Ocean Disclosure Project

Logo Guidelines

This document lays out the basic guidelines for use of the Ocean Disclosure Project logo.

Purpose

The Ocean Disclosure Project (ODP) logo is for use by ODP participants to demonstrate their affiliation with the project and to promote the work of the ODP. The logo supports a claim that a company participates in the ODP through a disclosure of seafood sources, it does not support a claim that those sources are responsibly or sustainably managed or farmed. The logo can only be used by companies with an ODP profile and cannot be used by companies to promote other seafood disclosures.

Use of the logo by ODP participants is not compulsory. The intention of the logo is to direct stakeholders to the participant's disclosure.

The ODP logo is provided free-of-charge by Sustainable Fisheries Partnership as a supporting tool for communications.

Format and color

The logo is available as:

- .ai and .eps vector files for professionally printed materials

- .pdf vector files for print

- .jpg and .png for digital purposes.

The logo is available in full color and monochrome (black only and white only).

Rules for using our logo

1. The ODP logo is NOT an ecolabel. It must not be used to imply the sustainability of a product.

2. The logo must not be redrawn or altered in any way.

3. The original proportions of the logo must be maintained when resizing the logo.

4. The logo must not be placed on a background that impairs legibility.

5. A clear space must be maintained around the logo.

6. The ODP logo may only be used by companies that have made a disclosure of seafood sourcing via the ODP website.

Applications and examples

ODP participants may use the logo on public facing and / or business to business communication, specifically, their company website, promotional materials in-store and at trade shows, and in company reports.

The ODP logo may be combined with a URL to direct viewers to the company's ODP profile on the ODP website but cannot be used to link to specific sources.

For example,

[Company name] proudly participates in the Ocean Disclosure Project. View our disclosure at
https://oceandisclosureproject.org/

Contact us

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