



# Logo Use Requirements

ISSUE 1.0 | NOVEMBER, 12 2021

- Who We Are** →
- Logo Overview** →
- Obtaining the Logo** →
- Logo Specifications** →
- On / Off Pack Usage** →
- Contact** →



WHO WE ARE

# Our Organization



## Global Seafood Alliance

The Global Seafood Alliance (GSA) 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 the world's only third-party certification program capable of linking responsible fisheries to certified vessels and processing plants. BSP standards provide assurances that wild seafood has been harvested and processed in an ethical manner with respect for the wellbeing and security of all employees across the supply chain.

[ABOUT US](#)

[LOGO OVERVIEW](#)

[OBTAINING THE LOGO](#)

[LOGO SPECS](#)

[ON PACK USAGE](#)

[OFF PACK USAGE](#)

[CONTACT](#)



WHO WE ARE

# BSP Supply Chain

The BSP program has standards that cover vessels and plants, and in order to use the BSP logo, the product must originate from a responsible fishery.



# 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 BSP Agreement must be signed if any entity wants to use the BSP logo. - See page 7.



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 

## Are you a BSP endorser or other user?

See 

### Step One

- A** The Certification Mark Agreement is built into the Facility Agreement that must be signed in order to become certified.
- B** The Certification Mark Agreement must be signed in order to use any version of the logo. Upon signing the agreement, you will receive a copy of the desired BSP logo.

### Step Two

- A** Upon attaining certification, you can obtain a copy of the BSP logo with your certification number from your BSP Certification Specialist.
- B** Obtain a high-definition vector file of the BSP logo by emailing: [logos@globalseafood.org](mailto:logos@globalseafood.org).

### Step Three

Incorporate the BSP logo into the design of your packaging or other materials using the guidelines outlined in this document. You need to receive a final approval from GSA to use the BSP logo. Artwork requiring approval should be sent to [logos@globalseafood.org](mailto: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

On-Pack



Parent Logo



Parent Fish Mark



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



BSP Acronym Logo w/ Cert #  
(This may be used both on or off pack)





# 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 (Caps)

SMALL SUBHEADER IN USE

### Body Copy - Museo Sans 300

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.



# 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.

1



2



3



4



5



6



7



8



9





# Processors

BSP-certified processors are permitted to use the BSP logo on pack provided the product originates from a responsible fishery. BSP defines ‘responsible fishery’ as one that is certified to a standard that is benchmarked to the Global Sustainable Seafood Initiative (GSSI). There are two options available for using the BSP logo on packaging.

With both options:

- Consumer-ready packaging must contain a logo that clearly displays the certification number on the logo (Options 1) or the certification number must be clearly listed elsewhere on the package (Option 2).
- If raw material from BSP certified processing plants is used, the certification number must be of the processing plant where the last transformation of the product occurs.

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.



Any of the two options displayed on page 14 can be used by reproprocessors.

[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 BAP-certified plant and was not handled or transformed by any other entity in between.
- Have receiving, production, handling, packing, labelling and storage procedures and documentary systems that ensure that, at no point when 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?

