



Free-From trademark guideline

January 2020

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This document has been created to show you the on-pack trademark options and how they should be used effectively. Following the rules set out in this document will help your communications both sound and look consistent with the BRCGS brand.

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General Information

Introduction

This guide is for brand and marketing managers, graphic designers, agencies and printers who are responsible for the application of the Gluten-Free Certification Program and/or the Plant-Based Global Standard trademark(s) on packaging, signage, marketing materials and digital media.

These guidelines must be strictly adhered to in order to protect the integrity of the trademarks.

BRCGS Free-From Program Overview

The Gluten-Free Certification Program is a certification standard that sets out the requirements for the manufacture, processing, and packing of gluten-free processed foods, ingredients, pet foods, natural health products, and drugs.

Similarly, the Plant-Based Global Standard is a certification standard that sets out the requirements for the manufacture, processing, and packing of plant-based processed foods, ingredients, pet foods and natural health products.

Certification to each Standard provides the option to apply a unique, globally recognized trademark to product packaging. The on-pack trademark will empower consumers to make informed choices quickly and easily, and will allow brands and products to differentiate themselves.

What do the Free-From trademarks mean?

The Gluten-Free and Plant-Based trademarks on packaging provide consumers with an added level of assurance that those products are manufactured in a facility that meets the requirements of the Gluten-Free Certification Program or the Plant-Based Global Standard.



Gluten-Free trademark used under license for products sold globally, and related marketing materials. This trademark is owned by BRCGS



The Canadian Celiac Association trademark used under license for products sold in Canada, and related marketing materials. The CCA endorses the Gluten-Free Certification Program and owns this trademark for use in the Canadian market.



Beyond Celiac trademark used under license for products sold in the U.S.A., and related marketing materials. Beyond Celiac endorses the Gluten-Free Certification Program. The Beyond Celiac trademark is owned by the National Foundation for Celiac Awareness (NFCA).



Plant-Based trademark used under license for products sold globally and related marketing materials. This trademark is owned by BRCGS.

Benefits of Displaying a BRCGS Free-From Trademark on Front-of-Pack

This guide is for brand and marketing managers, graphic designers, agencies and printers who are responsible for the application of the Gluten-Free Certification Program and/or the Plant-Based Global Standard trademark(s) on packaging, signage, marketing materials and digital media.

Temporary Labeling Option

To accommodate new licensees with a large inventory of pre-existing packaging, BRCGS will permit the use of approved Gluten-Free and Plant-Based stickers for a maximum of one year after the date of the first facility audit. Please email us at labels@brcgs.com to get more information on how you may proceed with the temporary labeling option.

License Agreement Requirements

Use of the BRCGS Free-From trademarks and any statements related to the Gluten-Free Certification Program or the Plant-Based Global Standard are bound by the Program License Agreement (PLA). The requirements for use of the BRCGS Free-From trademarks include the following:

- BRCGS reserves the right to take reasonable actions related to non-conforming labels and advertising as described in the Program License Agreement and request the removal of statements that present the BRCGS, the Plant-Based Global Standard, the Gluten-Free Certification Program or its endorsing organizations in an unfavorable light.
- BRCGS is not responsible for verifying any other label content including, but not limited to, ingredients and regulatory information.

Approval of Trademark Usage

- All uses of the BRCGS Gluten-Free Certification Program or the Plant-Based Global Standard trademarks must be approved by BRCGS prior to final production/printing. This includes packaging redesigns and minor artwork revisions
- Submission Instructions: Complete the “Trademark Approval Form and Schedule A” for the relevant standard and submit with a PDF of final artwork. The Trademark Approval Forms can be downloaded from MyBRCGS or BRCGS Participate. Artwork files must be saved at 100% and include the product UPC or GTIN. An incomplete form will delay approval.

For Gluten-Free approvals - email the form, Schedule A and artwork to labels@brcgs.com

For Plant-Based approvals - email the form, Schedule A, artwork and Brand Owner Use of Mark - Program License Agreement to labels@brcgs.com

Guidelines for Marketing Statements

- Statements must refer to the BRCGS Free-From certifications as facility certification programs, NOT product certification programs.
- Any statements, declarations and claims cannot be false or misleading and must be approved by BRCGS before going to print.
- Statements cannot misrepresent BRCGS, Beyond Celiac and the Canadian Celiac Association or present them in an unfavorable light.
- The term “gluten-free” and “plant-based” must always appear hyphenated.
- In French, the term “sans gluten” is not hyphenated.
- Products must not be referred to as “certified gluten-free”.
- BRCGS, Beyond Celiac and the Canadian Celiac Association endorse the Gluten-Free Certification Program but do not directly endorse any products.



