



BAP Logo Use Requirements



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Who We Are



Global Seafood Alliance

The Global Seafood Alliance (GSA) is an international nonprofit organization dedicated to advancing responsible seafood practices worldwide through education, advocacy and demonstration. Through the development of its Best Aquaculture Practices (BAP) and Best Seafood Practices (BSP) certification standards, it has become the leading standards-setting organization for seafood.



Best Aquaculture Practices

A division of GSA, BAP is the world's most comprehensive third-party aquaculture certification solution, with standards encompassing the entire production chain, including processing plants, farms, hatcheries and feed mills. Additionally, the program addresses every key element of responsible aquaculture, including environmental responsibility, social accountability, food safety, animal health and welfare and traceability.



BAP Standards



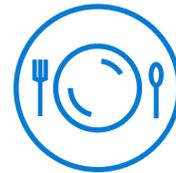
Environmental Responsibility

Compliance with standards that address such issues as habitat conservation, water quality and effluent management.



Animal Health & Welfare

Best practices in animal husbandry, addressing such issues as disease control.



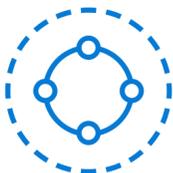
Food Safety

Assurance that no banned antibiotics or other chemicals are used and that all approved chemical treatments are carried out in a responsible manner.



Social Accountability

Ensuring producers are following best practices in human rights, labor laws, and employee health and safety.



Traceability

BAP has a chain-of-custody traceability process that's an integral part of the program



LOGO OVERVIEW

A Look Towards the Future

Since its inception in 2002, we've worked to build BAP into what it is today – the most comprehensive aquaculture certification program in the world. Over 150 retail and food-service operators worldwide are endorsers of the BAP program, and they are talking to their customers about responsible seafood. Consumers are more interested in knowing where their food comes from and how it is sourced. Given the increased awareness surrounding responsibility, we understand the need to make our program more visible to consumers. One way to communicate the BAP brand and program is through the logo. In an effort to update the BAP brand, we've created a logo that better reflects our connection to GSA, speaks to our continuous improvement in the industry, and can be displayed clearly on product pack, online and in print.



Logo Ownership



Sign First!

The Certification Agreement must be signed if any entity wants to use the BAP logo. - See page 7.

The Global Seafood Alliance owns all right, title and interest in and to the trademark “Best Aquaculture Practices Certified”, and BAP logo design.



Using the BAP logo improperly or in a way that misrepresents a product or products and the BAP program is prohibited and will be treated as trademark infringement. GSA reserves the right to take legal action against any party that does not adhere to the requirements outlined in this document.



How to Receive BAP Logos

Are you a BAP-certified producer?

(This means your certificate expiration date has not passed and you are listed on the BAP website on the certified producers list.)

See **A**

Are you a BAP endorser or other user?

See **B**

Step One

A The Certification Agreement, which is part of the application process and includes how the logo may be used, must be signed to attain certification. In addition, your star status should be maintained and updated on the BAP website by updating your linked facilities under “Source Links” within the “My Profile” section of the BAP portal.”

B Obtain a high-definition vector file of the BAP logo by emailing: logos@globalseafood.org.

Step Two

A Once all of your paperwork has been submitted and approved, you can obtain a copy of the BAP logo by sending a request to logos@globalseafood.org. Be sure to include your BAP number, which logo(s) you are requesting and if you need a specific file type.

Step Three

A Incorporate the BAP logo into the design of your packaging or other materials using the guidelines outlined in this document. You do not need to receive a final approval from GSA to use the BAP logo, provided the guidelines in this document are adhered to.

Logo Policing:

GSA has a logo-policing program and reserves the right to take legal action against any party that uses the BAP logo improperly or without signing the BAP Agreement.