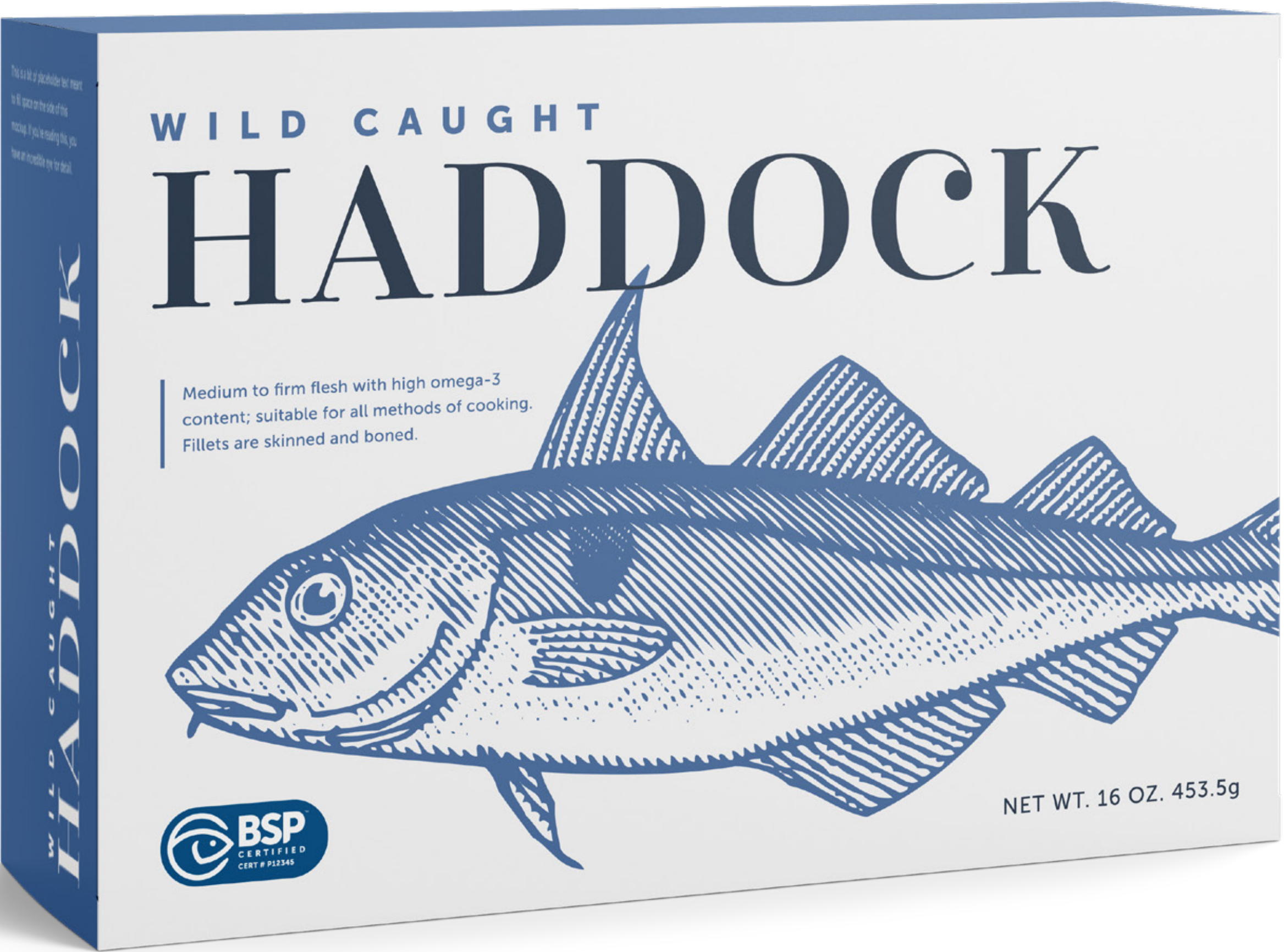
If a processing plant is directly receiving raw material, they must apply as a processor and not a re-processor. A re-processor applying for BSP certification always receives 100% of the product on which BAP labeling will be applied from a BSP certified processor.



# Repackers

Those facilities who are simply relabeling or repacking product originating from a BSP-certified processor or re-processor are able to get certified to the GSA Chain of Custody (CoC) Standard. This means that the product is packed into different containers without making any change to the form of the product (no transformation of product).

Producers who are certified to the CoC Standard are able to use the BSP logo on packaging by carrying forward the logo from the original BSP certified processing facility under mutual agreement. Therefore, the certification number on the logo is that of the original certified processor or re-processor, not their own.



## Receiving Raw Material

If a repacking plant is receiving raw material, they must apply as a processor and not a repacker. A repacker applying for BSP certification always receives 100% of the product on which BSP labeling will be applied from a BSP certified processor or re-processor. For more information about the chain of custody standard, email us at [logos@globalseafood.org](mailto:logos@globalseafood.org)

