



Marine Aquarium CouncilSM Certified Label: Regulations and Guidelines for Use

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1. INTRODUCTION

This document was prepared to help authorized users of the Marine Aquarium CouncilSM Certified label understand and conform to the regulations and guidelines relating to its use. These regulations and guidelines are designed to ensure that the authority, integrity and credibility of the label are not compromised by inappropriate or unauthorized use.

The Marine Aquarium CouncilSM Certified label is a trademark of Marine Aquarium Council, Inc. It is being registered with patent and trademark offices internationally. Unauthorized use is prohibited and will be treated as a breach of law.

Marine Aquarium Council, Inc., will be as flexible as possible in facilitating use of the Marine Aquarium CouncilSM Certified label, consistent with maintaining its integrity. Efforts will be made to accommodate requests for use not specified in this document. Queries should be directed to the Marine Aquarium Council (MAC) Secretariat (label@aquariumcouncil.org).

MAC reserves the right to withhold or withdraw permission to use the Marine Aquarium CouncilSM Certified label if it considers that the user is abusing or misusing it or failing to comply with the regulations for its use.

Those seeking to use the label are requested wherever possible to also submit for approval by the MAC Secretariat text or other matter in which reference is made to the Marine Aquarium Council and/or an organization's credentials in respect of the Marine Aquarium Council or of MACSM Certified marine aquarium organisms, even when the Marine Aquarium CouncilSM Certified label itself is not being used.

Those wishing to include statements or product claims relating to marine aquarium organisms labelled as Marine Aquarium CouncilSM Certified in a language other than English are requested wherever possible to first submit the proposed text in that language, together with a translation into English to the MAC Secretariat as appropriate. Please check with the MAC Secretariat for pre-approved translations.

The Marine Aquarium Council, Inc., and MACSM Accredited certifiers accept no liability for any costs incurred, direct or consequential, either in following these regulations and guidelines or in changes requested in order to conform to them.

This document was prepared by the MAC Secretariat, approved by the MAC Board of Directors and published in January 2004. This document will be reviewed on an annual basis. The MAC Standards Committee has overall authority over the issuing and amending of this document.

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2. AUTHORIZED USERS

The Marine Aquarium CouncilSM Certified label may be used by the following entities only:

2.1 MACSM Certified Industry Operators

Only those industry operators that have been successfully assessed by a MAC Accredited Certifier as being in compliance with the requirements of the MAC Standards may use the Marine Aquarium CouncilSM Certified label

Industry operators that are not MACSM Certified may NOT use the Marine Aquarium CouncilSM Certified label either on- or off-product, including, but not limited to, public reports, press releases, advertisements, brochures, leaflets and other market mechanisms and media.

Unauthorized use of the Marine Aquarium Council name and/or initials that are brought to the attention of the MAC Secretariat will be studied with the assistance of legal advice as needed to determine what action is justified on a case-by-case basis.

2.2 Entities Authorized by the Marine Aquarium Council, Inc.

Individuals and organizations that are not industry operators may use the Marine Aquarium CouncilSM Certified label only if they have received permission from the Marine Aquarium Council, Inc.

Before any individual or organization uses the Marine Aquarium CouncilSM Certified label for the first time, it must submit a completed copy of the “Form to Request Initial Use of the Marine Aquarium CouncilSM Certified Label” (Appendix 3) to the MAC Secretariat by fax or email. The individual or organization will receive a response of approval or disapproval from the MAC Secretariat.

Individuals and organizations must receive permission from the MAC Secretariat for initial as well as each subsequent use of the Marine Aquarium CouncilSM Certified label, unless otherwise permitted by the MAC Secretariat.

3. CATERGORIES OF PERMITTED USE

3.1 On-Product Use

On-product use refers to use of the Marine Aquarium CouncilSM Certified label when associated directly with containers (e.g., boxes, bags) and holding tanks containing MACSM Certified marine aquarium organisms.

Only MACSM Certified industry operators that carry MACSM Certified marine aquarium organisms may use the Marine Aquarium CouncilSM Certified label on-product.

MACSM Certified industry operators **MUST INCLUDE** their Certificate Registration Code with all and any use of the Marine Aquarium CouncilSM Certified label.

