF) - for menus and fish counters, as well as for promotional, off-product purposes.

- **Consumer facing:** A product that could be available for sale to consumers i.e. packed product sold in-store or online, a restaurant dish, or a product sold in a cash and carry/club card business.
- **Non-consumer facing:** A business-to-business product, i.e. a product that is repacked or unpacked within the supply chain and is not intended for direct sale to the end consumer, i.e. a bulk product or transportation box.

## Good to know

ASC conducts assessments to determine consumer facing status of products.





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## The Strength of the ASC Label

The ASC label, the name "Aquaculture Stewardship Council" and the abbreviation "ASC" are **trademarks owned by ASC**.

The use of the ASC label is strictly governed, both on-product and off-product, via the guidelines listed in this document. This ensures the ASC label keeps its integrity and value, key credentials for everybody using it.

Only if the **ASC label is on product packaging**, can you make any **claims of sourcing ASC-certified seafood**.

If you think that you have seen misuse of the ASC label, [please use the contact form to report it](#).

### How licensing works

Users sign a licence and [pay licencing fees](#) to use the ASC label on products, [marketing materials](#) or [in general communications](#).

The Marine Stewardship Council International – a separate trading arm of MSC – acts as our agent regarding the licensing and administration of the ASC label. They implement the guidelines set by ASC.

**Here to help! Contact the Licensing Team: [ecolabel@msc.org](mailto:ecolabel@msc.org)**

### What does the Licensing Team do?

The Licensing Team issues licensing agreements, approves licence holders' correct use of the ASC label and administers the reporting and licensing fee system. Based in London UK, they support queries and will respond to your request within three working days.

It is the licence holder's responsibility to make any changes to artwork as requested by the Licensing Team.





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## Do You Have a Licence to Use the ASC Label?

Every organisation using the ASC label needs to have a valid licence:

- Feed mills
- Farms
- Processors
- Retailers
- Restaurants
- Schools
- Media
- Conformity Assessment Bodies

[Find out how to request a licence](#)

Chain of Custody certification, along with the Licensing Agreement, permits the use of the ASC label on products.

[Click here for more information on Chain of Custody \(CoC\) certification](#)





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# Start Using the ASC Label

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## Add the ASC label to your materials

Once you've signed a licence, the Licensing Team will provide you with a high-resolution copy of the label.

Incorporate the ASC label, claim and [Chain of Custody code](#) into the design of your materials, following the rules set out in this guide. Correct use of the ASC label will speed up the approval process.

### Good to know

Share this guide with your design agencies and other service providers.

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## Submit your artwork for approval

Email colour proofs of all materials carrying the ASC label in PDF format to the Licensing Team before printing or using publicly.

### New product packaging:

- Final designs of product artwork in PDF format
- Any additional stickers with product information
- Completed Product Approval Form

### New menus or fresh fish counter items:

- Final designs of menus, fish counter tags, or any artwork marking your product as ASC-labelled

### Promotional materials:

- Final designs of new promotional materials

Once approved, you are able to use the same format for future materials. We will occasionally ask to see your latest materials to ensure the ASC label is still being used correctly.

### Updated artworks:

Redesigns of previously approved product artworks and menus, only when there have been changes to:

- The ASC label, ASC claim or ASC Chain of Custody code
- The seafood species used
- Marketing text about ASC or other aquaculture certification labels





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## Get approval and print your materials

Once your designs are clear for use, the Licensing Team will send you written approval and a unique product code for approved product artwork. At this stage, print and use your materials. The unique product code is used in reporting and communications with the Licensing Team.

As a licence holder, you'll be able to access our marketing toolkit; a suite of visual assets to help you **promote your commitment to ASC responsible seafood.**

[Request access to marketing toolkit here](#)

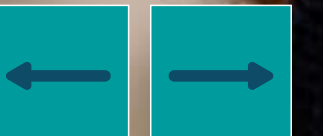
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## Reporting

Licence Holders are required to report sales or purchases of ASC-labelled seafood to the Licensing Team. The information is used to calculate your Licensing Fees.

[See Rules and Reporting for more information](#)

[Click here to learn more about Licensing Fees](#)





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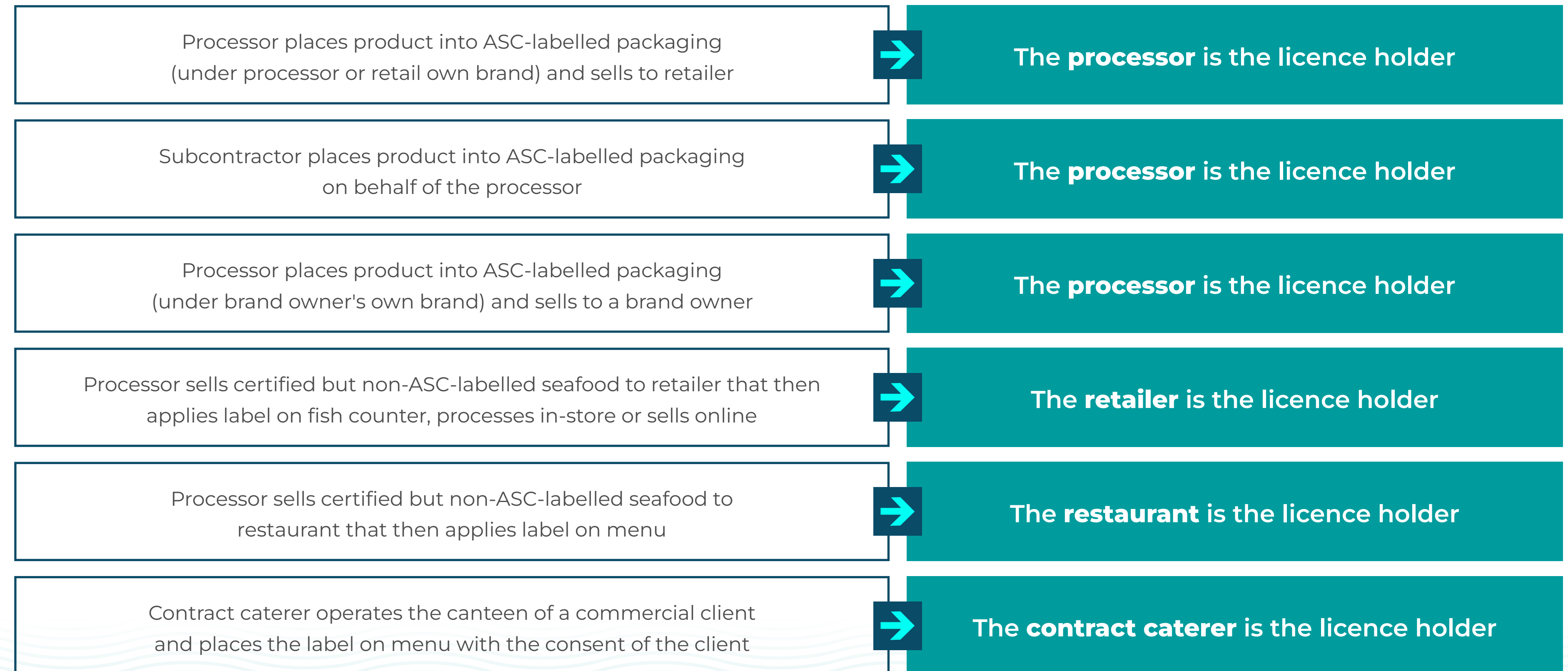
# Who Holds the Licence?