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BRCGS Gluten-Free Trademark

Formats

Trademark master files will be provided in several formats suitable for various media including print and digital.

Versions

The BRCGS Gluten-Free trademark is available in two versions: black with orange on a white field and black on a white field. These are the only acceptable visual representations of the trademark.



Colour

The color of the BRCGS Gluten-Free trademark is orange (PMS 144) and black (PMS 6). To ensure consistent color reproduction, the following specifications must be followed.

Print media

Coated stock



Pantone
144c

C.0 M.51 Y.100 K.0

Un-coated stock



Pantone
144u

C.09 M.47 Y.100 K.0



Pantone
6c

C.50 M.50 Y.50 K.100



Pantone
6c

C.50 M.50 Y.50 K.100

Digital

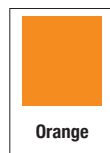
RGB



Orange

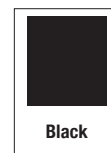
R.237 G.139 B.0

HEX/HTML



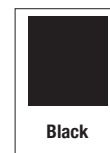
Orange

#ed8b0



Black

R.0 G:0 B.0

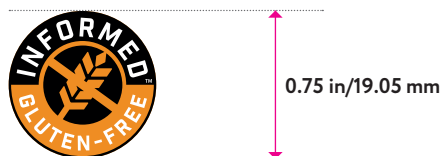


Black

#000000

Size

To ensure the legibility of the trademark, the minimum size requirement is 0.75 inches (19.05 mm) in height. All lettering must be legible on printed packaging and marketing materials. Increase the size of the trademark if necessary.



NOTE:
300 dpi minimum for print applications

Clear Space / Protection Area

To ensure the Gluten-Free trademark is clearly visible and not crowded or obscured by other graphic elements, it must be surrounded by a protective clear space, as shown below.



Trademark Licensing Statement

A footnote must be added in a visible location on packaging and marketing materials. It must state "Trademark of BRCGS. Used under license." There is no minimum font size requirement for the footnote, but it must be legible.

Don'ts

DO NOT ALTER the Gluten-Free trademark in any way. The following examples represent **incorrect** use of the trademark.

Do NOT distort**Do NOT rotate****Do NOT change the colour****Do NOT reverse out****Do NOT change the background colour****Do NOT make the background transparent****Do NOT add shadows or effects****Do NOT make it smaller than 0.75 inches (19.05 mm)**



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Beyond Celiac Trademark

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Beyond Celiac Trademark

Formats

Trademark master files will be provided in several formats suitable for various media including print and digital.

Versions

The Beyond Celiac trademark is available in two versions: green on a white field and black on a white field. These are the only acceptable visual representations of the trademark.



NOTE:

The “TM” is an integral part of the trademark and must always be legible. When the trademark is used on a dark or blue background, adjust the color of “TM” to ensure legibility.

Colour

The color of the Beyond Celiac trademark is green (PMS 369). To ensure consistent color reproduction, the following specifications must be followed.

Print media

Coated stock



C.58 M.0 Y.100 K.4

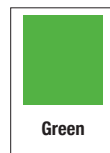
Un-coated stock



C.62 M.0 Y.100 K.7

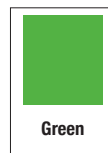
Digital

RGB



R.100 G.167 B.11

HEX/HTML



64A70B

Size

To ensure the legibility of the trademark, the minimum size requirement is 0.75 inches (19.05 mm) in diameter. All lettering must be legible on printed packaging and marketing materials. Increase the size of the trademark if necessary.



NOTE:
300 dpi minimum for print applications

Clear Space / Protection Area

To ensure the Beyond Celiac trademark is clearly visible and not crowded or obscured by other graphic elements, it must be surrounded by a protective clear space, as shown below.



Trademark Licensing Statement

A footnote with an asterisk symbol, matching the symbol next to TM on the Beyond Celiac trademark, must be added in a visible location on packaging and marketing materials. It must state "Trademark of the National Foundation for Celiac Awareness. Used under license." Both the symbol and footnote must be legible.

Don'ts

DO NOT ALTER the Beyond Celiac trademark in any way. The following examples represent **incorrect** use of the trademark.

Do NOT distort**Do NOT rotate****Do NOT change the colour****Do NOT reverse out****Do NOT change the background colour****Do NOT make the background transparent****Do NOT add shadows or effects****Do NOT make it smaller than 0.75 inches (19.05 mm)**



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Canadian Celiac Association Trademark

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Canadian Celiac Association Trademark

Formats

Trademark master files will be provided in several formats suitable for various media including print and digital.