LOGO

Logo Anatomy

- A** Has a horizontal parent version for improved readability and brand recognition
- B** Includes a fish that points to the name and is moving forward, as we move forward with changes in the industry
- C** Has a subtle check in the fish, which speaks to the third-party auditing process
- D** Resembles an eye, which speaks to the attention to detail in the auditing process and our eye on the future
- E** Has an acronym version that is clearly visible on product pack, in print and online



LOGO

Logo Variations

BAP Logos



Parent Logo



Parent Fish Mark



Fish Avatar



BAP Certified Acronym Logo
(This may be used both on or off pack)



4-Star Certified Call Out Logo
(other variations are available for off pack use)

Logos That May Be Used on Packaging



1-Star Designation Logo



2-Star Designation Logo



Acronym Logo



3-Star Designation Logo



3-Star Designation Logo



4-Star Designation Logo



Acronym Logo with
Certification Number



LOGO

Star Logo Anatomy

The BAP program recognizes product from associated or integrated facilities with a “star-based” ranking system. Star status is assigned when the processing plant and associated farm(s) have attained certification, a 2-star designation. Associated hatcheries and feed mills attain BAP certification to reach the 3-star or highest 4-star designation.

A Star Designation status

B The BAP certification number indicates which processing plant the product originated from and can be traced on the **BAP website**. Only one processing plant certification number is permitted on the BAP logo.

C Our website: www.bapcertification.org



LOGO

Minimum Sizes

To best represent the BAP logo across various applications, we've provided you with a guide to minimum size requirements. These minimum size requirements are based on the width of the "fish mark."

In certain applications, such as web favicons* or giveaway items, such as branded pens, the BAP logo size may need to be smaller. The smaller usage must be approved by the BAP marketing team.

*A favicon is a small icon used in browser tabs that identifies the business or website.