The Licence Holder is the owner of the seafood at the time the ASC label is applied

The Licence Holder is responsible for:

- 1** Submitting artwork with the ASC label for approval
- 2** Reporting on turnover of approved labelled products
- 3** Paying royalty fees

Examples of supply chains to illustrate:





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# About the ASC Label

## The three ASC elements

### 1 The ASC label



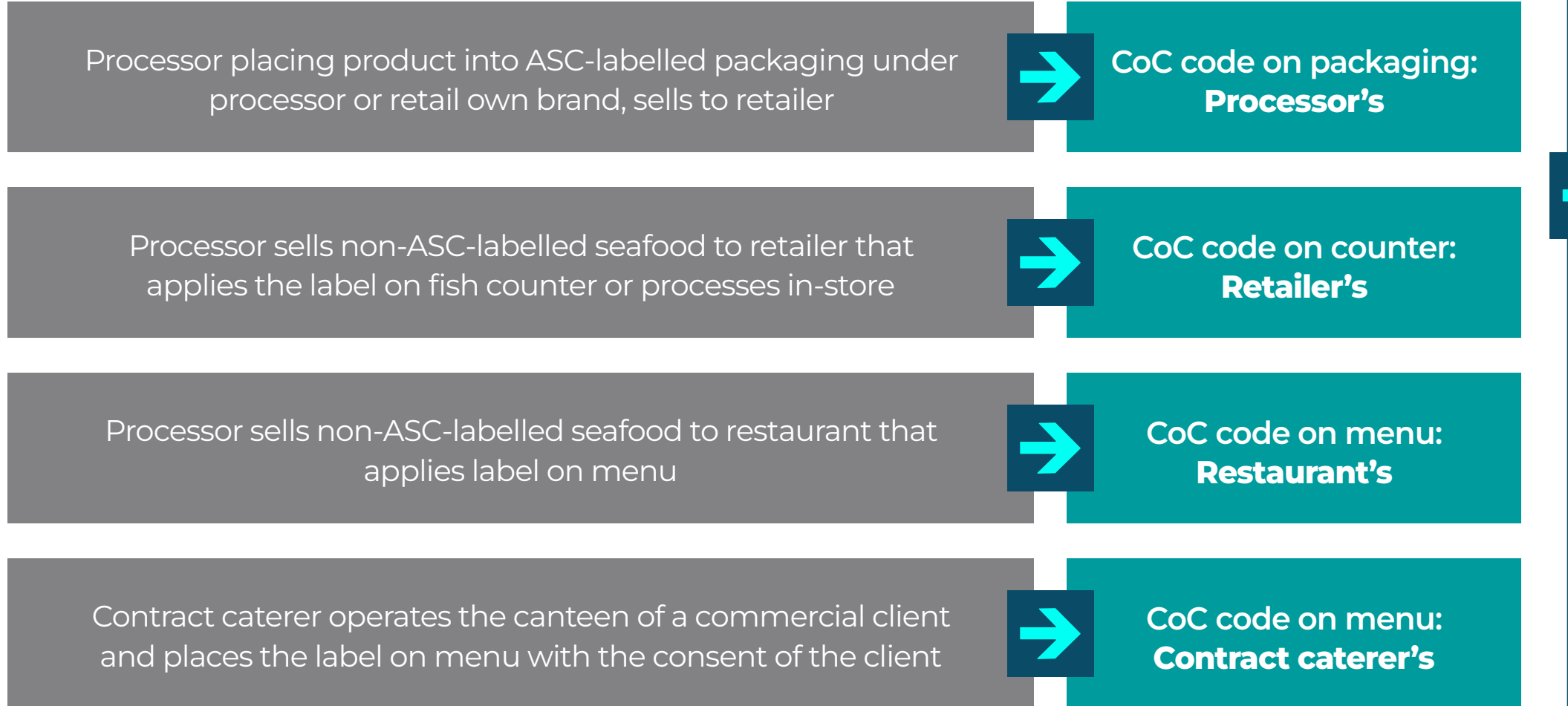
The ASC label comprises eight features, which must not be separated from each other or altered in any way:

- A** The phrase 'Farmed Responsibly'
- B** The letters ASC, abbreviation of the Aquaculture Stewardship Council
- C** The word 'Certified'
- D** The ASC website address
- E** The fish logo
- F** TM indicating that this label is a trademark
- G** The checkmark
- H** The white keyline

### 2 The ASC Chain of Custody code

Every ASC-labelled product must carry a Chain of Custody code following the format of ASC-C-xxxxx that refers to the company that is the owner of the seafood at the time when the ASC label is applied. The code will be provided by your certifier or supplier.

#### Examples of supply chains to illustrate:



Please contact the Licensing Team if you need to display a Chain of Custody code different to any of the examples above.





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**Every ASC-labelled product must show the ASC claim.  
You can choose from five versions:**

- 1 Thank you for choosing a product that has met the ASC's global standard for responsibly farmed seafood. Together we can help transform seafood farming towards environmental sustainability and social responsibility.  
[www.asc-aqua.org](http://www.asc-aqua.org)
- 2 This product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood.  
[www.asc-aqua.org](http://www.asc-aqua.org)
- 3 The [\[insert seafood species\]](#) in this product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood.  
[www.asc-aqua.org](http://www.asc-aqua.org)
- 4 This product has met the ASC's global standard for responsibly farmed seafood.  
[www.asc-aqua.org](http://www.asc-aqua.org)
- 5 ASC-certified as responsibly farmed.  
[www.asc-aqua.org](http://www.asc-aqua.org)

**Menu and fish counter claim:**

Seafood with this label comes from ASC-certified responsible farms.

[www.asc-aqua.org](http://www.asc-aqua.org)

The Licensing Team checks your material for the correct use of the ASC label, CoC code and claim to the rules of this guidance. They are **not** responsible for validating any additional claims, legal requirements or other labelling guidelines.

[Click here for translations of the ASC claim versions](#)

### Good to know

If your packaging has multiple languages, show the same version of the ASC claim in each language.