3.2 Off-Product Use

Off-product use refers to use of the Marine Aquarium CouncilSM Certified label when not associated directly with containers (e.g., boxes, bags) and holding tanks containing MACSM Certified organisms. These uses include, but are not limited to, advertising, awareness-raising communications and business related documents such as invoicing.

Only those industry operators that are MACSM Certified may use the Marine Aquarium CouncilSM Certified label off-product. They **MUST INCLUDE** their Certificate Registration Code with all and any use of the Marine Aquarium CouncilSM Certified label.

Individuals and organizations that are not industry operators must receive prior permission from the Marine Aquarium Council for each use of the Marine Aquarium CouncilSM Certified label, unless otherwise permitted by the Marine Aquarium Council, Inc.

4. REGULATIONS AND GUIDELINES FOR ON-PRODUCT USE BY MACSM CERTIFIED INDUSTRY OPERATORS

4.1 Permitted On-Product Uses by MACSM Certified Industry Operators

The Marine Aquarium CouncilSM Certified label may be used for approved on-product labelling and/or packaging, i.e., with containers (e.g., boxes, bags) and holding tanks containing MACSM Certified marine aquarium organisms.

4.2 Required On-Product by Uses MACSM Certified Industry Operators

The on-product use of the MACSM Certified label is optional from the collector to the wholesale level, but is required at the retail level, i.e., on tanks and other containers in which MACSM Certified marine aquarium organisms are held until purchased by a customer.

4.3 Reproduction Requirements for On-Product Use by MACSM Certified Industry Operators

The Marine Aquarium CouncilSM Certified label reproduced on packaging and/or labelling pertaining to MACSM Certified marine aquarium organisms must adhere to the following regulations. If for technical or other reasons, full compliance with the reproduction requirements is deemed impractical, industry operators should consult with the MAC Secretariat about possible exemptions.

4.3.1 Size

The Marine Aquarium CouncilSM Certified label must be clearly reproduced at a size no smaller than 1.27 cm (0.5 inch).

4.3.2 MACSM Certificate Registration Code

The Marine Aquarium CouncilSM Certified label must be accompanied with the MACSM Certificate Registration Code pertaining to the MACSM Certificate of Registration to the relevant MACSM Standard.

The MACSM Certificate Registration Code shall appear in ALL CAPS, sans serif block lettering in the lower part of the label. The numbers should appear in the same color and no smaller than the text that appears within the upper portion of the label.

4.3.3 Color

The Marine Aquarium CouncilSM Certified label should appear in PantoneTM 300 (preferred application). When reproducing the label in process colors, the following formula should be used to simulate PantoneTM 300: cyan 100%, magenta 43%, yellow 0%, black 0%. (An RGB equivalent is R18, G92, B183.)

If PantoneTM 300 is not available or not feasible then the label may be printed in black or reversed out of a sufficiently contrasting background.

Halftones or special colors should not be used.

4.3.4 Quality

It is recommended that the Marine Aquarium CouncilSM Certified label be reproduced directly from a digital vector file or master printed copy supplied in the MACSM Certification Label Pack.

When an Apple Macintosh or MS-DOS version of the label is being output for printing purposes, it must be made from a program and to a print output device that supports encapsulated postscript file output (*.eps) or

another high-resolution file output. Low-resolution bitmap quality is not acceptable. Photocopy quality is generally not acceptable.

4.4 Procedure for Obtaining Approval for On-Product Use by MACSM Certified Industry Operators

Under all circumstances, any proposed use of the Marine Aquarium CouncilSM Certified label on-product must receive written approval from the MAC Secretariat under the procedures noted below.

4.4.1 Preliminary Advice

The MAC Secretariat is available to provide preliminary advice regarding on-product use of the label, as well as guidance on any specific options available for the approval process. It is strongly suggested that users seek such preliminary advice to avoid later costs or delays.

4.4.2 Submission of Example for Visual Inspection

A draft example of the packaging containing the proposed use of the Marine Aquarium CouncilSM Certified label must be forwarded to the MAC Secretariat for vetting and written approval.

Submissions may be made in an electronic format.

If the proposed use is in color or in a color publication, the proofs submitted for preliminary advice may be in black and white, but proofs for final approval must be submitted in color unless special approval is sought and obtained for a waiver on this requirement.

