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User manual

Eel Stewardship Fund (ESF)



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1. Introduction

The blue and white Eel Stewardship Fund® logo offers the consumer certainty when selecting an eel product that contributes to sustainable eel control measures. Producing companies must enter into a user agreement with an ESA-member before they are permitted to sell eel products with the blue and white logo. These companies thereby commit themselves to comply with the regulations as recorded in the user agreement. Companies with a purchasing license declare that they will only sell eels that contribute to the Fund.

ESA members from connected countries can be found at www.esf.international

Carrying the Eel Stewardship Fund® logo potentially results in immediate benefits for the European eel stocks. Contributions to the Fund allow for protection and maintenance measures as well as an increase of local eel stocks: it does so by means of fully financing or co-financing the release of young eels (release of glass eels and elvers as intended in Art. 7 EU Eel Regulation 1100/2007), by drawing up control measures (sustainable eel management and balance calculations), catching eels and helping the adults get to the spawning grounds safely (Eels over the Dykes) as well as by supporting targeted scientific research into the life and reproduction of eels. All these measures contribute to increasing knowledge about eels.

Moreover, companies with user agreements and the companies with a purchasing license use the Eel Stewardship Fund® logo to display their support of the Eel Stewardship Fund® and all its measures to the outside world.

Rules for Logo Use

As it involves a collective brand, strict rules apply to displaying the Eel Stewardship Fund® logo for both eel products and other use.

It is important for the entire European eel stock that the Eel Stewardship Fund® logo is used correctly and appropriately. This is the only way the logo can maintain its integrity and value.

This manual discusses the rules that apply to the use of the logo and explains how the different users – the fishing industry, aquaculture companies, traders, processors, other organisations in the supply chain, retail traders, retailers, restaurants, caterers, non-profit organisations and the media - can ensure that awareness among the general public with respect to the products that carry the blue and white hallmark within Europe continues to grow.

The Eel Stewardship Fund®'s Mission

The Eel Stewardship Fund®'s mission is to collect funds to contribute to the protection, maintenance and improvement of the European eel stocks as well as the living conditions for eels at a local level by means of User Agreements, Purchaser Licenses and permitted logo use. This allows the logo to stand apart from common sustainability hallmarks by influencing the consumer's choice in buying eel, and by cooperating with our partners on a sustainable change in managing the eel habitat and by reaching for a maximum contribution to improve eel stocks.

The Eel Stewardship Fund® is managed by the Eel Stewardship Association (ESA).



2. Ownership of the Eel Stewardship Fund® Logo

ESA, established in Wageningen, the Netherlands, owns the Collective Brand and the Eel Stewardship Fund® name. It reserves all rights with respect to the aforementioned brand. Organisations are only permitted to carry the blue and white Eel Stewardship Fund® after signing a written agreement with an ESA member - a User Agreement or Purchasing License.

Under penalty of a fine as described in the Collective Brand Regulations for the Eel Stewardship Fund®, it is not permitted to display the logo or the Eel Stewardship Fund® text without prior permission from an ESA member. Permission for displaying the logo or text is not in any way considered to be a transfer of intellectual property rights to third parties.

Unauthorised display is prohibited and is considered to be a breach of the collective word mark/figurative trademark. The ESA reserves the right to take legal steps against a party that reproduces or copies the Eel Stewardship Fund® logo or the Eel Stewardship Fund® text without prior permission.

User Agreement

This agreement applies to displaying the Eel Stewardship Fund® logo on eel products. Organisations that sign a user agreement are required to send ESA a periodic (monthly, quarterly or annually) turnover statement as well as pay them a periodic (monthly, quarterly or annually) usage fee.

Purchasing License

This license applies to displaying the Eel Stewardship Fund® logo in the context of reselling and/or presenting the certified products.

Approval of printed matter

The moment an organisation is granted permission to use the Eel Stewardship Fund® logo and prior to printing, publishing or displaying the logo, a digital test print must be presented to ESA in an email to info@esf.international

Supervision

Independent supervisors will check the logo use and the usage fee statements. Inspection for accuracy of payments to the Eel Stewardship Fund® will be performed by the ESA members.

