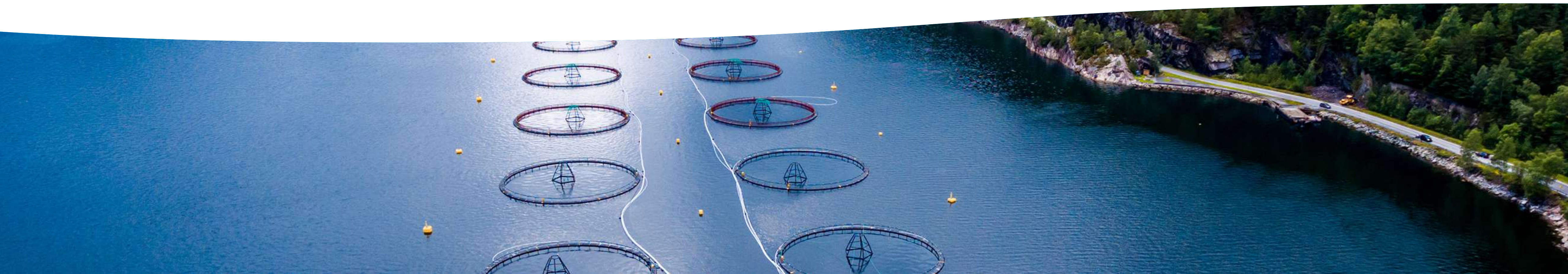




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# BAP Logo Guidelines 2019







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# Who We Are



## Global Aquaculture Alliance

Established in 1997, the Global Aquaculture Alliance (GAA) is an international nonprofit association dedicated to promoting responsible aquaculture practices through advocacy, education and demonstration. Through the development of its Best Aquaculture Practices (BAP) certification standards, GAA has become the leading standards-setting organization for farmed seafood.



## Best Aquaculture Practices

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

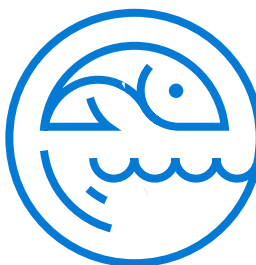


# BAP Standards



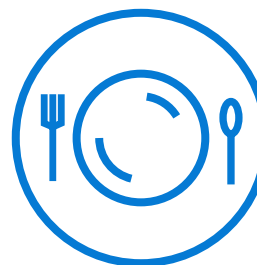
## Environmental Responsibility

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



## 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 fashion.



## Social Accountability

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

## Traceability

Supply chain traceability from the source to the marketplace is mandated by the BAP 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 sustainable seafood. Consumers are more interested in knowing where their food comes from and how it is sourced. Given the increased awareness surrounding sustainability, 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 GAA, speaks to our continuous improvement in the industry, and displays clearly on pack, online and in print.





# Logo Ownership



### Sign First!

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

The Global Aquaculture 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 is prohibited and will be treated as trademark infringement. GAA reserves the right to take legal action against any party that does not adhere to the guidelines outlined in this document.



# How to Receive BAP Logos

Are you a BAP-  
certified producer?

See **A**

Are you a  
non-certified  
facility or other user?

See **B**

## Step One

**A** The Certification Mark Agreement is built into the Clickwrap Agreement that must be signed in order to become certified. In addition, the Plant Information Sheet must be filled out to verify star status. This can be obtained from your BAP Certification Specialist or by emailing [logos@bapcertification.org](mailto:logos@bapcertification.org).

**B** You must login to the BAP PORTal to access the Clickwrap Agreement. This agreement must be signed when using any version of the BAP logo. Upon signing the agreement, you will receive a copy of the desired BAP logo.

## Step Two

**A** Once all of your paperwork has been submitted and approved, you can obtain a copy of the BAP logo with your certification number from your BAP Certification Specialist.

**B** Obtain a high-definition vector file of the BAP logo by emailing [logos@bapcertification.org](mailto:logos@bapcertification.org).

