



Logo Use Requirements

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WHO WE ARE

Our Organization



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 Seafood Practices

A division of GSA, BSP is a third-party certification program that addresses gaps in the wild seafood supply chain, with standards that cover the fishing vessel and processing plant. BSP provides assurances for safe working conditions aboard vessels, and covers social accountability, environmental responsibility and food safety in processing plants.

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WHO WE ARE

BSP Supply Chain

The BSP program has standards that cover responsible fishing vessels and processing plants. In order to use the BSP logo on consumer-facing packaging, the product must be processed in a certified processing plant.



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Logo Ownership



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



Sign First!

The Certification Agreement must be signed by plants and vessels who want to use the BSP logo.



Using the BSP logo improperly or in a way that misrepresents a product or products and the BSP 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 BSP Logos

Are you a BSP-certified producer?

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

See **A**

Are you a BSP endorser or other user?

See **B**

Step One

- A** The Certification Agreement, which is part of the application process, must be signed to attain certification.
- B** Obtain a high-definition vector file of the BSP logo by emailing logos@globalseafood.org.

Step Two

- A** Once your paperwork has been submitted and approved, you can obtain a copy of the BSP logo by emailing logos@globalseafood.org. Be sure to include your certification number and which logos you are requesting.

Step Three

Incorporate the BSP logo into the design of your packaging or other materials using the guidelines outlined in this document. Questions regarding logo usage and artwork can be sent to logos@globalseafood.org.

Logo Policing:

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



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 Variations

Off Pack Only



Parent Logo



Parent Fish Mark

On Pack or Off Pack



Acronym Logo with Processor Certification Number



Acronym Logo with Processor + Vessel Certification Number



Vessel Only Certification Logo



BSP Certified Acronym Logo



Acronym Logo Processor



Acronym Logo Processor + Vessel



Minimum Sizes

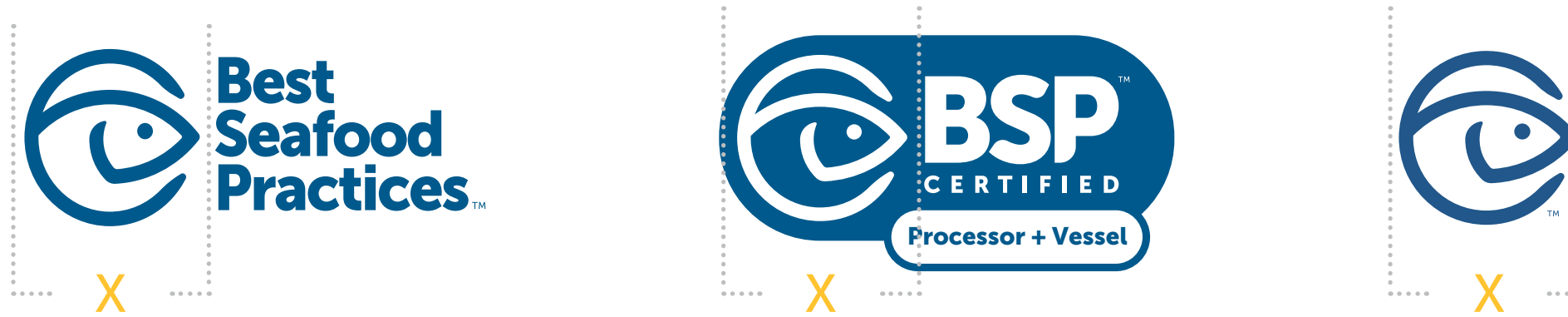
To best represent the BSP logo across various applications, we've provided you with a guide to minimum size requirements. These minimum size requirements are based on the width of the "fish mark."

In certain applications, such as web favicons* or giveaway items, such as branded pens, the BSP logo size may need to be smaller. The smaller usage must be approved by the BSP 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 BSP logo across various applications, we require using a standard of “clear space”, which aids in legibility across various usages.

For the various BSP 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.

BSP Logos



Off-Pack Logo Alternatives

The BSP 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.

BSP Logos Reversed



Parent Logo



Parent Fish Mark



Fish Avatar



BSP Acronym Logo



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



Color & Font

CMYK, PMS, RGB, HEX

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



BSP Primary Blue

CMYK 85, 55, 16, 25
Pantone 647 C
RGB 33, 87, 138
HEX #21578a

BSP 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 BSP.

Headline - Museo Sans 900

Headline in Use

Small Subhead - Museo Sans 900 (All Caps)

SMALL SUBHEADER IN USE

Body Copy - Roboto Regular

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Incorrect Logo Usage

The examples on this page demonstrate incorrect usage of the BSP 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 BSP logo with, or in close proximity to, statements implying facilities are meeting specific food safety criteria is not permitted.



Processors

BSP-certified processors are permitted to use the logo on consumer-ready packaging, provided the processor certification number is clearly displayed elsewhere on the package. If raw material from BSP-certified processors is used, the certification number must be of the processing plant where the last transformation of the product occurs.

Processors may use the processor only certification logo as well as the processor + vessel certification logo. If using the processor + vessel certification logo on packaging, the product contained within that packaging must be connected to a BSP-certified vessel. The examples on the right show the processor only logo.

Option 1



Option 2



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



Re-Processors

BSP-certified re-processors may use the BSP logo provided 100% of the product is sourced from a BSP-certified processing plant.

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



The options displayed on page 14 can be used by reprocessors with their RP number listed somewhere on the package.

[Go to page 14](#)

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

- Have a traceability system that verifies that the product was received directly from the BSP-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 ensure that, at no point while the re-processor is opening the boxes or processing the product, that any product from non BSP certified facilities is mixed in with that from BSP certified facilities.



Raw Material?

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

What is Considered 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 BSP 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 BSP logo on the original packaging.



Supporting Text Options

Supporting text is able to be used to accompany the BSP logo, but it must be approved by GSA in advance.



OFF PACK USAGE

Off-Pack Usage

Vessels

Vessels who are certified to the Responsible Fishing Vessel Standard (RFVS) may use the BSP logo off pack. If using on a master case, carton or bulk packaging, the vessel certification number must be listed somewhere on the package. Possible applications could include:

- B2B master cases
- Print or digital advertisements
- Websites and email signatures
- Trade show signage



Are you BSP certified?

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

Questions?

Questions about on or off pack usage can be directed to logos@globalseafood.org.

[Email Us](#)



OFF PACK USAGE

Off-Pack Usage

Suppliers, distributors, retailers and food-service operators and supporters

Suppliers, distributors, retailers and food-service operators and supporters that endorse BSP, in addition to media, are permitted to use the BSP 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 or food-service operator use text to accompany the logo.

Possible applications could include:

- Print or digital advertisements
- Websites and email signatures
- Trade show and facility signage
- On gill tags
- On menus

Processors

BSP-certified processors can use the logo off pack. Possible applications include:

- Print or digital advertisements
- Websites and email signatures
- Trade show signage

Questions?

Questions about on or off pack usage can be directed to logos@globalseafood.org.

Email Us



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Best Seafood Practices

85 New Hampshire Avenue, Suite 200
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www.BSPcertification.org
logos@globalseafood.org



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