When do you need a user agreement?

User agreements are intended for companies that are registered in the commercial registry and are a member of (an affiliated organisation of) an organisation that is an ESA member. Affiliated organisations are free to set additional requirements with respect to contributions to the ESF.

5 Steps for the use of the logo under a user agreement

1. The company requests a User Agreement from an ESA member.
2. After signing the agreement, the company receives a confirmation of the user agreement as well as digital files containing the Eel Stewardship Fund® logo with its own unique user number.
3. The company uses the Eel Stewardship Fund® logo and corresponding matters in the design of their materials in accordance with the guidelines as mentioned in the user agreement.
4. To prevent incorrect displaying of the Eel Stewardship Fund® logo and thus the recall of material and/or packaging, a digital test print must be provided for approval to info@esf.international before public use of the logo.
The digital test print includes:
 - if it concerns packaging: the final concept design in colour, stating the sizes and PMS colour numbers of the entire packaging.
 - if it concerns advertising: the final concept design in colour, stating the sizes and where it will be used.
5. The company with the user agreement is only permitted to print (or have printed) the material after approval of the design.

Correct use and application of the conditions of the Eel Stewardship Fund® logo speeds up the approval process. The companies themselves shall make sure that the graphic designers and service providers they work with receive a copy of this manual.

When do you need a purchasing license?

Purchasing licenses are intended for companies that are registered in the commercial registry and that purchase certified eel products in the execution of their profession or company from a company that has a user agreement and use the Eel Stewardship Fund® logo in the context of reselling and/or presenting these certified products. This concerns, for instance: fish retail traders, retailers, restaurants, caterers and other sales outlets.

5 Steps for the use of the logo under a Purchasing Agreement

1. The company applies for a purchasing license with a company that has a user agreement.
2. After signing the purchasing license, the company receives the digital files containing the Eel Stewardship Fund® logo with its own unique user number.
3. The company uses the Eel Stewardship Fund® logo and corresponding matters in the design of their materials in accordance with the guidelines as mentioned in the purchasing license.
4. To prevent incorrect displaying of the Eel Stewardship Fund® logo and thus the recall of material and/or packaging, a digital test print must be provided for approval to info@esf.international before public use of the logo.
The digital test print includes:
 - if it concerns packaging: the final concept design in colour, stating the sizes and PMS colour numbers of the entire packaging.
 - if it concerns advertising: the final concept design in colour, stating the sizes and where it will be used.
5. The company with the purchasing license is only permitted to print (or have printed) the material after approval of the design.

Correct use and application of the conditions of the Eel Stewardship Fund® logo speeds up the approval process. The companies themselves shall make sure that graphic designers and service providers they work with receive a copy of this manual.

3. The Eel Stewardship Fund® Logo

The following requirements apply to all ways in which the Eel Stewardship Fund® logo is used. Every deviation in design, font or colour reduces the effectiveness and can have legal consequences that result from a breach or breaches of the collective word mark/figurative trademark.

The Eel Stewardship Fund® logo consists of 6 elements that cannot be used separately or adjusted in any way.



- A. **'ESF'**
These three letters form the abbreviation of Eel Stewardship Fund.
- B. **'Eel Stewardship Fund'**
These three words indicate the meaning of the logo and the abbreviation.
- C. **www.esf.international**
The internet address must always be displayed in its entirety as depicted here.
- D. **White background and contour**
The white line and background of the logo must always be displayed. No other colour can be used for the line and background.
- E. **®**
The logo contains the ® symbol. This must always be displayed. The ® symbol stands for registered trademark and indicates that the logo is a registered collective figurative trademark. This registration applies throughout Europe.

F. The three eels

The visual part of the logo shows three eels of different sizes. It indicates the growth and life cycle of eels, from young eel (glass eel) to mature eel (silver eel).

Dimensions

The Eel Stewardship Fund® logo is available in a vertical and a horizontal version. Both versions can be used.