Color proofs can be chromalins (or similar), dye sublimations, laser, bubble jet or ink jet or in an electronic format.

For more information on approved colors, see 5.1.3 (c) above.

All materials submitted for approval will be treated in the strictest confidence.

4.4.3 Written Approval

A written approval must be obtained before the Marine Aquarium CouncilSM Certified label is published, printed or otherwise disseminated, unless the MAC Secretariat has authorized an alternative method of approval.

All materials submitted for approval will be processed promptly. Allow 10 business days for written approval or disapproval by email or fax.

4.5 Other Requirements for On-Product Use by MACSM Certified Industry Operators

Two copies of the final printed material must be kept safely and shown to the MACSM Accredited certifier during the next routine surveillance visit.

5. REGULATIONS AND GUIDELINES FOR OFF-PRODUCT USE BY MACSM CERTIFIED INDUSTRY OPERATORS

5.1 Permitted Off-Product Uses by MACSM Certified Industry Operators

5.1.1 Invoices and Other Items to Assist with Traceability

The Marine Aquarium CouncilSM Certified label may be used on items such as invoices to assist with the traceability of MACSM Certified marine aquarium organisms. If the label is not pre-printed on the item, it can be included as part of the normal preparation of the item. Please consult with the MAC Secretariat regarding this regulation.

5.1.2 Materials to Promote and Advertise MACSM Certified Marine Organisms

The Marine Aquarium CouncilSM Certified label may be used to promote MACSM Certified marine aquarium organisms that are in stock and available for sale. Information provided with the off-product materials should be accurate and complete and must not imply that unlabelled marine aquarium organisms are MACSM Certified. Information should conform to the specific requirements of the following categories:

5.1.2.1 On-Premise Signage

On-premise signage to promote MACSM Certified marine aquarium organisms shall read: **“We are proud to carry MACSM Certified marine aquarium organisms. Please look for them in the tanks with the Marine Aquarium CouncilSM Certified label.”**

5.1.2.2 In-Store/In-Facility Promotion

The Marine Aquarium CouncilSM Certified label may be used on promotional items (posters, window stickers, flyers, and point-of sale material, including leaflets and leaflet dispensers) in the MAC

CertifiedSM store and/or facility only when accompanied by information clearly indicating that MACSM Certified marine aquarium organisms are distinctly identified as such, e.g., “**Look for MAC Certified organisms in the labelled tanks**” (for retailers) or “**Look for the MAC Certified organisms on the stock list**” (for wholesalers).

5.1.2.3 Sales Catalogues, Brochures, Etc.

The Marine Aquarium CouncilSM Certified label may be used in sales materials such as sales catalogues, brochures, etc. The Marine Aquarium CouncilSM Certified label may be used on promotional items only when accompanied by information clearly indicating that MAC Certified marine aquarium organisms are distinctly identified as such, e.g., “**Look for MAC Certified organisms in the labeled tanks**” (for retailers) or “**Look for the MAC Certified organisms on the stock list**” (for wholesalers). Any such proposed use must conform to the guidelines for reproduction in the MACSM Certification Label Pack. Proofs must be visually inspected and written approval obtained from the MAC Secretariat prior to publication.

MACSM Certified industry operators that have MACSM Certified branches, outlets or facilities that do not have MACSM Certified marine aquarium organisms in stock and available for sale must clearly specify in any such publication that only selected locations currently stock MACSM Certified marine aquarium organisms and have them available for sale. The intention to stock MACSM Certified marine aquarium organisms in other branches at some future date may be stated, but these facilities must not be listed as currently holding stocks, nor imply the same.

5.1.2.4 Advertising

The Marine Aquarium CouncilSM Certified label may be used in advertising, including television commercials, only when MACSM Certified marine aquarium organisms are stocked and available for sale within 28 days at the facility following the running of the advertisement. Use in advertising is subject to the following conditions:

- Reproduction of the Marine Aquarium CouncilSM Certified label must conform to the regulations for use contained in this document.

- Advertising for multiple MACSM Certified operators with multiple locations, some of which do not have MACSM Certified marine aquarium organisms stocked and available for sale, must state “**MACSM Certified marine aquarium organisms are available only in selected facilities**” and should not imply by design or omission that MACSM Certified marine aquarium organisms are available in all locations.