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# Formats, Colour and Language Versions

## Formats

The ASC label is available in two formats: **horizontal (landscape)** and **vertical (portrait)**.



## Colour

The green version of the ASC label is **always to be used** unless your packaging or material is black and white, or the same Pantone green, in which case you may use the solid monotone version.

### ASC green

Pantone 326  
CMYK 81 0 39 0  
RGB 0 178 169  
Hex #00afab

The white keyline which outlines the label **must always be displayed**. No other colour may be used.



## Language versions

The ASC label is available in over 15 languages. [Click here to access](#).

Use the ASC label in the language of your packaging or material, if available. For materials with multiple languages, use a generic variation of the ASC label which only contains the text 'ASC' and the ASC website address.





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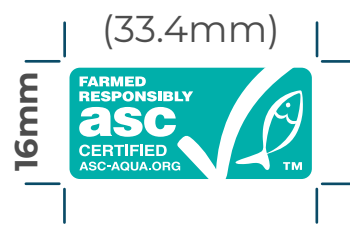
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# Size and Clear Space

## Minimum size

The minimum size for on-product applications of the horizontal label is **16mm H** x (33.4mm) W.

### Horizontal



The minimum size for the vertical label is **18mm W** x (29.8mm) H.

### Vertical



Always make sure you scale the ASC label proportionately.

There is no maximum size restriction for display of the ASC label or its variations, either on-product or off-product.

Minimum size requirements for use of the label on non-consumer facing or bulk packaging are 20mm (height) for the horizontal label and 28mm (width) for the vertical label.

## Minimum clear space

At its minimum size, the clear space around the ASC label must be:

- At least 2mm for product-specific text (such as species, weight, ingredients)
- At least 5mm for general design elements and text (such as brand names, logos, additional product information) where the ASC label could be associated with the host brand

When the label is reproduced at larger sizes, it must be surrounded by a minimum clear space at 10% of the label height (vertical) or width (horizontal). Always allow as much space as possible.



Clear space must be at least 2mm for product specific text



Minimum 5mm clear space for general on-product design elements





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# Incorrect Label Use

Always use the label files supplied by the Licensing Team and don't change or modify the ASC label yourself

Make sure that the ASC label and name are never displayed in a way that:

- Confuses consumers as to the association of ASC with other brands or labels
- Suggests or implies that non-certified seafood is ASC-certified
- Creates an association with products that are not from ASC-certified farms

## Good to know

Correct use of the ASC label and name – both on-product and off-product – ensures that you benefit fully from giving consumers confidence that they are choosing seafood products that are traceable back to independently ASC-certified farms and feed mills.

Seafood products must carry the ASC label **to make any reference** to ASC-conforming feed.

**X Do not** remove the white keyline



**X Do not** change the colours of the ASC label



**X Do not** distort the shape of the ASC label



**X Do not** alter the design, lock-up, or separate the elements of the ASC label



**X Do not** use the ASC corporate logo



**X Do not** tilt the ASC label



**X Do not** use the ASC Setting The Standard for Seafood text



**X Do not** place items or text over the ASC label





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# On-Product ASC Label Use

## Packaging

ASC-labelled products need to have at least 95% ASC-certified seafood content. For products that don't meet this requirement, [see the non-certified seafood section for information.](#)

### Good to know

Consumer facing (retail) products:

- Must use the ASC label to show certification.
- **You cannot make any sourcing claims about ASC-certified seafood if it's not labelled.**
- Must not use the acronym ASC, ASC-certified or the organisation's full name on their own.
- If using supporting messaging, it must represent the ASC programme correctly.
- If using imagery, it must use images that represent the ASC programme correctly.

When using the ASC label on packaging, each product must display:

### 1 The ASC label

The ASC label must be integrated onto the front of the packaging to ensure it is immediately visible to consumers. [Click here for ASC label versions](#)

### 2 The ASC claim

The ASC claim should match the language of the ASC label used and can go anywhere on a pack. [Click here for translated ASC claims](#)

### 3 The Chain of Custody code

Every ASC-labelled product must display a readable Chain of Custody code on its packaging.





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# ASC Label Use on Cans and Jars

For non-square packaging, it can be difficult to define 'front of packaging' as products can be stacked on shelves in different ways.

The ASC label **must go next to the part of the packaging** that is considered as the front, i.e. next to the brand and product name. See examples below.

ASC label on product label



ASC label on the lid



ASC label on the seal





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# ASC Label Use on Menus

To showcase your dish as ASC-certified, its seafood content must be at least **95% ASC-certified**. You have four options how to show the ASC label, ASC claim and CoC code on your menus.

**1 Preferred option**

Place the ASC menu icon next to your ASC-certified dishes and use the ASC label as a key.

The diagram shows a menu titled 'MENU' with four items. The first two items have the ASC menu icon (a green square with a white fish and leaf) to their left. The last two items have the ASC label (a green square with a white fish and leaf) to their left. A legend at the bottom left shows the ASC menu icon and the ASC label, with the text 'ASC-C-XXXXX' below it.

**2**

Use the initials 'ASC' for identifying your ASC-certified dishes and the ASC label as a key.

**3**

Use the ASC menu icon as both indicator next to your ASC-certified dishes and key.

**4**

To explain which species on your menu are ASC-certified without using the ASC menu icon, display the ASC label with specific claim identifying ASC-certified species.

The Chain of Custody code of your restaurant or catering firm and the claim: **'Seafood with this label comes from ASC-certified responsible farms. www.asc-aqua.org'** can be placed anywhere on the menu.

Your Chain of Custody code and the ASC claim: **'All our [species] comes from ASC-certified responsible farms. www.asc-aqua.org'** can be placed anywhere on the menu.

The ASC menu icon can be used as an indicator of ASC-certified seafood in dishes - **request it from the Licensing Team.**

**Good to know** These guidelines also apply to online menus and delivery platforms. If you don't have a traditional menu card, the ASC label, ASC claim and CoC code can be shown on a separate display.





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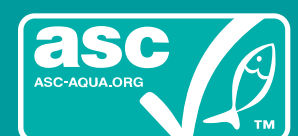
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# ASC Label Use on Fresh Fish Counters

Price tags for ASC-certified seafood at your  
fresh fish counter must display:

1

The ASC label

2

The ASC claim: 'Seafood with this label comes from  
ASC-certified responsible farms' [www.asc-aqua.org](http://www.asc-aqua.org)'

3

The Chain of Custody code of your company

## Good to know

You can use a sticker or clip to attach the ASC  
elements to the price tag.

### If there's not enough space:

Display the ASC label on the price tag and  
place a poster or display stand at your fish  
counter showing all three elements.