Colour

Mandatory colour use according to one of the following formats

CMYK	C100 M69 Y0 K0
PMS	PMS 2728
RGB	R0 G83 B158
WEB	#09539f

Monochrome

The Eel Stewardship Fund® logo is also available in black and white in case the packaging is in black and white or has the same colour as the mandatory logo colours, or if thermal labelling is used. In these cases, the logo can exclusively be displayed/printed in pure black. Note: greyscale is not permitted. Any exceptions will be confirmed in writing subject to the Foundation's approval.

Sizes

The minimum size for use is 15 mm high measuring from the edge of the blue area up to the top. The maximum size for use: there are no limitations to the maximum size of depictions of the Eel Stewardship Fund® logo on the product or for any other use.



4. Who can use the Eel Stewardship Fund® logo?

Every commercial or non-profit organisation can request a user agreement or purchasing license for the Eel Stewardship Fund® logo from an ESA member.

Companies in the supply chain

Fishing companies, eel farms, processors, distributors, suppliers of food service companies and wholesalers that have entered into a user agreement with an ESA member for the use of the Eel Stewardship Fund® logo have permission to place the logo on eel products or to display it. This can apply to both bulk and consumer packaging. Without a user agreement, displaying the Eel Stewardship Fund® logo in any way on the product or the place it is sold is not permitted.

Retail traders and retailers

Stores, mobile sales points, fish traders and supermarket chains are allowed to sell eel products that display the Eel Stewardship Fund® logo with a traceability code. However, without the approval of an ESA member, they are not permitted to use the logo on price tags, in commercial advertising or display cabinets. A purchasing license is required for such use. These organisations can request a purchasing license from a company that has a user agreement at no cost. Without a purchasing license it is not allowed to display the Eel Stewardship Fund® in any way at the place it is sold.

Food service and restaurants

Companies that serve eel products displaying the Eel Stewardship Fund® logo for consumption and from which these products can be consumed immediately or within a reasonable time as a take-away product can request a purchasing license at no cost. Without a purchasing license, displaying the Eel Stewardship Fund® logo in any way on the product or the place it is sold is not permitted.

Non-profit organisations

Non-profit organisations in the public industry cannot display the Eel Stewardship Fund® logo without the prior and explicit written permission of an ESA member.

Media

Media companies that publish news and special reports on the Eel Stewardship Fund® must contact an ESA member in their country for approval to use the Eel Stewardship Fund® logo.

5. Use on eel products

‘On the eel product’ refers to the depiction of the Eel Stewardship Fund® logo on eel products to indicate that these contribute to the Eel Stewardship Fund®.

Position

The Eel Stewardship Fund® logo must be placed on the front of the packaging to ensure that it is immediately visible to the consumer.

The minimum measurements of the blue logo on eel-packaging and products is 40 mm high, measuring from the edge of the blue area up to the top.

The statement

If the Eel Stewardship Fund® logo is displayed on an eel product, then this must always be accompanied with a statement. This statement explains the Eel Stewardship Fund® logo and substantiates it. The statement is available in two different versions.

Version 1

‘By purchasing this eel, you contribute to sustainable eel management in <country>’

Versie 2

‘Thank you for making a deliberate choice for an eel product that contributes to the Eel Stewardship Fund®. In doing so, you contribute to maintaining the eel stock in nature.’

Translations of these statements can be found on www.esf.international

The statement must be placed on the packaging. The producer is free to determine where to place this statement.

The Eel Stewardship Fund® traceability code

Every eel product with the Eel Stewardship Fund® logo contains a traceability code that consists of a string of letters and numbers. These refer to the product’s producer. This traceability code must be displayed below the Eel Stewardship Fund® logo in a minimum font size of 7 pt.

The traceability code allows for the monitoring and inspection of the Eel Stewardship Fund®’s contribution system. The traceability code is available at your supplier; if this is not the case, then please contact the ESA member in your country or visit www.esf.international.

Placing the Eel Stewardship Fund® logo on eel products without a traceability code is not permitted. If this is the case, then this is a matter of unwarranted use of the Eel Stewardship Fund® logo. This is punishable with a fine according to the logo regulations.