Versions

The Canadian Celiac Association trademark is available in two versions: blue on a white field and black on a white field. These are the only acceptable visual representations of the trademark.



NOTE:

The “®/MD” is an integral part of the trademark and must always be legible. When the trademark is used on a dark or blue background, adjust the color of “®/MD” to ensure legibility.

Colour

The color of the Canadian Celiac Association trademark is blue (PMS 660). To ensure consistent color reproduction, the following specifications must be followed.

Print media

Coated stock



C.74 M.44 Y.0 K.0

Un-coated stock



C.70 M.43 Y.0 K.0

Digital

RGB



R.64 G.126 B.201

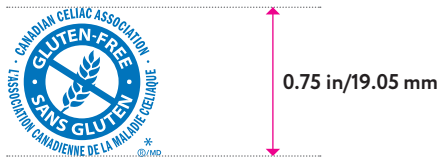
HEX/HTML



407EC9

Size

To ensure the legibility of the trademark, the minimum size requirement is 0.75 inches (19.05 mm) in diameter. All lettering must be legible on printed packaging and marketing materials. Increase the size of the trademark if necessary.



Clear Space / Protection Area

To ensure the Canadian Celiac Association trademark is clearly visible and not crowded or obscured by other graphic elements, it must be surrounded by a protective clear space, as shown below.



Trademark Licensing Statement

A footnote with an asterisk symbol, matching the symbol next to ®/MD on the Canadian Celiac Association trademark, must be added in a visible location on packaging and marketing materials. It must state "Registered Trademark of the Canadian Celiac Association. Used under license. / Marque déposée de l'Association canadienne de la maladie cœliaque. Utilisée sous licence." Both the symbol and footnote must be legible.

Don'ts

DO NOT ALTER the Canadian Celiac Association trademark in any way. The following examples represent **incorrect** use of the trademark.

Do NOT distort**Do NOT rotate****Do NOT change the colour****Do NOT reverse out****Do NOT change the background colour****Do NOT make the background transparent****Do NOT add shadows or effects****Do NOT make it smaller than 0.75 inches (19.05 mm)**



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BRCGS Plant-Based Trademark

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BRCGS Plant-Based Trademark

Formats

Trademark master files will be provided in several formats suitable for various media including print and digital.

Versions

The BRCGS Plant-Based trademark is available in two versions: black with green on a white field and black on a white field. These are the only acceptable visual representations of the trademark.



Colour

The color of the BRCGS Plant-Based trademark is green (PMS 368) and black (PMS 6). To ensure consistent color reproduction, the following specifications must be followed.

Print media

Coated stock



C.65 M.0 Y.100 K.0

Un-coated stock



C.59 M.0 Y.99 K.0



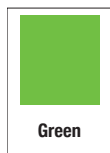
C.50 M.50 Y.50 K.100



C.50 M.50 Y.50 K.100

Digital

RGB

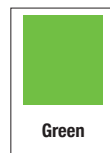


R.120 G.90 B.32

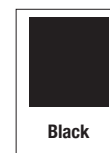


R.0 G.0 B.0

HEX/HTML



#78be20



#000000

Size

To ensure the legibility of the trademark, the minimum size requirement is 0.75 inches (19.05 mm) in height. All lettering must be legible on printed packaging and marketing materials. Increase the size of the trademark if necessary.



0.75 in/19.05 mm

NOTE:
300 dpi minimum for print applications

Clear Space / Protection Area

To ensure the BRCGS Plant-Based trademark is clearly visible and not crowded or obscured by other graphic elements, it must be surrounded by a protective clear space, as shown below.



Trademark Licensing Statement

A footnote must be added in a visible location on packaging and marketing materials. It must state "Trademark of BRCGS. Used under license." There is no minimum font size requirement for the footnote, but it must be legible.

Don'ts

DO NOT ALTER the Plant-Based trademark in any way. The following examples represent **incorrect** use of the trademark.

Do NOT distort**Do NOT rotate****Do NOT change the colour****Do NOT reverse out****Do NOT change the background colour****Do NOT make the background transparent****Do NOT add shadows or effects****Do NOT make it smaller than 0.75 inches (19.05 mm)**



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Contacts

Thank you for using this guideline. If you require any more information please contact **marketing@brcgs.com**

Please email us at **labels@brcgs.com** to submit your trademark approval application or get more information on how you may proceed with the temporary labeling option.