5.1.3 Internal Communications

MACSM Certified industry organizations may use the Marine Aquarium CouncilSM Certified label to disseminate information within their organizations about MACSM Certified marine aquarium organism(s). The Marine Aquarium CouncilSM Certified label may be used on internal communications, staff training literature, etc. As with all uses of the label, a visual inspection of the proposed use and written approval must first be sought and obtained from the MAC Secretariat.

5.1.4 Association and Support of MAC

MACSM Certified industry operators may use the Marine Aquarium CouncilSM Certified label to promote their association with, and support of, MAC in such documents as corporate brochures, newsletters, folders, information leaflets, booklets and other similar items, subject to the regulations described in this document.

5.1.5 Other Permitted Uses

In order to inform consumers and others about MAC and its purpose, and to enable public recognition of the Marine Aquarium CouncilSM Certified label, MACSM Certified industry operators may be authorized to reproduce the Marine Aquarium CouncilSM Certified label in certain other approved off-product applications. Approval in this instance should be sought from the MAC Secretariat.

5.2 Non-permitted Off-Product Uses by MACSM Certified Industry Operators

5.2.1 At MACSM Certified Facilities Without MACSM Certified Marine Aquarium Organisms

Unless approved otherwise by the MACSM Secretariat, MACSM Certified industry operators who do not have MACSM Certified marine aquarium organisms in stock and available for sale may not use the Marine Aquarium CouncilSM Certified label in non-Marine Aquarium Council produced promotional material that will be disseminated or displayed at the certified facilities

5.2.2 At MACSM Certified Branch Locations Without MACSM Certified Marine Aquarium Organisms

Unless approved otherwise by the MACSM Secretariat, MACSM Certified industry organizations with more than one branch, outlet or facility may not use the Marine Aquarium CouncilSM Certified label in relation to those locations that are not MACSM Certified and that do not have MACSM Certified marine aquarium organisms in stock and available for sale.

Subject to visual vetting and written approval from the MAC Secretariat, these branch facilities could be allowed to display a notice stating that **“MACSM Certified marine aquarium organisms are not currently available in this branch but may be obtained from other branches upon request”** or some similar wording as approved by the MAC Secretariat.

5.2.3 At Branch Locations That Are Not MACSM Certified

If a MACSM Certified industry operator has branches, outlets or facilities that are not MACSM Certified, it shall not use the Marine Aquarium CouncilSM Certified label on any non-Marine Aquarium Council produced literature within the branches, outlets or facilities that are not MACSM Certified. The operator must also clearly state in its publications that only “selected branches” have achieved MACSM Certification and have MACSM Certified marine aquarium organisms in stock and available for sale.

5.3 Reproduction Requirements for Off Product Use by MACSM Certified Industry Operators

The Marine Aquarium CouncilSM Certified label must be used off-product only according to the requirements contained in this document and only by those authorized to do so. If for technical or other reasons, full compliance with these conditions is deemed difficult or impractical, please consult the MAC Secretariat. The following are required.

5.3.1 Size

The Marine Aquarium CouncilSM Certified label must be clearly reproduced at a size no smaller than 1.27 cm (0.5 inch).

5.3.2 MACSM Certification Registration Code

The Marine Aquarium CouncilSM Certified label must be accompanied with the MACSM Certificate Registration Code pertaining to the MACSM Certificate of Registration to the relevant MACSM Standard.

The MACSM Certificate Registration Code should appear in ALL CAPS, sans serif block lettering in the lower part of the label (preferred method) or below the label (alternate method) as shown in the example in Section VI (B). The numbers should appear in the same color and no smaller than the text that appears within the upper portion of the label.

5.3.3 Color

Acceptable colors include PantoneTM 300 (preferred application). When reproducing the label in process colors use the following formula to simulate PantoneTM 300: cyan 100%, magenta 43%, yellow 0%, black 0%. (An RGB equivalent is R18, G92, B183).

If PantoneTM 300 is unavailable or not feasible, then the label may be printed in black or reversed out of a sufficiently contrasting background. Halftones or special colors should not be used.

5.3.4 Quality

It is recommended that the Marine Aquarium CouncilSM Certified label be reproduced directly from a digital vector file or master printed copy supplied in the MACSM Certification Label Pack.