Print Minimum

X = 0.39 inch / 1.0 cm



Digital Minimum

X = 30px at 72dpi



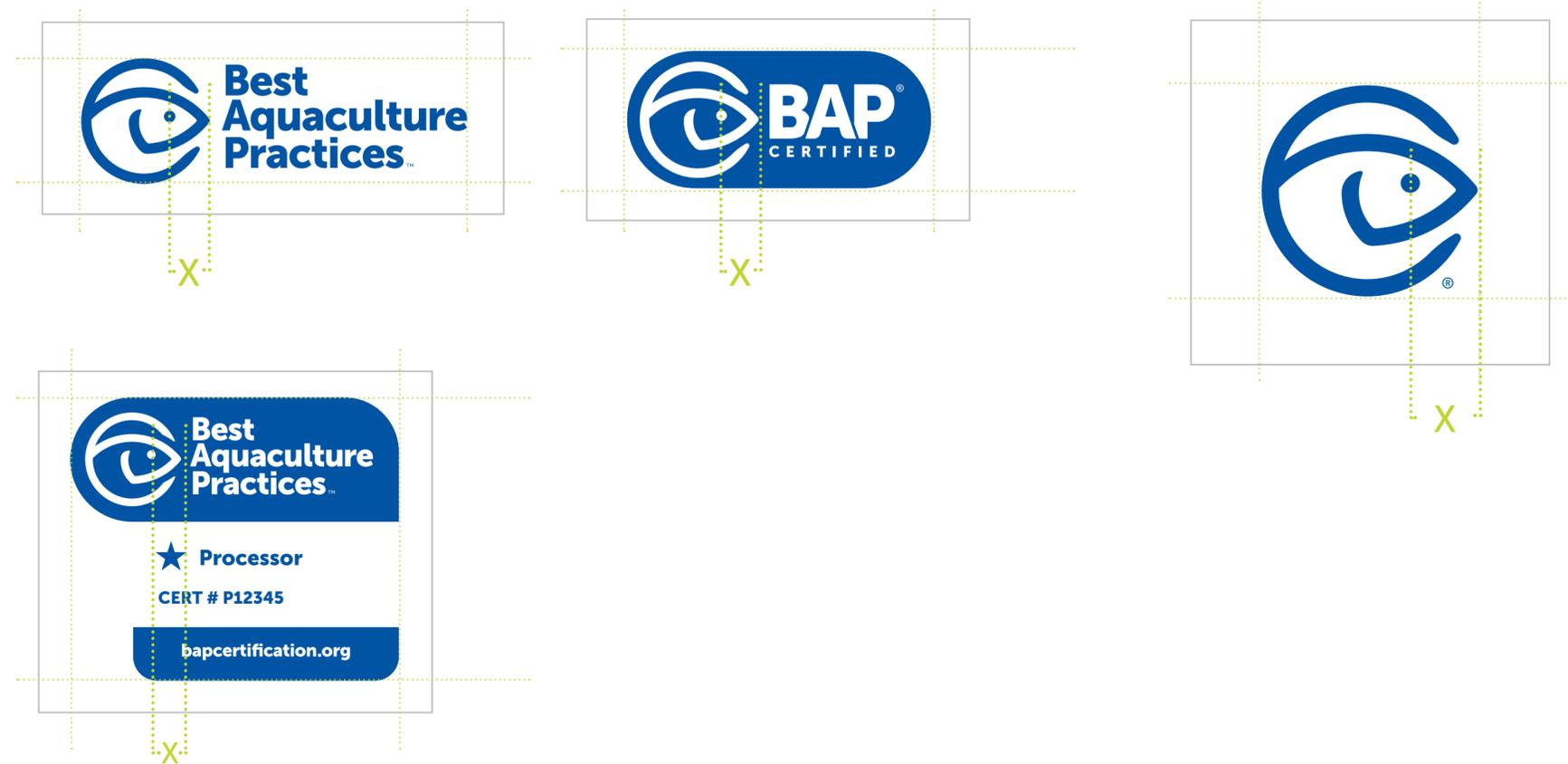
LOGO

Clear Space

To best represent the BAP logo across various applications, we require using a standard of “clear space”, which aids in legibility across various usages.

For the various BAP logos, the distance of clear space should be equal to or greater than the width of the corresponding “X” width, indicated in the diagrams. This space is described as the distance between the middle of the fish eye and the tip of the fish.

BAP Logos



Off-Pack Logo Alternatives

The BAP logo was designed to be used in reverse color against black and our signature blue color (see next page for details on specific color values).

The same minimum sizing applies to these alternative logos. Be careful when using the minimum size on print, as certain printing techniques can “flood” the white area of the logo, causing it to lose fidelity. To be safe, you may want to print larger than the minimums stated on the previous page.

BAP Logos Reversed



FOR DIGITAL USE ONLY.
Do not use these alternative versions on-pack.



Parent Logo



Parent Fish Mark



Fish Avatar



BAP Acronym Logo



Logo Translations

The BAP logo is available in several language options. Contact logos@globalseafood.org with your translation requests.



French



Spanish



Chinese



Japanese



LOGO

Color & Font

CMYK, PMS, RGB, HEX

Utilizing these colors consistently on both print and web applications, will create a cohesive brand experience.



BAP Primary Blue

CMYK 97, 73, 3, 0
Pantone 2935 C
RGB 0, 84, 164
HEX #0055A4

BAP Black

CMYK 100, 100, 100, 100
Pantone Black 6 C
RGB 0, 0, 0
HEX #000000

Brand Font

Museo Sans is our primary typeface, chosen to reflect the boldness and impact of BAP.

Headline - Museo Sans 900

Headline in Use

Small Subhead - Museo Sans 900 (Caps)

SMALL SUBHEADER IN USE

Body Copy - Museo Sans 300

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LOGO

Incorrect Logo Usage

The examples on this page demonstrate incorrect usage of the BAP logo.

Avoid the following:

1. Stretching the logo
2. Using inappropriate colors
3. Placing the logo into shapes without the appropriate clear space.
4. Adding shadow to the logo
5. Changing the placement of the text
6. Adding additional text to the logo
7. Placing the logo on busy photographs
8. Resizing the elements
9. Changing, or replacing the font



Usage of the BAP logo with, or in close proximity to, statements implying facilities are meeting specific food safety criteria is not permitted.



LOGO

Incorrect Usage of Star Designation Logo

The examples on this page demonstrate incorrect usage of the BAP logo and corresponding star designation. In addition to the examples on the previous page, please avoid the following.

Do not:

- 1. Add multiple certification numbers to one logo
- 2. Add or remove stars designations
- 3. Include more than one star designation logo on one product

Special Requests:

If you have a request to use the logo in a way that does not comply with this guide, please contact logos@globalseafood.org with your request. It will be reviewed by our program integrity team and may require a term of use agreement if permitted.

