



Nutritious
Food Seaweed

BDA CERTIFICATION

Identity Guidelines

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The Purpose

It's hard to tell the difference between a piece of highly nutritious seaweed and one that is old or has been denatured. Once cut and dried, it can look, smell and taste much the same.

It's not so different with other fruits and vegetables, even in the 'organic' section at the supermarket. An apple or carrot may look edible, but is its nutritional value the same if it is grown in the richest soil?

When Seagreens®, the first seaweed producer to achieve **Nutritious Food Seaweed** certification in 2016 compared its wild Wrack seaweeds to the same stuff produced for animal feed, it had 3 times the antioxidants and phenols and 16 times the vitamin C.

These delicate nutrients keep us healthy, remove toxins, support our immune systems, and are known as 'free radical scavengers'.

Don't consumers deserve, and need, to know these things?

We believe they do, and this is our purpose.

Through our NFS quality assurance scheme we help producers achieve the most nutritious seaweed to the highest standard.

Part of this means independent analysis which enables consumers to tell the difference.

This also helps certified producers sell their products worldwide, pioneering a vital new industry in north western Europe.

Along our shores and among our islands from Portugal to the tip of Norway we are fortunate to have an abundance of potentially sustainable, nutritious seaweed.

Please become a ***Friend of the Foundation*** and help make sure it will feed ourselves and generations yet to come.

www.seaweedhealthfoundation.org.uk/friends

The **Application**

Nutritious Food Seaweed (NFS) is seaweed for human consumption which is certified to the NFS quality assurance scheme and standard.

The NFS symbol applies to a certified seaweed species throughout its chain of custody, from its selection in the ocean, through harvesting and processing to its end use, as a product by itself, or as an ingredient in a product.

The symbol might appear on a producer's bag of dried seaweed or a small branded product in a retail food store. It can be used in any media to highlight the quality of the NFS ingredient.

Certification ceases at any point where the quality of the seaweed no longer meets the NFS standard. Use of the NFS logo may not be

associated with a product or other ingredients which could bring the NFS standard into disrepute.

When consumers choose Nutritious Food Seaweed, they *know* what they are eating. Product manufacturers using NFS certified ingredients, and their customers, be they brand owners or consumers, know that it complies with international food safety regulations and standards.

The full composition of the seaweed ingredient is known and the data is available from the producer – contaminants, pollutants, microbial pathogens, heavy metals, as well as comprehensive nutritional information, continuously and independently monitored.

This is not the case with any other certification.

They still say Tomato, while we say Tomato.

That one grown in tap water, this one in nutrient rich composted soil.

It's the application of common sense!



The **Logo**

The logo identifies NFS certification, comprising 3 main elements:

1. Icon
2. Main title
3. BDA Certification

Where the NFS green is used in the icon it should also be used for the BDA text.

'Nutritious Food Seaweed' is 80% black but may be reversed out to solid white on a dark background. When less than 40mm wide the Small Use logo should be used (see below).

Where ingredients other than NFS certified seaweed are listed in product labelling, the NFS seaweed species should be shown followed immediately by the bracketed text as shown in this example:

Fucus vesiculosus (certified NFS)



**Nutritious
Food Seaweed**
BDA CERTIFICATION

The **Icon**

The main NFS icon is the flowing seaweed person placed in a circle and reversed out.

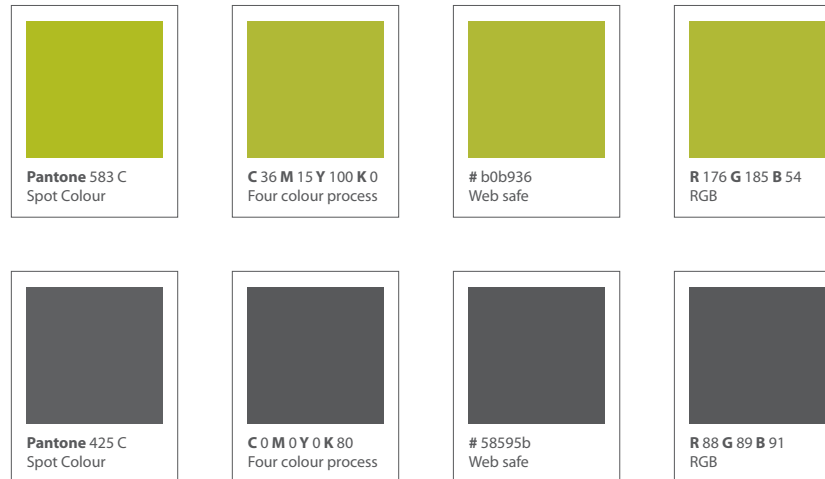
The icon can be used in various colour options as long as the colours are within the Identity Guidelines.

The Icon is stylised seaweed, but it is also a symbol of vitality.



Colours

The NFS logo and identity is made up of two distinct tones – here are their colour references.



Fonts

The core NFS font is Myriad Pro utilised in various weights and brand colours.

Myriad Pro Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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Myriad Pro Semibold

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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Myriad Pro Regular

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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Logo **Fonts**

The NFS logo font is Myriad Pro utilised in various weights and brand colours.



Logo Variants

The logo has two colour formats:

- a) On a dark background with white text but green icon and BDA text
- b) On a white background with 80% black text and again green icon and BDA text









The logo also comes in two structural formats – horizontal and vertical.



Small Use

The main logo should not be used below the width of 40mm for the horizontal version and 22.5mm for the vertical version.





If there is a need to use it smaller than the above dimensions the "Small Use" version of the logo should be employed which has a minimum width size of 20mm for the horizontal version and 11.5mm for the vertical version.

<p>Normal horizontal version</p>  <p>Minimum 40mm</p> <p>Small horizontal version</p>  <p>Minimum 20mm</p>	<p>Normal vertical version</p>  <p>Minimum 22.5mm</p> <p>Small vertical version</p>  <p>Minimum 11.5mm</p>
<p>Normal horizontal version</p>  <p>Minimum 40mm</p> <p>Small horizontal version</p>  <p>Minimum 20mm</p>	<p>Normal vertical version</p>  <p>Minimum 22.5mm</p> <p>Small vertical version</p>  <p>Minimum 11.5mm</p>



Nutritious Food Seaweed

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