BAP Logo Use and Messaging Requirements for Biosecurity Area Management (BAM)

The Biosecurity Area Management (BAM) standard is different from all other BAP standards in that it is not a certification of a particular facility, but rather is an area-wide certification. Because it is not a facility certification, companies certified under the BAM standard are only allowed to use the BAP logo and messaging off product.

What Logo Can BAM certified companies use?

Companies certified to the BAM standard can use the BAP parent logo below.

![BAP Logo](image)

**BAP Color**
- CMYK: 97.73, 3.0
- PANTONE: 2935 C
- RGB: 0.84, 164
- HEX: #0055A4

Dos and Don’ts

**DO**

- You must use the BAP parent logo with supporting text
- Use one of the following supporting text options or submit your own to BAP for approval before use.
  - [Company Name] is certified under the Best Aquaculture Practices Biosecurity Area Management (BAM) standard as part of [Name of Area Certified].
  - BAP Biosecurity Area Management: We’re working together as an industry to develop a collaborative view of the future, which includes identifying risks and developing plans to mitigate environmental impacts.
  - [Company Name] is certified under the Best Aquaculture Practices Biosecurity Area Management (BAM) standard as part of [Name of Area Certified]. Becoming certified to the BAM standard requires working together as an industry to develop a collaborative view of the future, which includes identifying risks and developing plans to mitigate environmental impacts. Through this coordinated approach, we are better positioned to face any challenges that may arise like disease management or water quality impacts. For more information, visit bapcertification.org.
- Request approval from BAP prior to publication of materials or content.

**DO NOT**

- Use any BAP artwork or messaging on product packaging
- Modify the logo artwork in any way
- Use any other variation of the BAP logo

Messaging Example

To accompany the use of the BAP logo off-product on a website, in marketing assets, on signage etc., we encourage using the following copy or something similar:

[Company Name] is certified under the Best Aquaculture Practices Biosecurity Area Management (BAM) standard as part of [Name of Area Certified]. Becoming certified to the BAM standard requires working together as an industry to develop a collaborative view of the future, which includes identifying risks and developing plans to mitigate environmental impacts. Through this coordinated approach, we are better positioned to face any challenges that may arise concerning issues like disease management. For more information, visit bapcertification.org.

Have questions? Contact [logos@bapcertification.org](mailto:logos@bapcertification.org) for questions regarding BAP logo use and messaging.