## Step Three

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 GAA to use the BAP logo, provided the guidelines in this document have been followed.

**Logo Policing:**  
GAA has a logo-policing program and reserves the right to take legal action against any party that uses the BAP certification mark improperly or without signing the BAP Clickwrap Agreement in PORTal.



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 and benchmarking
- D** Resembles an eye, which speaks to our attention to detail in the auditing process and our eye on the future
- E** Has an acronym version that is clearly visible on pack, in print and online



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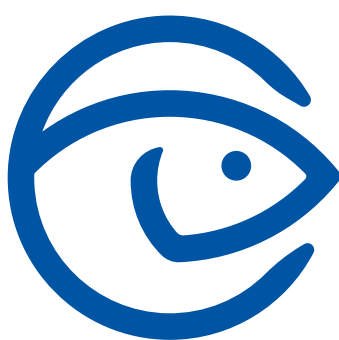


# Logo Variations

## BAP Logos



Parent Logo



Parent Fish Mark



Fish Avatar



BAP Certified Acronym Logo



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

## Packaging Logos



1-Star Designation Logo



2-Star Designation Logo



Bulk Packaging Logo



3-Star Designation Logo



3-Star Designation Logo



4-Star Designation Logo

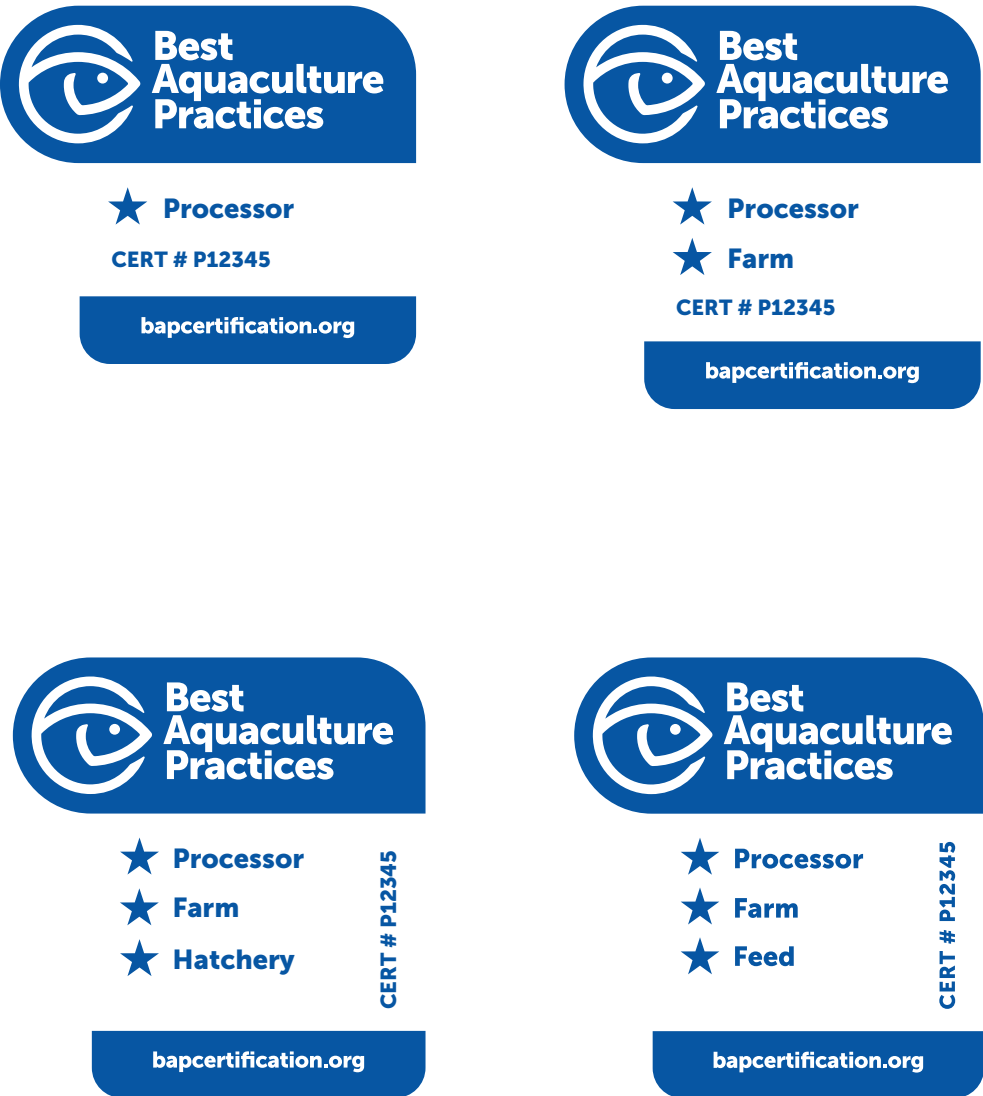


LOGO

# 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 certification status
- B The BAP certification number indicates which processing plant the product originated from and can be traced on the BAP website. This number must never be removed from the BAP logo. Only one certification number is permitted on the BAP logo.
- C Our website: [www.bapcertification.org](http://www.bapcertification.org)



# 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.”

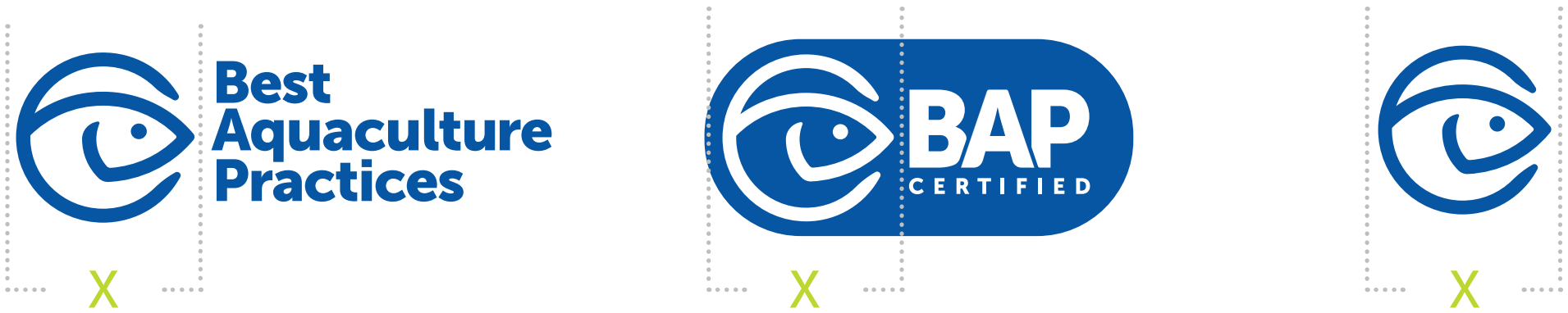
In certain applications, such as web favicons\* or giveaway items, such as branded pens, the BAP logo size may need to be smaller. The smaller usage must be approved by the BAP marketing team.