When an Apple Macintosh or MS-DOS version of the label is being output for printing purposes, it must be made from a program and to a print output device that supports encapsulated postscript file output (*.eps) or another high-resolution file output. Low-resolution bitmap quality is not acceptable. Photocopy quality is generally not acceptable. For exemptions, MACSM Certified industry operators should contact the MAC Secretariat.

5.4 Procedure for Obtaining Approval for Off-Product Use by MACSM Certified Industry Operators

Under all circumstances, before a MACSM Certified industry operator publishes, prints or otherwise disseminates the Marine Aquarium CouncilSM Certified label, it must forward a proof copy or videotape of the proposed use to the MAC Secretariat for visual inspection and written approval of the proposed use of the label off-product, under the procedures noted in this document. Approval must be obtained before publication, printing or dissemination of the Marine Aquarium CouncilSM Certified label.

The procedures for obtaining approval for off-product use of the Marine Aquarium CouncilSM Certified label are detailed below. These procedures apply to all off-product uses, both internal and public.

5.4.1 Preliminary Advice

The MAC Secretariat is available to provide preliminary advice on the off-product use of the label, as well as guidance on any specific options available for the approval process. It is strongly suggested that users seek such preliminary advice to avoid later costs or delays.

5.4.2 Submission of Example for Visual Inspection

A draft example of the proposed off-product use of the Marine Aquarium CouncilSM Certified label must be forwarded to the MAC Secretariat for vetting and written approval. Submissions may be made electronically or by fax, if appropriate.

If the proposed use is in color or in a color publication, proofs submitted for preliminary approval may be in black and white, but proofs for final approval must be submitted in color unless special waiver on this requirement is sought and obtained from the MAC Secretariat. Color proofs can be chromalins (or similar), dye sublimations, laser, bubble jet or ink jet or in an electronic file.

In addition to proofs of the proposed use including proofs of the approved off-product text, any additional claims or statements made in or on the same material must also be forwarded to the MAC Secretariat for inspection. This is to ensure that no claims are unwittingly made that may be in conflict with MAC policy or other self-regulatory agreements in respect of such claims or statements. Where possible, a complete copy of the proposed publication should be forwarded to the MAC Secretariat with the application.

When an advertiser proposes incorporating the Marine Aquarium CouncilSM Certified label in electronic media (e.g., World Wide Web pages, CD ROMs, multimedia kiosks and similar), visual inspection and approval must be sought and granted. Please contact the MAC Secretariat for information on the most appropriate means of proofing.

5.4.3 Written Approval

A written approval must be obtained before the Marine Aquarium CouncilSM Certified label is published, printed or otherwise disseminated, unless the MAC Secretariat has authorized an alternative method of approval.

Applications for approval will be processed promptly, but allow 10 business days for confirmation by fax or email.

5.5 Other Requirements

Two electronic copies or photographs of the final material (or one videotape) must be forwarded to the MAC Secretariat upon publication or broadcast. CD ROMS, HTML Files and other electronic data shall also be forwarded as appropriate.

6. REGULATIONS AND GUIDELINES FOR OFF-PRODUCT USE BY ENTITIES AUTHORIZED BY THE MARINE AQUARIUM COUNCIL, INC.

6.1 Permitted Off-Product Uses by Entities Authorized by the Marine Aquarium Council, Inc.

6.1.1 Media

The media may use the label for articles or programs relating to the Marine Aquarium Council, Inc., as approved in writing by the MAC Secretariat

6.1.2 Educational Applications

Individuals and/or educational establishments may use the label for educational applications approved by the MAC Secretariat.

6.1.3 Promotional and Informational

Individuals, organizations and groups (e.g., current MAC Board members, email groups) approved by the MAC Secretariat may use the Marine Aquarium CouncilSM Certified label to promote and inform others about MACSM Certification, under conditions described in the prerequisite written approval (see below) from the MAC Secretariat.

6.1.4 Other Approved Off-Product Applications

In order to inform consumers, individuals and others about MAC and its purpose, and to enable public recognition of the Marine Aquarium CouncilSM Certified label, individuals and/or organizations may be authorized by the MAC Secretariat to reproduce the Marine Aquarium CouncilSM Certified label in certain other approved off-product applications.