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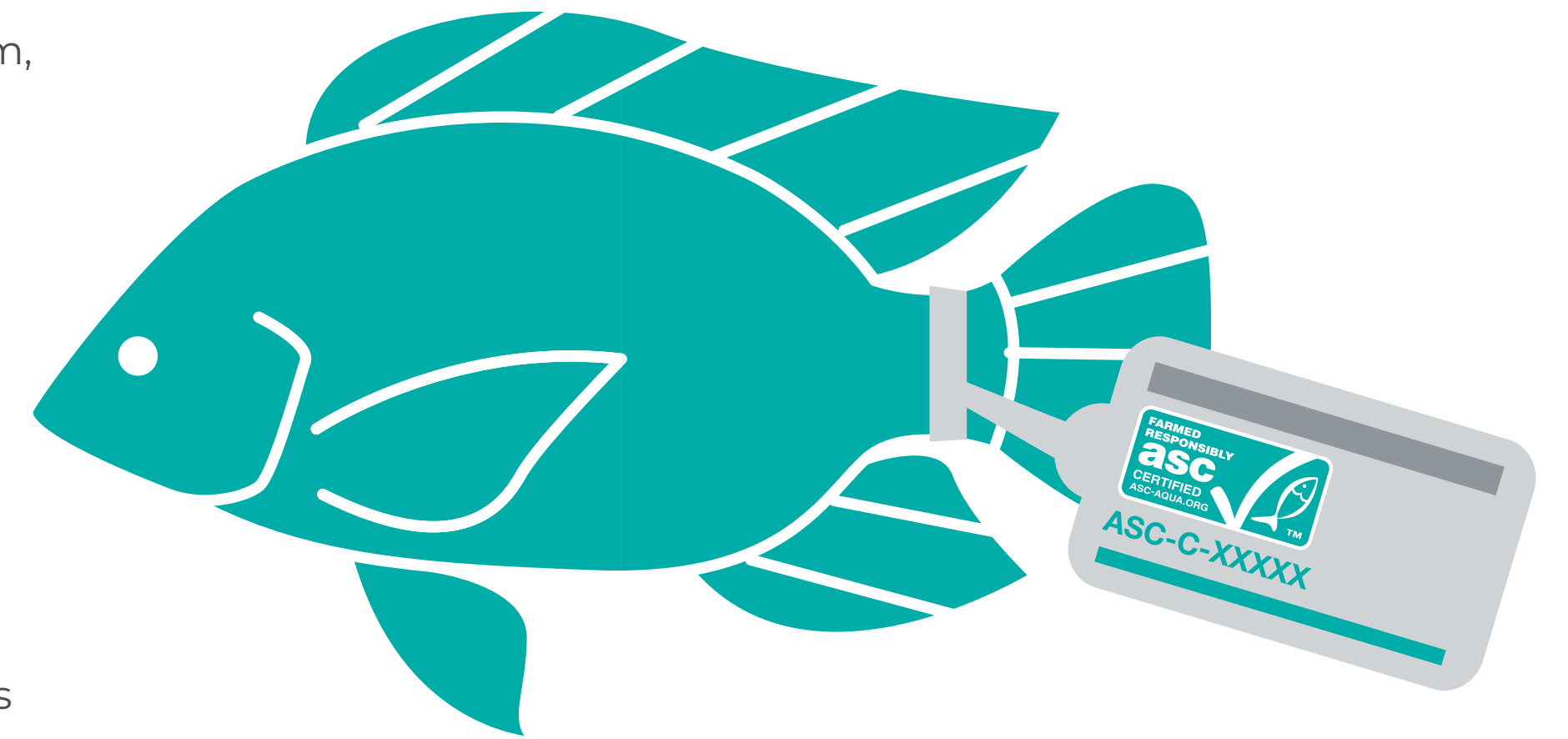


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# ASC Label Use on Full Fish Tags

Specific rules apply to identify a whole seafood item as ASC-certified, such as a whole trout, by using a fish tag, band or similar mark:

- 1** The tag or band must be applied to a clearly visible part of the seafood item, it must be tamper proof i.e. impossible to remove and for single use only
- 2** The tag or band must display:
  - a.** The ASC label
  - b.** The ASC claim
  - c.** The Chain of Custody code of the company attaching the tag or band
- 3** The company applying the fish tag is responsible for paying Licensing Fees on the item



[See licensing fees for more information](#)

## Good to know

As a consumer-facing product, a tagged seafood item can be sold by a retailer without the retailer needing to have ASC Chain of Custody certification.





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# ASC Label Use on Seafood Sold Online Without Full Packaging

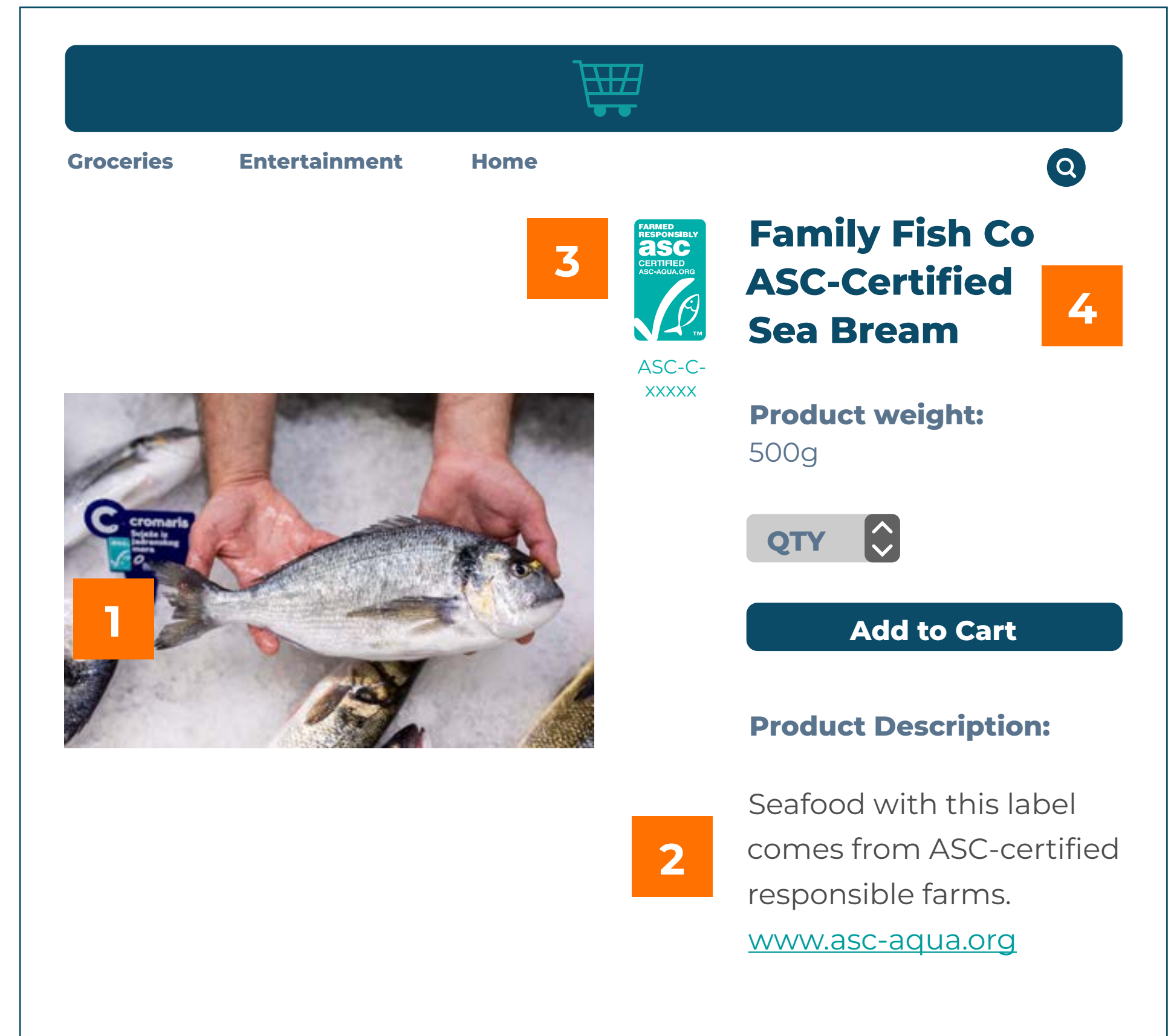
Seafood products sold directly to consumers online, which have limited or no packaging to display the ASC label, **need to be fully labelled online** with all relevant ASC elements at the point of sale.\*