[Email us with your special request](#)

1a



1b



2



3



On-Pack Overview

Processors, farms, hatcheries and feed mills are permitted to use the BAP logo on packaging. There are a few options available that producers may choose from when using the BAP logo on pack.

With all options:

- Consumer-ready packaging must contain a BAP logo with the certification number clearly listed on the package.
- If raw material from BAP certified processing plants is used, the certification number must be of the processing plant where the last transformation of the product occurs.

Option 1



The star designation logo can be used without a certification number as long as the number is listed clearly on the package.



BAP certified producers cannot claim or use 2, 3, or 4 star designations on the product pack **unless 100%** of the farmed seafood ingredient in the final product is from, and traceable to 2, 3, 4 star BAP certified producers



Stickers are permitted on product packaging under the following conditions:

- The stickers adhere to sizing guidelines (see **Sizing Guide** here)
- The stickers are plastic
- The stickers remain adhered to the packaging and do not fall off



On-Pack Continued

Option 2

- For producers who would prefer not to use the star designation logo on pack but would still like the certification number on the logo, the BAP Acronym Logo with the Certification Number is available.

Option 3

- For those producers who would prefer not to use the star designation logo on pack and would like the certification number separate from the logo, this is permitted as long as the certification number is clearly listed on the package.

Option 3



Option 3



ON PACK USAGE

On-Pack Continued

When using the BAP logo on cans or non-square packaging:

- The “front” of the package is considered the area where the product name and description is clearly labeled. The “back” of the package is considered the area where the supporting text and nutritional information can be found.



Any of the three options displayed on pages 18-19 are able to be used on cans as well.

Front of package



Back of package



ON PACK USAGE

Processors

BAP certified processors may use the BAP logo on master cases and/or consumer-ready packaging.

Processors may use BAP 2, 3, and 4 star designations on product packs only when the final product is from, and traceable to, 2, 3, and 4 star BAP certified producers.



1-Star Logo

Product produced by a BAP-certified processing plant



2-Star Logo

Product produced by a BAP-certified processing plant and BAP-certified farm(s) only



3-Star Logo

Product produced by a BAP-certified processing plant, BAP-certified farm(s) only and BAP-certified hatchery and/or feed only.



4-Star Logo

Product produced by a BAP-certified processing plant, BAP-certified farm(s) only, BAP-certified hatchery only and BAP-certified feed only.



Acronym Logos

These logos may be used on pack for producers who would prefer not to use the star designation logo. (see page 19 for details)



All facilities in the chain of custody must be BAP certified in order to claim the respective 2, 3, or 4 star designation on the BAP logo, and cease to use the star designation when they are not certified.



2-Star Example

A BAP certified processor may use the BAP logo with 2 star designation only when the products produced and packed are from a BAP certified farm.

If, for example, there are five farms supplying the BAP-certified plant, but only one of them is BAP certified, only the product from that one BAP-certified farm is allowed to be claimed, represented and sold as BAP 2 star. The product from the other farms that are not BAP certified shall be kept separate and cannot be claimed in any way as BAP 2 star (whether verbally, on documents, or using the BAP logo).



Non-Feed Farms

For those instances where feed is not required at the farm (such as with shellfish or sea cucumbers), the BAP-certified processing plant should use a hollow feed star provided the product is sourced from a BAP-certified farm. This is to enable the processing plant to obtain proper star status without implying that feed from a feed mill is being used.



Re-Processors

BAP certified re-processors may use the BAP logo and 1, 2, 3, 4 star designations provided 100% of the product is sourced from a BAP certified processing plant using the same star status designations. For example, the BAP certified re-processor may use BAP 1 star designation only if 100% of the product labeled as BAP is sourced from a BAP certified processor.

Preservation of star designations is dependent upon the re-processor maintaining strict control at all times.



Any of the three options displayed on pages 18-19 can be used by reproprocessors.

[Go to page 18](#)

The BAP logo on the product should contain the certification number of the facility where the last transformation occurred. Violations of logo use or indications of co-mingling during BAP scheme verification activities or the third-party audit may result in certification status being suspended or revoked.