\*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



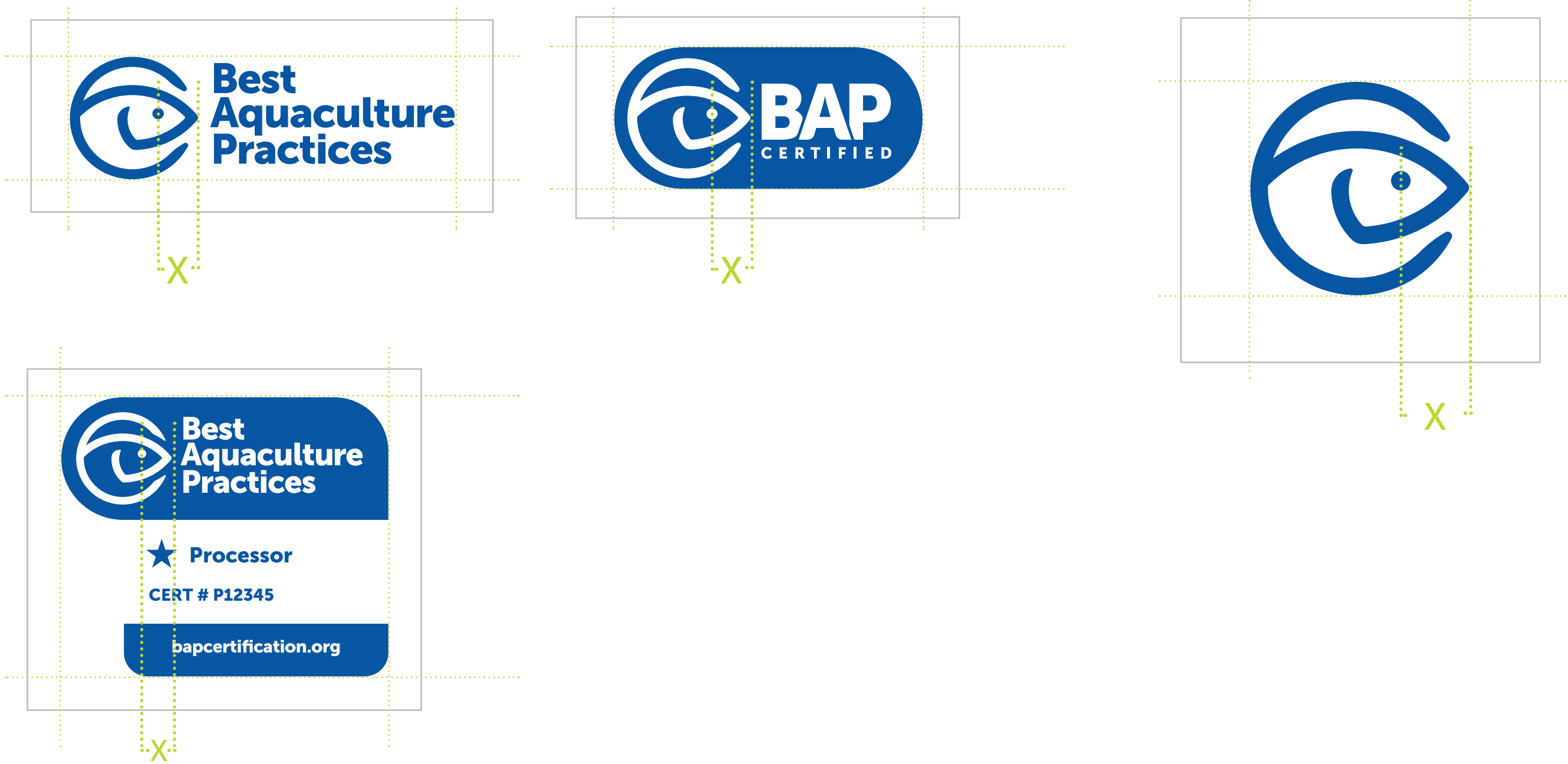


# Clear Space

To best represent the BAP logo across various applications, we advise 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 on the right page. This space is described as the distance between the middle of the fish eye and the tip of the fish.

## BAP Logos



# 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



Parent Logo



Parent Fish Mark



Fish Avatar



BAP Acronym Logo

.....● **FOR DIGITAL USE ONLY.**  
Do not use this alternative version on-pack.



LOGO

# Color Usage

**CMYK, PMS, RGB, HEX**  
Utilizing these colors consistently on both print and web applications, will create a cohesive brand experience.