## The product-specific page must display:

- 1 The ASC label:**  
Shown on the first product photo in the correct format
- 2 The ASC claim:**  
Use the explanatory text 'Seafood with this label comes from ASC-certified farms. [www.asc-aqua.org](http://www.asc-aqua.org)'
- 3 The Chain of Custody code:**  
Visibly listed on the page
- 4 'ASC' or 'ASC-certified':**  
Either added to the product name or title

**Reminder:** If your product has any packaging, this packaging must be displayed, showing the ASC label.

\* The 'point of sale' is considered as the product-specific page where a customer selects the item or chooses the amount/weight to add to their cart. This product-specific page must be submitted as artwork to the Licensing Team for approval.





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# ASC Label Use on Materials Promoting Labelled Products

The ASC label can be used on your materials, both in printed and digital formats, such as leaflets, catalogues, price lists, in-store banners, and websites

## When promoting ASC-labelled products you must:

- Have a signed licensing agreement
- Use the ASC label in the correct format
- Request approval from the Licensing Team
- Promote only ASC-labelled products that have been previously approved and registered by the Licensing Team (for consumer facing and non-consumer facing products) - **you cannot make any sourcing claims about ASC-certified seafood if it's not labelled**
- Display the ASC label near the picture of the ASC-labelled product, fresh fish or menu item and avoid association with non-ASC-certified products
- To mark your ASC-labelled products on price lists and catalogues you can use the ASC menu icon

Use additional elements to strengthen your products' traceability and association with the strong ASC brand – ensuring that customers and consumers choose the ASC label:

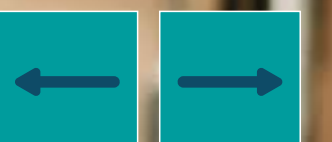
- Chain of Custody code
- Supporting claim: **'Seafood with this label comes from ASC-certified responsible farms.'**  
[www.asc-aqua.org](http://www.asc-aqua.org)

### Processors labelling products:

If you use the ASC label on your products, you can also use it when promoting these products.

### Retailers and brand owners:

If you sell fully packaged, ASC-labelled products to consumers, you can use the ASC label to promote them in-store or on digital and printed promotional materials.





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# Using the ASC Label in General Communications

All partners **with a signed licensing agreement** can also showcase their involvement in the ASC programme by displaying the ASC label without specifying ASC-labelled products, drawing attention to how they are mitigating risk and ensuring traceability throughout the supply chain – proving the sustainability of their farmed seafood.

## Good to know

We only consider ASC-labelled consumer products as ASC-certified. Your communications on sourcing and corporate commitment to ASC-certified seafood need to reflect this.

If your general communications say “80% of our seafood is ASC-certified”, that seafood **must be labelled as ASC**, following the guidelines in this document, if it’s available for sale to the end consumer.

## When highlighting your general support for ASC:

- 1** Use the ASC label
- 2** Include your CoC code (if you have one)
- 3** Add supportive messaging:

**Approved wording:** "We're committed to responsibly farmed seafood. Look for the green ASC label."

You may create your own wording, with approval from the Licensing Team.



# #ACUICULTURÍZATE

La acuicultura responsable ¡existe!



Para estar seguro, busca el sello ASC en los productos de El Corte Inglés.

Con la garantía y el compromiso de El Corte Inglés





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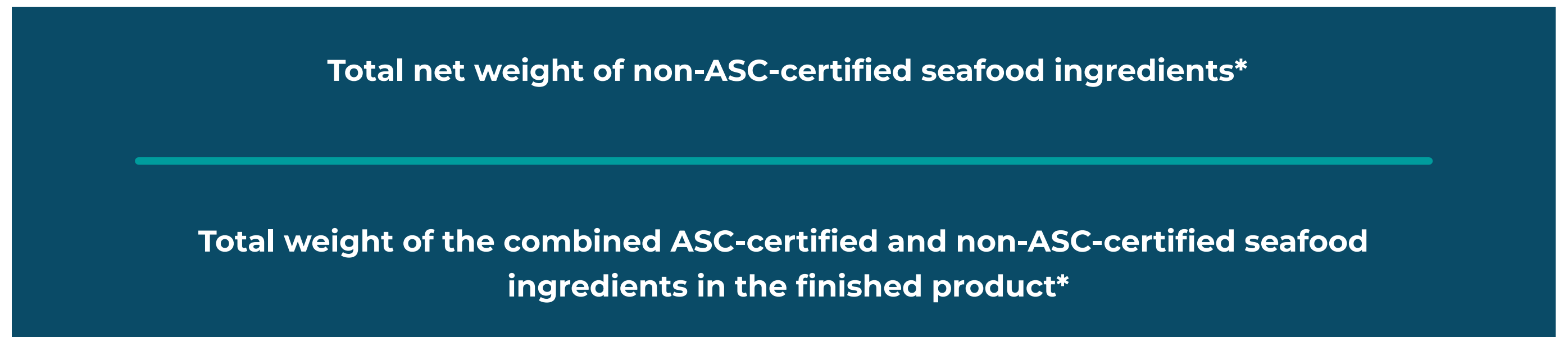
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# Non-ASC-Certified Seafood Ingredients

## Calculating the percentage




A product carrying the ASC label is allowed to contain a **maximum of 5% non-ASC-certified seafood** in its total seafood content.