Responsibility for compliance with both the international and national food standards and label guidelines lies with the owner of the product’s packaging at all times.

Free space

The logo’s background colour must always be white. A white border around the logo must be at least 1-millimetre-wide for the minimum size of the Eel Stewardship Fund® logo. The traceability code must be displayed underneath the logo with a minimum font size of 7 pt.

Use in the hospitality industry

A special version of the logo is available for hotels, restaurants, and catering services. These companies can request a free purchasing license from an ESA-member. Additional rules apply when using the logo on menu’s:

- A - the blue logo can be displayed next to eel dishes on the menu.
- B - the full hallmark with explanatory text must be displayed in its entirety on the menu.

Explanatory text:

‘We exclusively serve eel and eel products that contribute to the Eel Stewardship Fund®. In doing so, we contribute to the sustainable eel management in [country].’

Dimensions and proportions

The full hallmark for the menu is one unit and cannot be altered by dividing it or tilting it. The minimum size of the full hallmark next to eel-dishes is 15 mm high measuring from the edge of the blue area up to the top. The minimum size of the blue area for use of the entire hallmark is 15 mm high measuring from the edge of the blue area up to the top.

The Eel Stewardship Fund® logo can never be redrawn, distorted or altered in any way with respect to the original illustration.

6. Use for fish display cabinets

There are special rules for the use of the Eel Stewardship Fund® logo in cabinets of fish specialist stores and retailers.

Price tags

The Eel Stewardship Fund® logo can only be used in combination with the ESF traceability code (the AFL number or the user number) on all price tags for eel and eel products. This is possible in the following ways:

- By printing the Eel Stewardship Fund® logo on the price tags;
- By using clips attached to the price tags;
- By using stickers on the price tags;
- By means of tags.

Corresponding materials

A poster or display containing the following information can be placed near the cabinet:

- The Eel Stewardship Fund® Logo in colour;
- The traceability code (the AFL number or the user number);
- The following text:

We exclusively sell eel that contributes to the Eel Stewardship Fund®. In doing so, we contribute to the sustainable eel management in <country>.

Use of tags

In some cases, eel and eel products that are not packaged in consumer packaging can be provided with tags, wraps or comparable markings to show that these products contribute to the Eel Stewardship Fund®.

The company that applies these markings will have to prove to the ESF member that the markings meet ESA's logo use standards. The terms of use can be requested from the ESA member in question.

7. Structure mark and logo Eel Stewardship Fund®

What	is	and what is not allowed
<p>Mark</p> 	<p>Mark ESF</p>	<p>Will only be used by the ESA</p> <p>Will never be used on packaging</p> <p>Will never be used by licensees</p>
<p>ESF Logo</p> 	<p>Official fund logo</p>	<p>Will only be used by the ESA for communication purposes such as advertisements and articles</p> <p>Will never be used by licensees</p> <p>Will never be used on packaging</p>
<p>ESF Logo with license number</p> 	<p>Official reseller logo with license number</p>	<p>Will only be used by reseller with license number for communication purposes such as advertisements and articles</p> <p>Will be combined with an explanatory text on menus in the hospitality sector</p>
<p>ESF product logo</p> 	<p>Official product logo</p>	<p>Will only be used on packaging and products</p> <p>Will be used by resellers as a door sticker (min. 250mm high)</p>

Colour

CMYK C100 M69 Y0 K0
PMS PMS 2728
RGB R0 G83 B158
WEB #09539f

Black / white

100% black, no use of grayscale



Font

Calibri Bold

Surroundings and background logo



Free space around the logo (no adjacent text or other logo's)



Placed on a white background



Placed on a dark background or photo, always using a white background and outline



Door sticker, white sticker, contour cut (min. 250mm high)

Not allowed



Scaled out of proportion



Gradient



Visual effects



Turning



Translucent letters



Transparent



Separate elements



Colour change

Contact

Contact us for questions or additional information:

info@esf.international
www.esf.international