BAP Primary Blue

CMYK	100, 52, 0, 0
Pantone	2935 C
RGB	0, 84, 164
HEX	#0055A4





# Incorrect Logo Usage

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

Avoid the following:

- 1. Stretching the logo
- 2. Using inappropriate colors
- 3. Putting 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



LOGO

# Incorrect Usage of Star Designation & Bulk Packaging Logos

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

Please, do not:

- 1. Add multiple certification numbers to one logo
- 2. Remove the certification number
- 3. Add or remove stars designations
- 4. Include more than one star designation logo on one product
- 5. Include more than one bulk packaging logo on one product

1a



1b



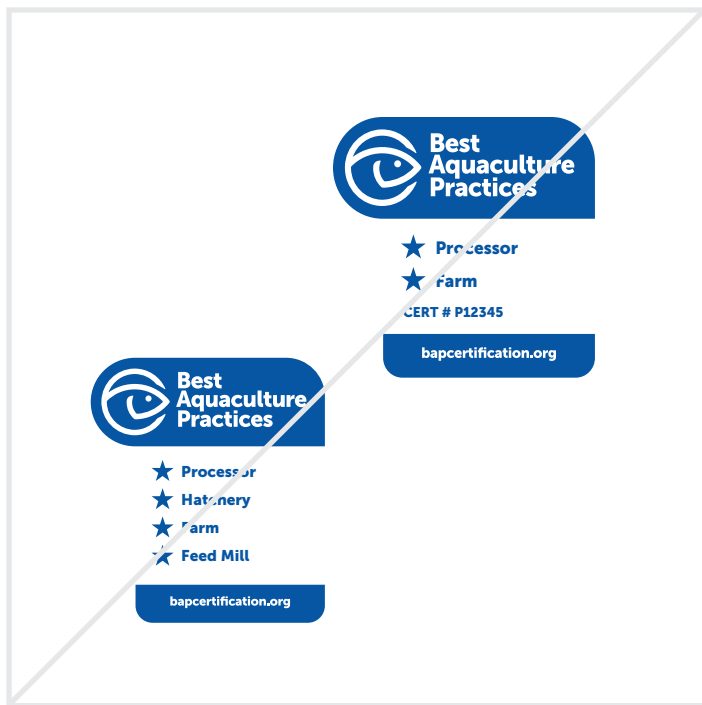
2



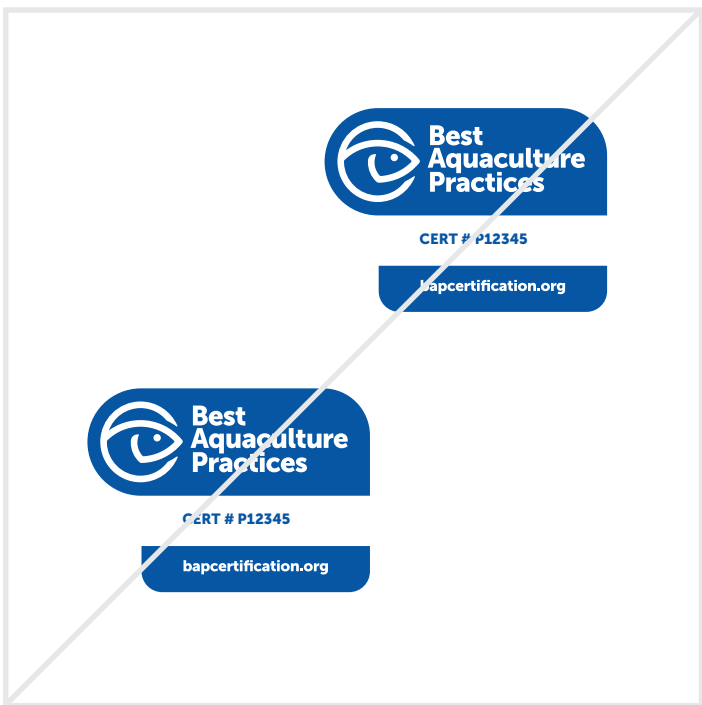
3



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# On-Pack Overview

Processors, feed mills, farms, and hatcheries are permitted to use the BAP logo on packaging.

