The possibility of commissioning a crest or symbol for BAP was initially raised at the Council meeting of 2nd July 1978. This was in part due to a large number of certificates that Council had, in a previous meeting, suggested issuing to Honorary Members and Annual Guest Lecturers.

Following this meeting, the Honorary Secretary, Professor Eugene Paykel conducted some visual research and enlisted the help of a few colleagues including Dr Paul Bridges of Guy's Hospital, London.

Below are some of the results of this research.
The two logos below were designed by Berrico Advertising and Marketing Ltd in London, and were submitted to Council on 5th December 1978.

Neither of these, however, attracted unanimous support, and Council requested to see more designs before making a final decision.
Using some further sketches made by the marketing company and some initial ideas by Dr Bridges, a selection was compiled and circulated to Council on 13th December 1978.

Below are the ideas that were circulated.
The response to these designs was mixed, however, the favourites included the original two designs by Berrico with additional suggestions from three members of Council (below and right).

Dr Paul Silverman drew up a design based on an amalgamation of the ‘psi’ and ‘phi’ symbols and incorporating the letters ‘ba’ (right).

It was agreed at the Council meeting of 15th July 1979 that this symbol should form the basis of the BAP logo.
Professor Paykel decided to use the symbol without the letters and sent a suggested letterhead adding the symbol to existing stationery, and a suggestion for use within the circular crest format for the certificates (below).

This crest was adopted at the Council meeting of 21st November 1979.