BAP Producer Toolkit

2019-2020
Introduction

We know you’re committed to producing seafood responsibly, and we want to help you tell your sustainability story.

Attaining BAP certification is something to be proud of, and we want to help you spread the word. This toolkit was designed with our certified producers in mind, with the goal of helping you talk about BAP and telling your sustainability story.
As a BAP-certified producer, you have the opportunity to tell your story by being a featured producer on our blog through BAP’s Spotlight Stories.

One of the Global Aquaculture Alliance’s goals as an organization is to improve the image of the aquaculture industry, and one way we do that is by telling the stories of BAP-certified producers. By being a featured producer in a BAP Spotlight Story, you will be featured on the BAP website home page as well as the GAA monthly newsletter.

If you’re interested, please contact Elise Avalion at elise.avallon@bapcertification.org.
BAP Messaging

Headlines / Taglines

Keeping Fish in Our Future

Healthy Fish, Healthy People, Healthy Planet

Keeping Fish in Our Future

Healthy Fish, Healthy People, Healthy Planet
Color Usage

Primary Color

<table>
<thead>
<tr>
<th>CMYK</th>
<th>Pantone</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>97.73, 3.0</td>
<td>2935 C</td>
<td>0.84, 164</td>
<td>#0055A4</td>
</tr>
</tbody>
</table>

Secondary Colors

<table>
<thead>
<tr>
<th>CMYK</th>
<th>Pantone</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>80.49, 0.0</td>
<td>2172 C</td>
<td>0.123, 220</td>
<td>#157bdc</td>
</tr>
<tr>
<td>69.15, 0.0</td>
<td>2995 C</td>
<td>0.173, 240</td>
<td>#00aad0</td>
</tr>
<tr>
<td>100.89, 35, 33</td>
<td>2955 C</td>
<td>1.40, 89</td>
<td>#012859</td>
</tr>
</tbody>
</table>

Accent Colors

<table>
<thead>
<tr>
<th>CMYK</th>
<th>Pantone</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>53.0, 92.0</td>
<td>2270 C</td>
<td>0.123, 211, 75</td>
<td>#7bd74b</td>
</tr>
<tr>
<td>10.7, 5.0</td>
<td>Cool Gray 1 C</td>
<td>217, 217, 214</td>
<td>#b9b9b9</td>
</tr>
</tbody>
</table>

Color Usage

Secondary colors are great for use as backgrounds, graphic elements, or secondary text.

Accent colors, such as our bright green, should be used sparingly to draw attention to specific areas, like buttons and calls to action.

Utilizing these colors consistently on both print and web applications, will create a cohesive brand experience.
Our current BAP marketing materials use these two typefaces:

- Museo Sans
- Palm Canyon Drive

You do not need to acquire font licenses when posting or distributing designs or promotional assets from BAP. However, if you are designing and distributing your own materials, you'll need to purchase your own license.

Links to purchase font licenses:

MUSEO SANS
PALM CANYON DRIVE
Tradeshow Graphics

Tradeshow Booth Example

Standing Signage  Size Shown (Approx. 8” x 10”)

Messaging can be customized with approval from BAP
For more information, contact elise.avallon@bapcertification.org
Tradeshow Graphics Cont.

Freezer Clings & Stickers

Size Shown (Approx. 6” x 6”)

Download Design A

Download Design B

Download Design C

Tooth Pick Flags

Size Shown (Approx. 7” x 5”)

Size Shown (Approx. 6” x 6”)

A

B

C

A

B

Messaging can be customized with approval from BAP

For more information, contact elise.avallon@bapcertification.org
Animated Graphics

Social Media

Educate your audiences about BAP by incorporating posts into your social calendar.

Remember to tag BAP and use the hashtag #BAPcertified!

Find us on social: 

Facebook & LinkedIn | 940 x 788 px

Instagram | 1080 x 1080 px

Twitter | 1200 x 677 px

We’re Proud to be BAP certified

We’re Proud to be BAP certified

We’re Proud to be BAP certified

We’re Proud to be BAP certified
Best Aquaculture Practices

85 New Hampshire Avenue, Suite 200
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@bapcertification.org