6.2 Non-Permitted Off-Product Uses by Entities Authorized by the Marine Aquarium Council, Inc.

6.2.1 Stationery

No **non-industry** organization, company, group or individual may use the Marine Aquarium CouncilSM Certified label on any item of stationery.

6.3 Reproduction Requirements

Entities authorized by the Marine Aquarium Council, Inc., may use the Marine Aquarium CouncilSM Certified label off-product only according to the regulations contained in this document. If for technical or other reasons, full compliance with these conditions is deemed difficult or impractical, please consult the MAC Secretariat. In summary, the following elements must be included. For examples, see Section VI of this document.

6.3.1 Size

The Marine Aquarium CouncilSM Certified label must be clearly reproduced at a size no smaller than 1.27 cm (0.5 inch).

6.3.2 Colors

Acceptable colors include PantoneTM 300 (preferred application). When reproducing the label in process colors use the following formula to simulate PantoneTM 300: cyan 100%, magenta 43%, yellow 0%, black 0%. (An RGB equivalent is R18, G92, B183.)

If PantoneTM 300 is unavailable or not feasible, the label may be printed in black or reversed out of a sufficiently contrasting background. Halftones or special colors should not be used.

6.3.3 Quality

It is recommended that the Marine Aquarium CouncilSM Certified label be reproduced directly from a digital vector file, which may be obtained from the MAC Secretariat.

When an Apple Macintosh or MS-DOS version of the label is being output for printing purposes, it must be made from a program and to a print output device that supports encapsulated postscript file output (*.eps) or another high-resolution file output. Low-resolution bitmap quality is not acceptable. Photocopy quality is generally not acceptable. For exemptions, entities authorized to use the Marine Aquarium CouncilSM Certified label off-product should contact the MAC Secretariat.

6.4 Procedure for Obtaining Approval for Off-Product Use by Entities Authorized by the Marine Aquarium Council, Inc.

Under all circumstances, entities must submit proposed off-product uses of the Marine Aquarium CouncilSM Certified label to the MAC Secretariat for visual inspection and written approval before proceeding to publish, print or otherwise disseminate the label.

The procedure for obtaining approval for use of the Marine Aquarium CouncilSM Certified label off-product detailed below applies to all off-product uses, both internal and public. Submissions may be made electronically or by fax as appropriate.

6.4.1 Preliminary Advice

The MACSM Secretariat is available to provide preliminary advice on the off-product use of the label, as well as guidance on any specific options available for the approval process. It is strongly suggested that users seek such advice to avoid later costs or delays.

6.4.2 Submission of Example for Visual Inspection

A copy (proof, videotape, etc.) of the proposed use must be submitted to the MACSM Secretariat. The submission may be in an electronic format or by fax as appropriate. For proposed uses of the MACSM Certified label in electronic media (e.g., World Wide Web pages, CD ROMs, multimedia kiosks and similar), please contact the MACSM Secretariat for information on the most appropriate means of proofing.

If the proposed use is in color, or in a color publication, the proofs must also be in color. Proofs submitted for preliminary approval for use of the label in color or in a color publication may be in black and white, but proofs for final approval must be submitted in color unless a waiver on this requirement is sought and obtained from the MAC Secretariat. Color proofs can be chromalins (or similar), dye sublimations, laser, bubble jet or ink jet or in an electronic file.

In addition to proofs of the proposed use, any additional claims or statements made in or on the same material must also be forwarded for vetting. This is to ensure that no claims are unwittingly made that may be in conflict with MAC policy or other self-regulatory agreements in respect of such claims or statements. Where possible, a complete copy of the proposed publication should be forwarded with the application.

6.4.3 Written Approval

Applications for approval will be processed promptly, but allow 10 business days for confirmation by fax or email.

6.4.4 Special Media Exemption

A special exemption to the procedures for obtaining prior approval for off-product use is made to members of the media operating under a deadline who can use the Marine Aquarium CouncilSM Certified “example” label in the format shown at Section 7.4 below.

6.5 Other Requirements for Off-Product Use by Entities Authorized by the Marine Aquarium Council, Inc.

Two copies of the final printed material (or one videotape) must be forwarded to the MACSM Secretariat upon publication or broadcast. **A special exemption is made to members of the media.**

7. REPRODUCTION EXAMPLES

7.1 Minimum Size

The minimum size the label can be reduced to is 1.27 cm (0.5 inch).