In order to verify traceability, the re-processor must:

- Have a rigorous supplier approval and monitoring system and traceability system that verifies the product being sourced is from BAP certified facilities with appropriate 2, 3 and 4 star designations.
- Have a traceability system that verifies that the product with star designations was received directly from the BAP-certified plant and was not handled or transformed by any other entity in between.
- Have receiving, production, handling, packing, labeling and storage procedures and documentary systems that ensures that, at no point while the re-processor is opening the boxes or processing the product, that any product from non-BAP certified facilities is mixed in with that from BAP certified facilities.



Raw Material?

If a processing plant is directly receiving raw material from farms, they must apply as a processor and not as a re-processor. A re-processor applying for BAP certification always receives 100% of the product on which BAP labeling will be applied from a BAP certified processor.

Farms

BAP-certified farms may use the BAP logo on packaging provided:

- The product is shipped directly in its whole state or is partially transformed at the farm (de-headed, gutted, gilled or bled). If any transformation occurs at a processing plant, the plant has to be BAP certified to use the BAP logo with a 2 star designation.



Any of the two options displayed on page 19 can be used by farms.

Logos to Use

ACRONYM LOGO WITH CERTIFICATION NUMBER



ACRONYM LOGO WITHOUT CERTIFICATION NUMBER*



*This logo must be accompanied by the certification number somewhere on the package



Retailer & Restaurant Advertising

Where a retailer or restaurant receives product directly from a BAP-certified farm, the retailer or restaurant may advertise the BAP product only under the following conditions:

- Containers shipped directly from the BAP certified farm to the retailer with no other entity in between.
- Containers are sealed, show no signs of tampering, and labeled appropriately, including the BAP logo shown above
- The BAP website is checked to verify that the farm is currently BAP certified and verify if the farm certification number on the logo is consistent with what is on the website.

What is Considered a Transformation of a Product?

Any change in product form from one primary product, to another product or other value-added forms that could impact the integrity of BAP certification through the steps of altering the product forms.

Transformation components include, but are not limited to, traceability, food safety, and regulatory and social compliance.



Exception

Transformation does not apply to box-in box-out where the product in the package is not opened, re-packed or re-labeled and the product, packaging and labeling remains unchanged. In such a scenario an audit and certification of the facility is not required. The facility will carry forward the BAP logo on the original packaging.



Hatcheries & Feed Mills

Hatcheries and feed mills shipping directly to farms

BAP-certified hatcheries and feed mills may use the BAP label when shipping directly to farms provided:

- The product is packed in bulk packaging that is properly sealed and labeled.
- The product is shipped directly to the farm with no facility of any kind in between. If there is a facility between the farm and the hatchery, the BAP logo must not be used as this presents a break in the chain of custody.

Feed Mills

Option 2



Option 3



This logo must be accompanied by the certification number somewhere on the package.

