



# Free-From Trademark Guideline

January 2025

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

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# General information

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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 Global Standard Gluten-Free 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.

### Overview of the BRCGS Gluten-Free and Plant-Based certifications

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

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 either standard provides the option to display a unique, globally recognised trademark on 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 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 Global Standard Gluten-Free or the Plant-Based Global Standard.



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



The Celiac Canada trademark is used under license for products sold in Canada, and related marketing materials. Celiac Canada endorses the Global Standard Gluten-Free.



The Beyond Celiac trademark is used under license for products sold in the U.S.A., and related marketing materials. Beyond Celiac endorses the Global Standard Gluten-Free.



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

### License agreement requirements

Use of the trademarks in this publication and any statements related to the Global Standard Gluten-Free or the Plant-Based Global Standard are bound by the Brand Programme Agreement. The Agreement must be signed by a brand owner seeking to use any of the trademarks in this guideline.

The requirements for use of the trademarks covered in this guideline include the following:

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

### Approval of trademark use

- All use of the trademarks in this publication must be approved by BRCGS prior to final production/printing. This includes packaging redesigns and minor artwork revisions.
- Once artwork is approved by BRCGS, the approval is valid indefinitely until the artwork changes for any reason listed in the Label Approval Submission Instructions section below.

For more detailed instructions on how to submit labels for approval, please see pages 5-7.

### Temporary labelling 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 [brcgs.labels@lgcgroup.com](mailto:brcgs.labels@lgcgroup.com) to get more information on how you may proceed with the temporary labelling option.

### Guidelines for marketing statements

- Statements must refer to BRCGS certifications as facility certification, NOT product certification.
- Any statements, declarations and claims cannot be false or misleading and must be approved by BRCGS before going to print.
- Statements cannot misrepresent BRCGS, LGC Ltd, Beyond Celiac or Celiac Canada, or present them in an unfavourable light.
- Any oat ingredients which are included in the product must be specifically called out as “gluten-free” in the ingredients list (e.g., gluten-free oat flour).
- The term “gluten-free” and “plant-based” must always appear hyphenated when used in reference to the certification.
- In French, the term “sans gluten” is not hyphenated.
- Products **must not** be referred to as “certified gluten-free”.
- BRCGS, Beyond Celiac and Celiac Canada endorse the Global Standard Gluten-Free but do not directly endorse any products.



# Label approval submission instructions

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## Label approval submission instructions

### Introduction

All uses of the BRCGS Global Standard Gluten-Free or Plant-Based Global Standard trademarks must be formally approved by BRCGS prior to final production/printing. This includes re-approval where relevant packaging redesigns and product label artwork revisions have taken place. BRCGS can be contacted via [brcgs.labels@lgcgroup.com](mailto:brcgs.labels@lgcgroup.com) to determine whether formal re-approval of product label artwork is required.

Formal re-approval of product label artwork is likely to be required when changes are made to:

- trademark use
- product formulation
- romance text
- UPC number
- brand name
- product name
- images used on the artwork
- design, arrangement and layout of the packaging

Trademark approval is site-specific; therefore, product label artwork must be approved for each site manufacturing the product using a trademark.

### Documentation required

Certified sites or brand owners must submit all trademark approval requests to [brcgs.labels@lgcgroup.com](mailto:brcgs.labels@lgcgroup.com)

For a label approval request to be accepted, please submit the following:

#### 1. A completed Trademark Approval Form

The most recent version of the Trademark Approval Form can be downloaded from the help and guidance page of the BRCGS website or requested from [brcgs.labels@lgcgroup.com](mailto:brcgs.labels@lgcgroup.com). Complete the form by including details of the site manufacturing the product, as well as the contact detail of the submitter.

The Trademark Approval Form must contain only the details of the products for which you are seeking approval with your submission. Products not included with the submission must not be included on the Trademark Approval Form. Ensure the trademark use indicated on the Trademark Approval Form corresponds with the product label artwork, and the Schedule A.

#### 2. A completed Schedule A

The manufacturing site and product details sections of the Schedule A must be completed. BRCGS will complete its designated section after receipt and will return the signed Schedule A to the sender. The Schedule A must list all products which have been previously approved to use a trademark **plus** those seeking approval with the current submission.

