

New Celiac Canada Trademark FAQs

Q: Why has the GFCP's Canadian trademark changed?

A: To celebrate their 50th anniversary, the Canadian Celiac Association has rebranded to [Celiac Canada](#). As the CCA has been a 100% charitable organization since the end of 2020, there was no longer a need for the word 'Association' in their name so Celiac Canada (or Coeliaque Canada) has been formally adopted.

Q: Can we continue using the old Canadian Celiac Association trademark on packaging?

A: Yes! Any labels which have previously been approved to use the old Canadian Celiac Association trademark may continue to do so.

Q: When do I need to update my existing packaging to switch over to the Celiac Canada trademark?

A: BRCGS appreciates there is significant cost with changing packaging simply to update the trademark, so there is no defined date when packaging currently displaying the Canadian Celiac Association trademark must be changed. However, we would encourage you to switch to the new trademark when a routine label review results in the artwork changing for another reason, such as a redesign, formulation change, NFT change etc.

Q: When must new label approval submissions start using the new Celiac Canada trademark?

A: Monday, April 3rd, 2023.

Any new label approval submissions must use the new Celiac Canada trademark from this date. We will not accept any new submissions with the old Canadian Celiac Association trademark beyond this date.

Q: I'm ready to use it now! Where can I get the new Celiac Canada trademark artwork files?

A: Please contact labels@brcgs.com to request the official hi-res artwork files.

Q: Where can I find the guidance on how to apply the new Celiac Canada trademark correctly on my artwork?

A: Our Free-From Trademark Guideline has been updated. You can download a copy from the [Help & Guidance page of our website](#), or request a copy from labels@brcgs.com

Q: I have more questions. Who can I contact?

A: Any questions about use of the new Celiac Canada trademark can be directed to BRCGS via the labels@brcgs.com mailbox.

Celiac Canada can be contacted via info@celiac.ca