

**Responsibly
Sourced
Seafood**

ORIGIN IRELAND



BIM RSS LOGO AND CLAIM USAGE GUIDE

Full requirements for how BIM's RSS Logo and Claim can be used.

October 2024

Purpose

Certified members of the BIM Responsible Sourced Seafood (RSS) Programme can use the BIM RSS logo to demonstrate their certification status to the RSS Standard.

This guide outlines how the BIM RSS Logo and Certified Claim can be used. It sets out the rules that must be followed when using the logo and making a Certified Claim.

The BIM RSS Programme is largely designed to be a general and business to business (B2B) communication tool. The BIM RSS Logo and Certified Claim can be used for -marketing and business to business purposes but it cannot be used 'on pack or on product' intended for direct consumer display and use.

This means, use of RSS logo is not permitted on any product packaging that is intended for final consumer use.

The BIM RSS Certified Claim

Certified clients of the BIM RSS Programme are eligible to use the BIM RSS logo and the certified claim on their general marketing and business to business correspondence, including e-mails, sales documents and specifications. It can also be used on a certified clients website. The claim that can be made is as follows:

FOR CERTIFIED FISHING VESSELS

'NAME OF CERTIFIED CLIENT VESSEL' or 'NAME OF FISHNG COMPANY' owning certified vessels is/are certified to the BIM Responsibly Sourced Seafood Standard providing the supply chain with assurance of the quality, provenance and highest standards of environmental stewardship and responsible fishing practices.

FOR CERTIFIED ONSHORE SEAFOOD HANDLING

'NAME OF CLIENT ENTITIY' is certified to the BIM Responsibly Sourced Seafood Standard providing the supply chain with assurance of the quality, provenance and highest standards of environmental stewardship, responsible fishing practices and onshore handling practices.

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BIM RSS Logo and Claim Rules of Use

The BIM RSS Logo and Claim can be used in the following categories:	The BIM RSS Logo and Claim CANNOT be used in the following categories:
On seafood sales documentation used for the first sale of landed product	On product packaging associated with final consumer display and sale
On the outer packaging of product from certified vessels that is intended for non-consumer use.	On (wet/unpackaged) product for direct consumer display
On general marketing and related company documents that are not intended for selling product directly to consumers.	On packaging of products that contain product (or a percentage of product) from non BIM RSS certified sources
On company websites and downloadable information e.g. product specifications for products.	
Displayed onboard the vessel or company offices and company signage	
The BIM RSS Certificate and Plaque can also be displayed at premises, vessels and company websites (e.g. via a link to BIM certified vessel list).	

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