#### 3. The product label artwork files

Ensure the most recent version of the trademark is being used on your packaging. The most recent, high-resolution trademark artwork files can be requested from [brcgs.labels@lgcgroup.com](mailto:brcgs.labels@lgcgroup.com).

## Submission process

Forms and artwork may be sent via email, however if the artwork files are very large, file-sharing software may be used. It may help to send us an email notifying us of your intention to do this so that any links are not identified as malicious. Please note that for various reasons, LGC Ltd's security policies may still prevent its staff from accessing information held on external systems.

Completed forms and artwork files must be sent to [brcgs.labels@lgcgroup.com](mailto:brcgs.labels@lgcgroup.com). Your submission will be reviewed on a first come, first served basis. BRCGS will contact you if any amendments are required prior to formal approval. Once a fully signed Trademark Approval Form has been received by the applicant, trademark use on the products listed may commence. Formal re-approval of the approved product artwork will not be required unless packaging redesigns and product label revisions take place.

## The Trademark Approval Form checklist

The Gluten-Free and Plant-Based Trademark Approval Forms contain a checklist which asks the submitter to ensure that the prerequisites for the submission to be accepted have been considered and verified. The following contains guidance on what is expected for each point listed on the checklist.

### 1. Brand owner's Schedule A attached to email?

The Schedule A indicating the brand owner of the products seeking approval must be included with the email submission. All products of this brand owner which have been previously approved to use the trademark(s), plus those products seeking approval with the current submission must be included.

Ensure the trademark use indicated on the Schedule A corresponds to on-pack use.

### 2. Attached artwork saved at 100% and in PDF?

We ask for the artwork files in 100% scale PDF so that we can determine the actual size of the trademark as it appears on-pack. Artwork submitted in any other file format will not be accepted.

### 3. Trademark(s) correct size?

The trademarks must meet the minimum size requirements indicated in this publication. However, where space is severely limited, a smaller trademark may be used. Please contact [brcgs.labels@lgcgroup.com](mailto:brcgs.labels@lgcgroup.com) for permission to reduce the size of the trademark. BRCGS reserves the right to refuse this request.

### 4. TM or TM/MC present, and special character included (e.g. ®, †, ‡, etc.)?

Depending on the trademark used, the "TM" or "TM/MC", must be present beside the trademark. This will be accompanied by a special character, which indicates the use of a Trademark Licensing Statement (see point 5). Ensure the special character and the "TM" or "TM/MC" are visible. The font colour of the special character and the "TM" or "TM/MC" can be changed to allow them to be clearly seen on the product label artwork.

### 5. Appropriate licensing statement with matching special character included where applicable?

Each trademark is required to be accompanied by its corresponding Trademark Licensing Statement. Please refer to the relevant trademark guidance in this publication for the specific statement required for each trademark. The licensing statement must be preceded by the same special character accompanying the "TM" or "TM/MC" beside the trademark. The default special character may be changed from an asterisk if another statement, claim, instruction, or information on the product label artwork already utilises an asterisk.

There is no requirement for the licensing statement to appear on the same panel, or field of vision as the trademark.

### 6. I confirm that no ingredients derived from a gluten source have been used in these products (Gluten-Free Trademark Approval Form only)

The Global Standard Gluten-Free does not allow any ingredients, or components of ingredients, which have been derived from a gluten-containing source to be used in products bearing any of the trademarks covered by this publication. This includes ingredients, or components of ingredients, which have been processed to remove gluten - with the exception of verifiable gluten-free oats.

It is the responsibility of the person submitting the application for trademark approval to verify with the manufacturer that this requirement has been met.



# Informed Gluten-Free trademark

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## Informed Gluten-Free trademark

### Formats

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

### Versions

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

#### Print media

Coated stock



Pantone  
144c

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

Uncoated stock

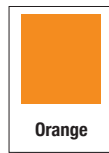


Pantone  
144u

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

#### Digital

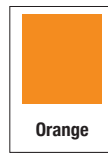
RGB



Orange

R.237 G.139 B.0

HEX/HTML



Orange

#ed8b0

### 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 Informed 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 statement must be added in a visible location on packaging and marketing materials. It must state "Trademark of LGC Ltd (a member of the LGC Group). Used under license." There is no minimum font size requirement for the statement, but it must be legible.

