



GUIDELINES FOR IPNLF LOGO USE

A world with thriving fisheries that work in balance with
nature by catching one fish at a time.



Use of IPNLF Logo

IPNLF members are allowed exclusive use of the IPNLF logo on the packaging of one-by-one tuna products, communications and marketing materials such as email signatures, their websites, social media platforms and printed documents. The IPNLF 'Supporting Member Logo' should be used to communicate the relationship between a member organisation and IPNLF.

Requirements to use the IPNLF logo:

- Valid IPNLF membership which includes signing up to the IPNLF's Code of Conduct (CoC) and endorsing IPNLF's 2025 Commitment.

- All products carrying the IPNLF logo need to be featured on the Sourcing Transparency Platform (STP).

IPNLF's supporting member logo can only be used by legitimate IPNLF members that fit the requirements to use the IPNLF logo above. The IPNLF 'supporting member logo' should typically be used when communicating about the relationship between a member organisation and IPNLF (e.g. member's publications, online materials, product packaging).

Logo Elements

There are a few elements that feature in the various formats of the IPNLF logo, some of which must be used on any materials and some which are optional.

- A** - The IPNLF fish and line **Compulsory**
- B** - The IPNLF acronym **Compulsory**
- C** - The Supporting Member text **Compulsory**
- D** - IPNLF's web address **Optional**

The IPNLF supporting member logo can only be used in two different colours: green (R:0, G: 99; B: 123) or white.

Artwork Sign Off

All use of IPNLF Supporting member logos requires permission from IPNLF. Once permission for the use of an IPNLF logo has been granted, the member organisation must submit artwork proofs to IPNLF before printing, publishing, or displaying the logo.

Please email: members@ipnlf.org to request sign off.

Limits of Use

Please note:

- Use of either Logo does not imply (and must not be used to imply) any approval, endorsement or certification of a company, organisation, operations, product, or sourcing policy by IPNLF.
- Use of either Logo does not imply (and must not be used to imply) that all products or practices of an organisation are one-by-one if/when they are not.
- Further, if a member wishes to use the Supporting Member Logo on product packaging:
 - The product must **ONLY** contain tuna caught by **one-by-one methods**, specifically pole-and-line, handline, or troll - i.e. it must not be used on a product that may contain fish of mixed capture origin, or a product that is not consistently one-by-one caught.
 - The product must be fully traceable to a one-by-one fishery and should therefore be added on the IPNLF Sourcing Transparency Platform (STP).

Examples