The percentage of non-ASC-certified seafood ingredients in a product is calculated by using the following formula:



\*excluding water and added salt

## If your seafood product contains more than 5% non-ASC-certified seafood:

-  You **must not show the ASC label** on the packaging
-  You **must not use any text referring to ASC** on the front of the packaging
-  Instead, use the ASC claim version 3 on the back of the packaging. It references the seafood ingredients which are certified:  
**Version 3:** The [insert seafood species] in this product comes from farms that have been independently certified to the ASC standard for responsibly farmed seafood. [www.asc-aqua.org](http://www.asc-aqua.org)

-  Display the ASC Chain of Custody code next to the claim
-  Specify in the ingredients section which seafood ingredient is certified. For example: 'ASC-certified Atlantic Salmon' or 'Atlantic Salmon – ASC-certified'

**Good to know** Royalties are still applicable on consumer-facing products: [Click here for more](#)





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## Rules for Annex 3 Licence Holders

These rules apply for licence holders that have signed **Annex 3 of the Licensing Agreement**. It improves supply chain assurance through consistent use of the ASC label, facilitating identification and segregation of products during storage.

All seafood sold as ASC-certified on the invoice **must be labelled with the ASC label**. This includes all consumer facing and non-consumer facing (or bulk) product packaging. You **must register all your ASC-labelled products**, even if your client also registers them under their own licence for the payment of royalty fees.

1

Add the ASC label to your packaging.

2

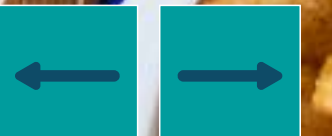
Submit your packaging artwork for approval. Ensure you are the Licence Holder for all ASC-labelled products that you produce packaging artwork for.

3

Get written approval from the Licensing Team and a unique product code for approved packaging artwork. You can now print your packaging.

4

Annex 3 Licence Holders are contacted by the Licensing Team **every three months** to report their sales of ASC-labelled seafood—both consumer facing and non-consumer facing.





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# ASC/MSC Co-Labeling Rules

## When ASC and MSC labels are displayed together on a product

Any proportion of ASC and MSC-certified seafood can be mixed in the same product with both labels being used at any stage in the supply chain, if:

The ASC and MSC labels are not modified and are the same size.



**Note:** All graphical requirements and rules on the use of ASC and MSC labels remain valid.

The CoC number of the certificate that covers the main species used in the product is displayed on pack.



**Note:** You can state both ASC and MSC CoC codes.

The product label clearly states that ASC and MSC-certified seafood is being used, including the percentage.



**Note:** This can be in the ingredients list.

### Good to know

- This doesn't affect the 95% of certified seafood rule in the total seafood content.
- The standard fee structure applies. For consumer facing products, the royalty rate is split: 0.25% ASC and 0.25% MSC.





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# Joint ASC/MSC Claims

## On pack product

In addition to the standard claims provided in the ASC and MSC label user guides, the **following joint claims** are provided for situations where both labels are shown in the same space:

1

The ASC and MSC labels assure that your seafood has been farmed or caught with the best possible care, helping to protect our oceans, lakes and rivers.

[www.asc-aqua.org](http://www.asc-aqua.org) [www.msc.org](http://www.msc.org)

2

The ASC and MSC labels assure that your seafood has been farmed or caught with the best possible care. Together, we're protecting our oceans, lakes and rivers, supporting communities and preserving fish for the future.

[www.asc-aqua.org](http://www.asc-aqua.org) [www.msc.org](http://www.msc.org)

3

The ASC and MSC labels assure that your seafood has been farmed or caught with the best possible care. Enjoy your meal safe in the knowledge that you're protecting oceans, lakes and rivers, supporting communities and preserving fish for the future. It's the best seafood choice you can make.

[www.asc-aqua.org](http://www.asc-aqua.org) [www.msc.org](http://www.msc.org)

The above claims are **additional options**. Partners can also combine claims from our existing [ASC](#) and [MSC](#) claims.

## On menu use

When both the ASC and MSC labels are being used on menus, the **following text** may replace the ASC claim and MSC claim:

1

The ASC and MSC labels assure that your seafood has been farmed or caught with the best possible care, helping to protect our oceans, lakes and rivers.

[www.asc-aqua.org](http://www.asc-aqua.org) [www.msc.org](http://www.msc.org)

2

The ASC and MSC labels assure that your seafood has been farmed or caught with the best possible care. Together, we're protecting our oceans, lakes and rivers, supporting communities and preserving fish for the future.

[www.asc-aqua.org](http://www.asc-aqua.org) [www.msc.org](http://www.msc.org)

3

The ASC and MSC labels assure that your seafood has been farmed or caught with the best possible care. Enjoy your meal safe in the knowledge that you're protecting oceans, lakes and rivers, supporting communities and preserving fish for the future. It's the best seafood choice you can make.

[www.asc-aqua.org](http://www.asc-aqua.org) [www.msc.org](http://www.msc.org)

The above claims are **additional options**. Partners can also combine claims from our existing [ASC](#) and [MSC](#) claims.





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# Sizing and Visual Guidance

## ASC label minimum sizing:

**Horizontal:** H 10mm W 20.7mm

**Vertical:** H 23.1mm W 14mm

## MSC label minimum sizing:

**Horizontal:** H 10mm W 26.1mm

**Vertical:** H 18.8mm W 14mm

### Good to know

The minimum size of the ASC label on pack is slightly larger than the MSC label. Both labels must be **equally proportioned** next to each other.