7.2 MACSM Certificate Registration Code

The preferred method of using the MACSM Certificate Registration Code in conjunction with the Marine Aquarium CouncilSM Certified label is to have the code appear in the lower half of the label as in the example below.



7.3 Colors

7.3.1 Preferred

Wherever possible the label should appear in a single color Pantone™ 300 or black. Halftones of special colors should not be used. (Pantone 300 = 100% cyan: 43% magenta: 0% yellow:0% black. An RGB equivalent is R18, G92, B183.)



7.3.2 Alternate

If Pantone™ 300 is unavailable or not feasible, the label may be printed in black or reversed out of a sufficiently contrasting background. Halftones or special colors should not be used.



7.4 Example Label

Media can expedite the approval process by using the Marine Aquarium CouncilSM Certified "example" label.



APPENDIX 1

CHECKLIST FOR ON-PRODUCT USE

This checklist summarizes the requirements for on-product use. It is meant to facilitate rapid and trouble-free approval of the on-product use of the Marine Aquarium CouncilSM Certified label by MACSM Certified industry operators. Before sending material to the MAC Secretariat for evaluation, please review this list and ensure that the label meets the reproduction requirements described in this document.

1. Is the label at least 1.27 cm (0.5 inch)?
2. Has the Certificate Registration Code been included? Is it the correct one for the MACSM Certified operator handling the MACSM Certified marine aquarium organisms being labelled?
3. Is the label clearly legible, and does it have the appropriate color as specified in the guidelines for the reproduction of the label?
4. Has a correct on-product statement been included if required? (Refer to examples in MACSM Certification Label Pack. If new wording is being requested, the submission should clearly state this and the wording submitted to the MAC Secretariat for approval.)
5. Does the proof you intend submitting meet all the requirements of these guidelines?

If the answer is “yes” to all the above then the labelling or packaging is ready to submit to the MAC Secretariat for review using the form as at Appendix 3.

APPENDIX 2

CHECKLIST FOR OFF-PRODUCT USE

This checklist summarizes the requirements for off-product use of the Marine Aquarium CouncilSM Certified label. It is intended to facilitate rapid and trouble-free approval of off-product use of the Marine Aquarium CouncilSM Certified label by both MACSM Certified industry operators and non-industry entities. Please refer to the regulations and guidelines in this document in preparing items using the Marine Aquarium CouncilSM Certified label off-product.

- 1. For promoting, educating and/or informing others about the Marine Aquarium Council, Inc., and/or MACSM Certification.**
 - Is the MACSM Certified label at least 1.27 cm (0.5 inch)?
 - Is it clearly legible, and does it have the appropriate color as defined in these guidelines?
 - If you are a MACSM Certified industry operator, have you included the Certificate Registration Code?
 - Does the proposed text clearly and unambiguously state to the intended audience the nature and limitations of the association with MAC?
- 2. For promotion of MACSM Certified marine aquarium organisms (applies to MACSM Certified industry operators only)**
 - Items in #1 above, plus ...
 - Are the marine aquarium organisms being promoted eligible for labelling, i.e., are they MACSM Certified?
- 3. For advertising of MACSM Certified marine aquarium organisms (applies to MACSM Certified industry operators only)**
 - Items in #2 above, plus ...
 - Do you have MACSM Certified marine aquarium organisms in stock and available for sale?
- 4. Other uses**
 - Does your proposed use conform to the regulations and guidelines contained in this document?
 - Are you including the proposed text with the submission as appropriate?

If the answer is “yes” to all of the items for the intended use, then the application is ready to submit to the MAC Secretariat for review using the form as at Appendix 3.