- Consumer-ready packaging must contain at least one star designation logo that clearly displays the BAP certification number
- If raw material from multiple plants is used, the logo should contain the certification number of the processing plant where the last transformation of the product occurs

To learn how to obtain the BAP logo, click here.



BAP 2, 3 or 4 star products, cannot be claimed as such or use the BAP logo unless **95% of the seafood ingredient** in the product is from, and traceable to, a BAP-certified facility.





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.



# Primary Processors

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

Product should be labeled 2, 3 or 4 star when each facility is BAP certified as part of a registered 2, 3 or 4 star group.

For those instances where feed is not required, the plant will automatically receive a fourth “Feed” star as part of their farm certification, provided they have obtained plant and hatchery certification.



### 1-Star Certified

Product produced by a BAP-certified processing plant



### 2-Star Certified

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



### 3-Star Certified

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



### 4-Star Certified

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



All facilities in the chain of custody must be BAP certified at the time of production in order for a product to maintain BAP star status.



## 2-Star Example

Product can only be claimed as 2 star from a BAP certified plant with farmed product that only comes 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 shall be kept separate and cannot be claimed in any way as BAP 2 star (whether verbally, on documents, or using the BAP logo).



# Re-Processors

**BAP certified re-processors may use the BAP logo provided the product is sourced from a BAP-certified processing plant whose product contains a 1, 2, 3 or 4 star BAP logo.**

When buying BAP 1 star from a BAP-certified plant, the re-processor may only claim 1 star.

**BAP certified re-processors may maintain the 2, 3, or 4-star status if product they receive is already certified as such.**

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

The BAP certification 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 that verifies the BAP 2, 3, or 4-star product it is receiving is BAP 2, 3 or 4 star.
- Have a full traceability system that verifies the BAP 2, 3 or 4 star product it is receiving is BAP 2, 3 or 4 star, including verification that the farm, hatchery and feed sources are BAP-certified.
- Have traceability system that verifies that the BAP product was received directly from the BAP-certified plant and was not handled or transformed by any other entity in between.
- Have receiving, production, handling and storage procedures and documentary systems that ensures that, at no point while the secondary plant is opening the boxes or processing the product, that any non-BAP is mixed in with BAP. That includes mixing 1 star BAP product with two star BAP product, and so on.
- Have a label control policy that ensures BAP product is not mixed or mislabeled.



## Raw Material?

If a plant is processing raw material, they should apply as a primary processor, not a re-processor.”



## Outsourcing

Any transformation of the product at a non-BAP certified processing plant represents a break in the chain of custody. Proper control must be exercised over any entity that is used to outsource any processes or services that may have an impact on food safety, legality, quality, traceability and social responsibility.





# Farms

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

- The product is packed on ice in bulk packaging (e.g. wet lock boxes, Styrofoam cartons, etc.)
- 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 facility, the facility has to be BAP certified to claim two-star BAP.

## Bulk Packaging Logo



## 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 are shipped directly from the 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 with the farm certification number.



ON PACK USAGE

# Hatcheries & Feed Mills

Hatcheries shipping directly to farms

BAP-certified hatcheries may use the master case or bulk logo on bulk packaging when shipping directly to farms for marketing purposes 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.

Feed Mills

Certified feed mills may use the bulk logo on feed bags.





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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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.



LOGO

# Off-Pack Continued

When using the BAP logo on tradeshow booths and show signage, please be aware of the following:

- The star designation or bulk packaging logos should not be used
- If you'd like to add your own supporting text to the logo, please contact [logos@bapcertification.org](mailto:logos@bapcertification.org)





# Contact Us

## Best Aquaculture Practices

85 New Hampshire Avenue, Suite 200  
Portsmouth, NH 03801 USA

1-603-317-5225  
[www.bapcertification.org](http://www.bapcertification.org)

Questions or concerns regarding the  
use of the BAP logo?

Email us at: [logos@bapcertification.org](mailto:logos@bapcertification.org)