**Do not**

**DO NOT ALTER** the Informed 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)**





# Beyond Celiac trademark

Formats	12
Versions	12
Colour	12
Size	13
Clear space/protection area	13
Trademark licensing statement	13
Do not	14

## 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:

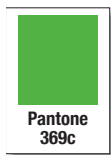
The “TM” is an integral part of the trademark and must always be legible. When the trademark is used on a dark or green background, adjust the colour of the “TM” and special character to ensure legibility.

### Colour

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

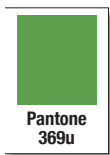
#### Print media

Coated stock



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

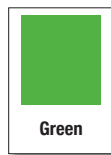
Uncoated stock



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

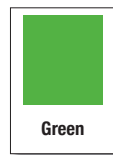
#### Digital

RGB



R.100 G.167 B.11

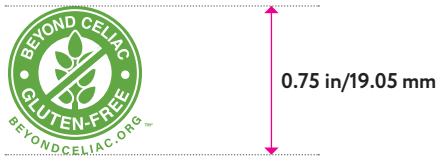
HEX/HTML



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 statement preceded by a special character, matching the special character next to the “TM” accompanying the Beyond Celiac trademark, must be added in a visible location on packaging and marketing materials. It must state “Trademark of Beyond Celiac. Used under license.” Both the special character and the statement must be legible.

**Do not**  
**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)**





# Celiac Canada trademark

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Colour	16
Size	17
Clear space/protection area	17
Trademark licensing statement	17
Do not	18

## Celiac Canada trademark

### Formats

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

### Versions

The Celiac Canada 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 “TM/MC” 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 colour of the “TM/MC” and special character to ensure legibility.

### Colour

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

#### Print media

Coated stock



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

Uncoated stock



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

#### Digital

RGB



R.64 G.126 B.201

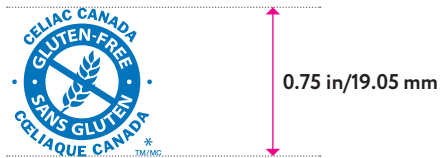
HEX/HTML



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 Celiac Canada 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 statement preceded by a special character, matching the special character next to the "TM/MC" accompanying the Celiac Canada trademark, must be added in a visible location on packaging and marketing materials. It must state "Trademark of Celiac Canada. Used under license/Marque de commerce de Coeliaque Canada. Utilisée sous licence." Both the special character and the statement must be legible.

**Do not**

**DO NOT ALTER** the Celiac Canada 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)**





# Informed Plant-Based trademark

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Versions	20
Colour	20
Size	21
Clear space/protection area	21
Trademark licensing statement	21
Do not	22

## Informed Plant-Based trademark

### Formats

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

### Versions

The Informed 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.

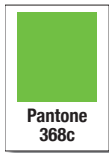


### Colour

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

### Print media

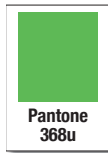
Coated stock



Pantone  
368c

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

Uncoated stock

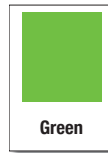


Pantone  
368u

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

### Digital

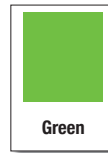
RGB



Green

R.120 G.90 B.32

HEX/HTML

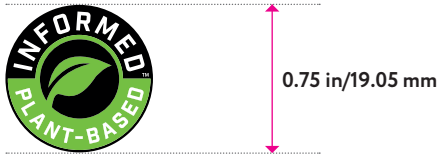


Green

#78be20

### 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 Informed 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 statement must be added in a visible location on packaging and marketing materials. It must state "Trademark of LGC Ltd (a member of the LGC Group). Used under license." There is no minimum font size requirement for the statement, but it must be legible.

**Do not**

**DO NOT ALTER** the Informed 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)**





Thank you for using this guideline. If you require any more information please contact [\*\*brcgs.marketing@lgcgroup.com\*\*](mailto:brcgs.marketing@lgcgroup.com).

Please email us at [\*\*brcgs.labels@lgcgroup.com\*\*](mailto:brcgs.labels@lgcgroup.com) to submit your trademark approval application or get more information on how you may proceed with the temporary labelling option.

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