APPENDIX 3

FORM TO REQUEST INITIAL USE OF THE MARINE AQUARIUM COUNCILSM CERTIFIED LABEL

Name of Organization		
Address	Contact Name (and Title)	
Telephone Number	Fax Number	Email Address
Type of Organization (e.g. Retailer)		
1 MAC SM Certified Industry Operator	MAC SM Certificate Registration Code Number =	
2 Non-Industry Entity	Describe type of entity:	
Type of Use Required		
1 On-product yes <input type="checkbox"/> no <input type="checkbox"/>	Where? e.g., holding tanks, boxes, etc.	
2 Off-product yes <input type="checkbox"/> no <input type="checkbox"/>	Where? E.g. store signage, brochures, website	
Request for On or Off-Product Statement Approval	Wording.....	
What is the intended date of initial use of the Marine Aquarium Council SM Certified label?		
Signed	Date	
<u>MAC Use Only</u>		

GLOSSARY

Marine Aquarium CouncilSM Certified Label is a trademark of the Marine Aquarium Council, Inc., that is licensed to those marine aquarium industry operators that have been successfully assessed to the MAC Standards. The design includes a fish with a “tick-mark” or “check mark,” a coral icon and the words “Marine Aquarium CouncilSM Certified.”

Marine Aquarium CouncilSM Accredited Certifier Label is a trademark of the Marine Aquarium Council, Inc., that is licensed to MACSM Accredited certifiers. The design includes a fish with a “tick-mark” or “check mark,” a coral icon and the words “Marine Aquarium CouncilSM Accredited Certifier.”

MACSM Accredited Certifier is a body formally recognized by the Marine Aquarium Council to carry out certification to the MAC Standards.

MACSM Certificate of Registration is a certificate that is issued by MACSM Accredited certifiers to industry operators that have been successfully assessed to the MAC Standards.

MACSM Certificate Registration Code is a code issued by MACSM Accredited certifiers to industry operators that hold a valid MACSM Certificate of Registration. This code relates to the MACSM Standard for which the operator has been certified. This code must accompany the Marine Aquarium CouncilSM Certified label when used by a MACSM Certified industry operator off-product (e.g., in brochures referring to their certification) and on-product (i.e., for packaging and labelling identification purposes in conjunction with the MACSM Certified marine aquarium organisms). The MACSM Certificate Registration Code provides an instant method for consumers and others to confirm the authenticity of the industry operator using the label and the claim inherent in the use of the label.

MACSM Certified Industry Operator is an individual or organization that has been successfully assessed by a MAC Accredited Certifier as being in compliance with the requirements of the MAC Standards.

MACSM Certified Marine Aquarium Organism is a marine aquarium organism that has been passed entirely through a chain of MACSM Certified industry operators from “reef to retail.”

MACSM Certification Label Pack is a pack that contains the “Marine Aquarium CouncilSM Certified Label: Regulations and Guidelines for Use” document, pre-approved off-and on-product statements and master print copies and digital vector files of the Marine Aquarium CouncilSM Certified label. The pack is issued only to industry operators with a Certificate of Registration and can be obtained from the MAC Secretariat.

MACSM Standards are the International Performance Standards for the Marine Aquarium Industry produced under the direction of the MAC Standards Committee and through an

international consultation and review process within and outside the marine aquarium sector.

The Ecosystem and Fishery Management (EFM) Standard addresses the management and conservation of marine ecosystems where fish, corals and other invertebrates and plants are harvested for the marine aquarium trade and the stocks of these organisms.

The Collection, Fishing and Holding (CFH) Standard addresses the harvesting and related activities (e.g., field handling and holding practices) of fish, corals, live rock and other coral reef organisms for the marine aquarium trade.

The Handling, Husbandry and Transport (HHT) Standard addresses the holding, husbandry, packing, transport, etc. of fish, corals and other marine invertebrates and plants at the wholesale, retail and all other components of the marine aquarium industry not covered by the MACSM EFM and CFH Standards.

The MAC Standard for aquaculture and mariculture is under development.

MACSM Standards Committee is the committee and sub-committee established and designed by the MAC Board of Directors to have authority for the international standards-setting activities of the Marine Aquarium Council.

Off- and On-Product Statement is ... [ADD DEFINITION]

Off-Product Use refers to use of the Marine Aquarium CouncilSM Certified label when not associated directly with containers (e.g., boxes, bags) and holding tanks containing MACSM Certified organisms. These uses include, but are not limited to, advertising, awareness-raising communications and business related documents such as invoicing.

On-Product Use: This refers to use of the Marine Aquarium CouncilSM Certified label when associated directly with containers (e.g., boxes, bags) and holding tanks containing MACSM Certified marine aquarium organisms.

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