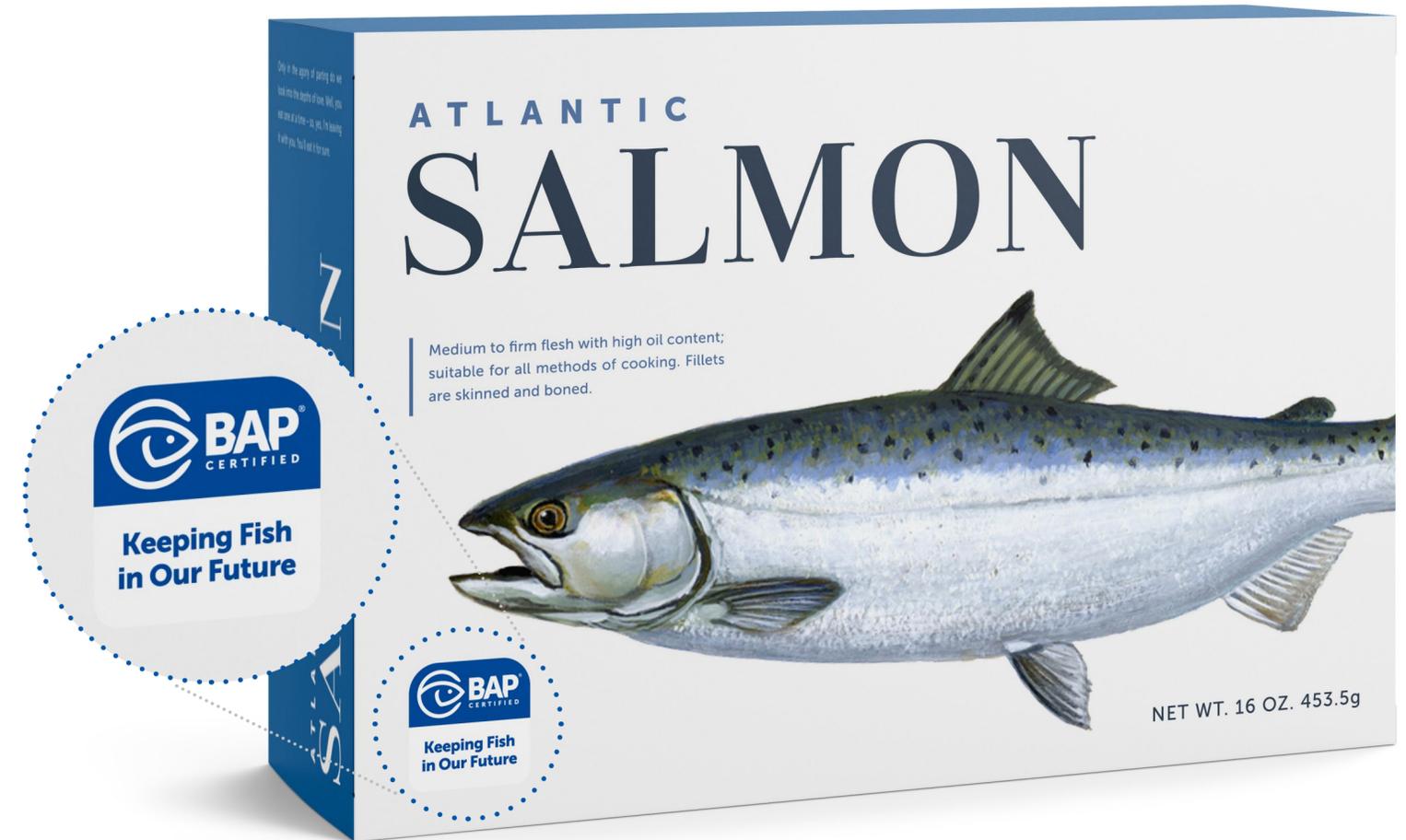


Any of the two options displayed on page 19 can be used by hatcheries and feed mills.



Tagline Options

This tagline is available to use on pack with the BAP logo. If you'd like to use different messaging to accompany the logo, it must be approved by BAP in advance.



Visit our marketing toolkit for resources to help you talk about BAP to your customers. The toolkit includes handouts, posters, graphics for social media and more.

[VIEW MARKETING TOOLKIT](#)

OFF PACK USAGE

Off-Pack Overview

Suppliers, distributors, retailers and food-service operators that endorse BAP, in addition to media, are permitted to use the BAP logo for marketing and communications purposes and at the point of sale. Individual product identification is allowed at the point of sale, but only if the retailer and food-service operator use the BAP supporting text logo.

Possible applications could include:

- On ice picks in fresh cases (with supporting text)
- On gill tags
- On restaurant menus (with supporting text)
- Print or digital advertisements
- Brochures and pamphlets
- Websites and email signatures
- Tradeshow and facility signage



Are you BAP certified?

The BAP logo cannot be used by facilities for on- or off-pack applications until they've obtained BAP certification.

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LOGO SPECS

ON PACK USAGE

OFF PACK USAGE

CONTACT



OFF PACK USAGE

Off-Pack Continued

When using the BAP logo on menus, please be aware of the following:

- The BAP fish mark should be placed next to menu items that contain seafood from a BAP-certified producer
- The menu should contain an explanatory section that tells the customer what the fish mark means with the BAP parent logo.



OFF PACK USAGE

Off-Pack Continued

Any variation of the BAP logo may be used on tradeshow booths and show signage.

Please reach out to:
logos@globalseafood.org
if you have any questions.



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CONTACT

Contact Us

Best Aquaculture Practices

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Portsmouth, NH 03801 USA

1-603-317-5225
www.bapcertification.org

**Questions or concerns regarding the
use of the BAP logo?**

Email us at: logos@globalseafood.org



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