## Vertical label usage

When used in a vertical (portrait) setting:

- Stacked vertically, labels use the same width
- Stacked horizontally, labels use the same height



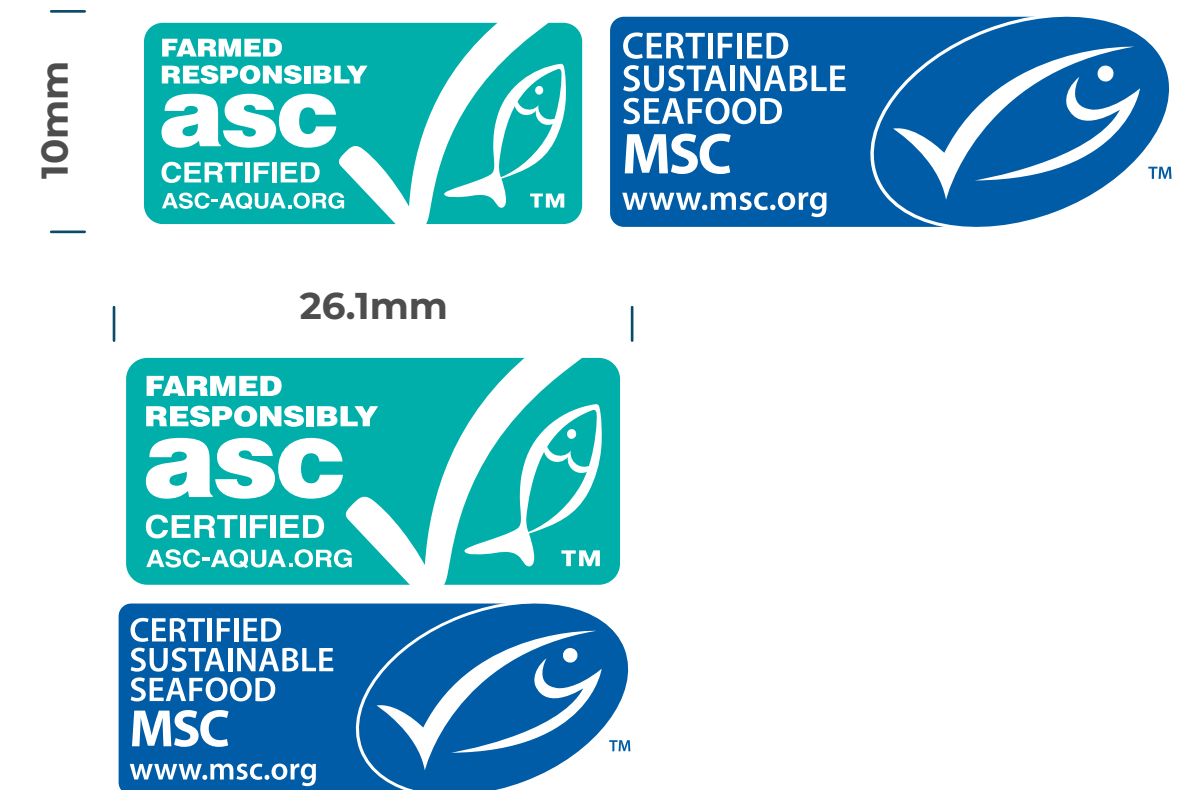
\*Not actual size

Respect the space around labels as defined in the respective label user guides.

## Horizontal label usage

When used in a horizontal (landscape) setting:

- Stacked horizontally, labels use the same height
- Stacked vertically, labels use the same width





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# Dual Labelling

## Using the ASC label on consumer product artwork with the label of another aquaculture certification scheme

We want to enable consumers to make an informed decision when **choosing responsibly farmed fish and seafood.**

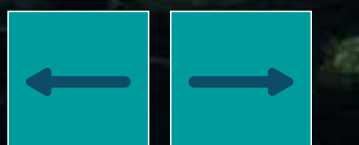
We are setting high standards for ourselves and expect the same from certification schemes that we partner with on consumer facing product artwork. This includes packaged products, menus and fresh fish counter signage.

If you want to dual label products, **you must get approval from the Licensing Team.**

### Guidelines

Consumer labels of other seafood farming certification schemes are **only permitted to be shown alongside the ASC label** if the scheme falls within any of the following categories:

- 1** ISEAL code compliant membership
- 2** Anchored in government regulations
- 3** Partnership Agreement with ASC on mutual labelling in place





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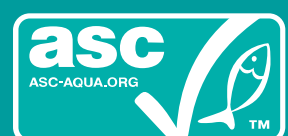
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# Labelled Seafood Licensing Fees

## Annual fee

Once you've signed a licence and are eligible to benefit from using the ASC label, you will **pay an annual fee**. This fee covers the administrative costs of your licence.

The annual fee is determined by the **total net value of ASC-labelled seafood sold by your company during a calendar year** (January – December), except for fresh fish counter items where the annual fee is based on net purchases.

The annual fee is due at the beginning of each year, which starts 1 January.

For **existing licence holders**, the actual purchases from the previous year are used to determine the annual fee.

For **new licence holders**, the annual fee will be based on an estimation of purchases.

ASC-labelled sales/purchases (GBP)	Annual fee (GBP)
£0 - £250,000	£200
£250,001 - £500,000	£500
£500,001 - £1,000,000	£1,000
£1,000,001 - £5,000,000	£2,000
£5,000,001+	£4,000

## Good to know

Chain of Custody certified companies can promote their certification using the ASC label - for instance, on their website - even if they do not label products directly. These companies **pay an annual fee** based on the total net value of ASC-certified seafood sold.





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# Labelled Seafood Licensing Fees

## Royalties

If you use the ASC label on consumer facing products, you will also need to **pay royalties**.

We have a **tiered royalty fee structure**. Royalties start at 0.5% of the net wholesale value of your ASC-labelled seafood sales. For fresh fish counters, the royalties will be charged on net purchases.

**Example:** Total value of ASC-labelled product sales during a calendar year: £25,000,000

	ASC-labelled sales of consumer facing products	Royalty rate	Royalty fee
	£10,000,000	0.5%	£50,000
	£10,000,000	0.45%	£45,000
	£5,000,000	0.4%	£20,000
<b>Total</b>	<b>£25,000,000</b>		<b>£115,000</b>
<b>Annual fee payable</b>	£4,000		

For fresh fish counters, the royalties will be **charged on net purchases**. Fresh fish counters reporting purchases of up to £250,000 **don't pay royalties, only an annual fee of £200**.

ASC-labelled sales / purchased (GBP) of consumer facing products	Royalty rate
£0 - £10,000,000	0.5%
£10,000,001 - £20,000,000	0.45%
£20,000,001 - £30,000,000	0.4%
£30,000,001 - £40,000,000	0.35%
£40,000,001+	0.3%

### Good to know

During the whole supply chain of a product, **royalties are only collected once from the Licence Holder**. This is usually the company applying the ASC label to packaging.





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# Foodservice Licensing Fees

## Annual fee

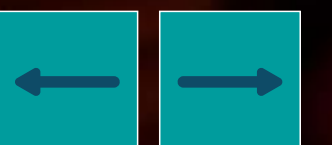
Foodservice businesses with 225 sites or less **pay an annual fee** to use the ASC label on their menu and other marketing materials.

The level of annual fee is determined by the **total net value of ASC-certified seafood purchased by your company during a calendar year** (January – December).

The annual fee is due at the beginning of each year, which starts 1 January.