Email Us





# 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.**



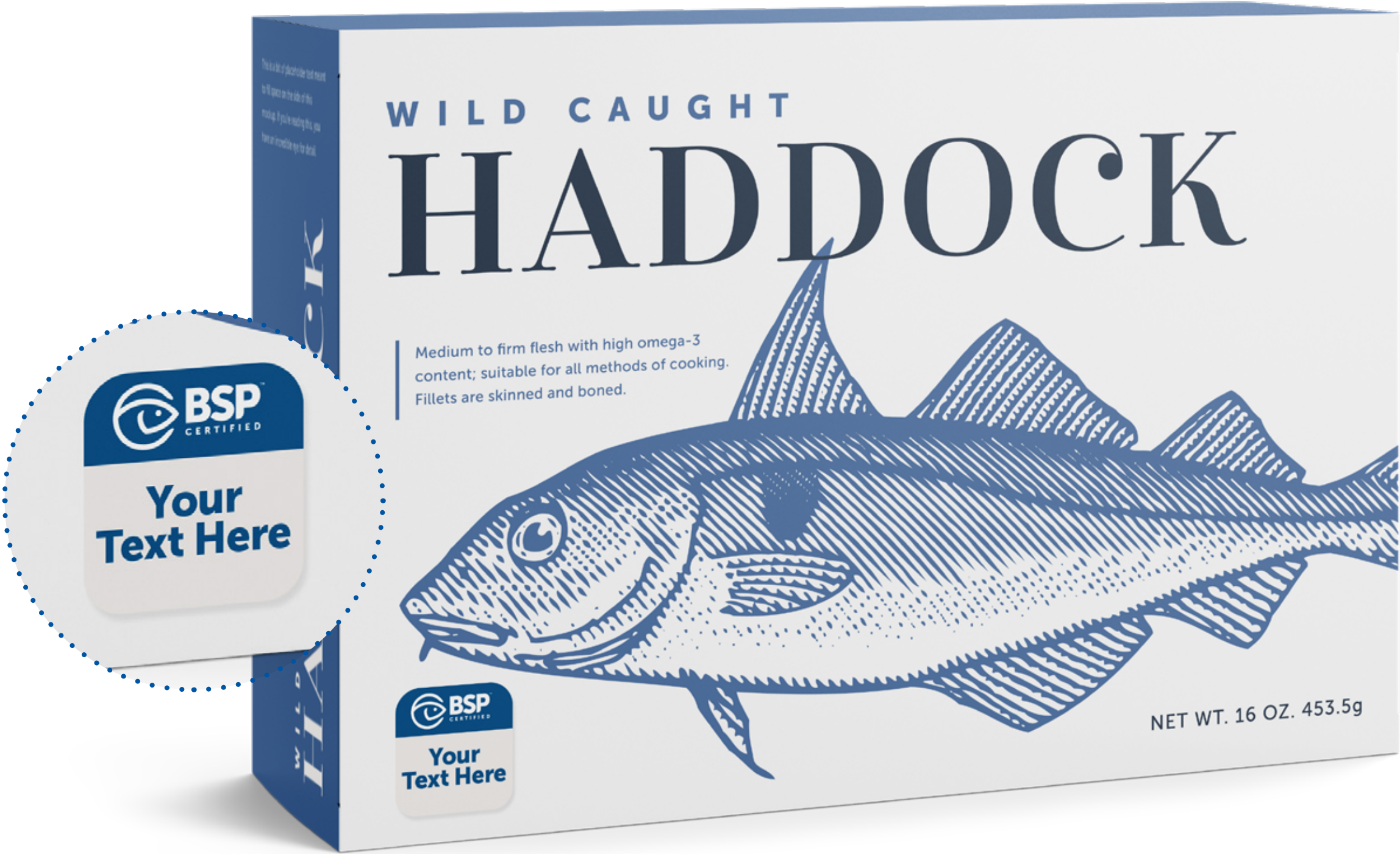
## Exception

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 BSP in advance.





# Off-Pack Overview

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
- Tradeshow and facility signage
- On gill tags
- On menus

## Vessels

Vessels who are certified to the Responsible Fishing Vessel Standard (RFVS) and are interested in using a logo may contact [logos@globalseafood.org](mailto:logos@globalseafood.org) for more information.

## Processors

BSP-certified processors can use the BSP logo off-pack provided the product originates from a responsible fishery, as defined on page 14.



### Are you BSP certified?

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



CONTACT

# Contact Us



## Best Seafood Practices

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

[www.BSPcertification.org](http://www.BSPcertification.org)  
[logos@globalseafood.org](mailto:logos@globalseafood.org)



ABOUT US

LOGO OVERVIEW

OBTAINING THE LOGO

LOGO SPECS

ON PACK USAGE

OFF PACK USAGE

CONTACT