- For **existing licence holders**, the actual purchases from the previous year are used to determine the annual fee.
- For **new licence holders**, the annual fee will be based on an estimation of purchases.

Value of ASC-certified seafood purchased (GBP)	Annual fee (GBP)
£0 - £250,000	£160
£250,001 - £500,000	£400
£500,001 - £1,000,000	£800
£1,000,001 - £5,000,000	£1,600
£5,000,001+	£3,200





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# Foodservice Licensing Fees

## Site fee royalties

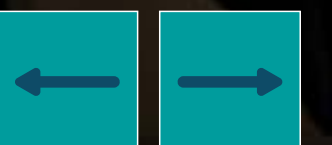
Foodservice businesses with more than one site will **pay additional royalty site fees.**

The site fee is due at the beginning of each year, which starts 1 January. The number of sites will be as of 1 January each year.

Number of sites	Royalty fee per site (GBP)
<b>Small business site fee</b>	
1 site	£0 (included in annual fee)
2-4 sites	£160 x (total number of sites - 1)
5-9 sites	£150 x (total number of sites - 1)
10-14 sites	£140 x (total number of sites - 1)
15-19 sites	£130 x (total number of sites - 1)
20-25 sites	£120 x (total number of sites - 1)
<b>Medium business site fee</b>	
26-225 sites	£600 x (√total number of sites - 1)

## Good to know

- The number of foodservice sites will be determined by the number listed on your **Chain of Custody certificate.**
- If you hold both an ASC and MSC licence, a **25% discount will be applied** to both sets of fees.
- All **non-qualifying foodservice businesses** (i.e. those with more than 225 sites) continue to be subject to the seafood annual fee and royalty fee structure.
- Foodservice businesses with a single site **only pay the annual fee for each year.**





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### Non-consumer facing fees

The use of the ASC label on non-consumer facing packaging **does not carry any royalty fees.**

### Fee exemption for educational institutions

Educational institutions providing foodservice to those attending, working in or visiting are **exempt from fees.** This applies to both in-house services and out-sourced caterers who are contracted by the educational institution.

#### Good to know

- International, national or local private brand restaurants leasing space or otherwise operating on a campus or other education institution site are **not exempt** from fees.
- All foodservice operations **must have a valid ASC Chain of Custody certificate.**
- All foodservice operations **must sign a licence** prior to using the ASC label and make a written request asking for exemption from fees. They must be able to demonstrate their status as an educational institution.





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# Ready to Use the ASC Label?

## Checklist for getting your artwork approved

Before printing or publishing your materials showing the ASC label, please follow these steps:

1

### Review your artwork

<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="background-color: #008080; color: white; padding: 5px; margin-right: 5px;">✓</div> <div> <p><b>Placement</b></p> <p>The ASC label is on the front of the packaging and clearly visible.</p> </div> </div>	<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="background-color: #008080; color: white; padding: 5px; margin-right: 5px;">✓</div> <div> <p><b>Clear space</b></p> <p>The correct clear space around the ASC label is maintained.</p> </div> </div>	<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="background-color: #008080; color: white; padding: 5px; margin-right: 5px;">✓</div> <div> <p><b>ASC elements</b></p> <p>The ASC label is accompanied by the ASC claim and ASC Chain of Custody Code.</p> </div> </div>
<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="background-color: #008080; color: white; padding: 5px; margin-right: 5px;">✓</div> <div> <p><b>Colour</b></p> <p>The ASC label is used in the original Pantone 326 colour.</p> </div> </div>	<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="background-color: #008080; color: white; padding: 5px; margin-right: 5px;">✓</div> <div> <p><b>The keyline</b></p> <p>The white keyline outlining the ASC label is displayed.</p> </div> </div>	<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="background-color: #008080; color: white; padding: 5px; margin-right: 5px;">✓</div> <div> <p><b>The trademark (TM) symbol</b></p> <p>The TM symbol next to the ASC label is clearly visible.</p> </div> </div>
<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="background-color: #008080; color: white; padding: 5px; margin-right: 5px;">✓</div> <div> <p><b>Language</b></p> <p>The ASC label is in the same language as your packaging. If unavailable, or on multilingual packaging, a generic version is used.</p> </div> </div>	<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="background-color: #008080; color: white; padding: 5px; margin-right: 5px;">✓</div> <div> <p><b>Minimum size</b></p> <p>The ASC label meets the minimum required size and is scaled proportionately.</p> </div> </div>	<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="background-color: #008080; color: white; padding: 5px; margin-right: 5px;">✓</div> <div> <p><b>Product approval form</b></p> <p>When needed, the document is correctly completed and submitted with the artwork.</p> </div> </div>

**Useful links:**

- [ASC label versions](#)
- [Chain of Custody certification](#)
- [Translations of ASC claims versions](#)

2

### 2

Send files to the Licensing Team [ecolabel@msc.org](mailto:ecolabel@msc.org)

3

### 3

Receive feedback or approval

**Good to know**

The Licensing Team is not responsible for validating any additional claims, legal requirements or other labelling regulations.





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# Choose to Use the ASC Label for Change

**Real change requires collective supply chain effort,  
beginning by taking the decision to choose change.**

By providing the standards and assurance that link these choices together, ASC ensures that a commitment to change at any point in the chain has a **meaningful and lasting impact.**

When you **choose to use the ASC label**, you get value from a certification that has:

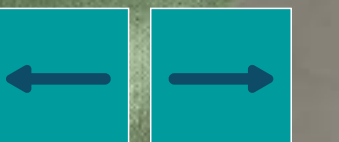
- The biggest global footprint, providing supply security and demand flexibility
- High consumer trust, supporting your position as a leader in sustainability
- The most robust standards, covering risks in your supply chain
- The highest assurance and transparency throughout, ensuring integrity of your products

Through your choice to use the ASC label, you are **proving the sustainability of your farmed seafood.**

## Here to help

Licensing queries: [ecolabel@msc.org](mailto:ecolabel@msc.org)

Any other questions, contact your [regional ASC representative](#)

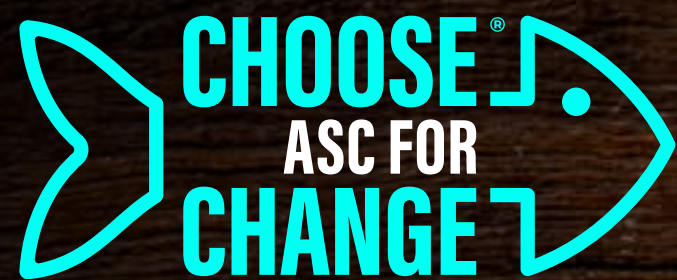


ASC  
WORLDWIDE



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[www.asc-aqua.org](http://www.asc-aqua.org)  
Aquaculture Stewardship Council, 2026



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