Gluten-Free Certification Program (GFCP)
Trademark Usage Guide

Owned and operated by the Allergen Control Group Inc.

Endorsed by the Canadian Celiac Association (CCA)
Endorsed by BEYOND CELIAC

SEPTEMBER 2016
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1. General Information

1.1 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 trademark on packaging, signage, marketing materials and digital media.

These guidelines must be strictly adhered to in order to protect the integrity of the trademarks and fulfill the legal requirements of the GFCP “Program License Agreement (PLA)”.

1.2 GFCP Overview
The Gluten-Free Certification Program (GFCP) is designed for manufacturers and distributors of gluten-free foods, drugs and other consumer goods wishing to differentiate their products from the increasing clutter of gluten-free claims.

1.3 What do the GFCP trademarks mean?
The GFCP trademark on packaging provides 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 in the country in which they are sold.

GFCP trademark used under license for products sold outside North America, and related marketing materials. This trademark is owned by the Allergen Control Group Inc.

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).

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

1.4 Benefits of Displaying a GFCP Trademark on Front-of-Pack
Prominently displaying a GFCP trademark on the front of packaging makes the product stand out on shelf. This helps consumers instantly identify the product as a safe gluten-free option when making a buying decision.
General Information

1.5 **Temporary Labeling Option**
To accommodate new licensees with a large inventory of pre-existing packaging, the Allergen Control Group Inc. will permit the use of **approved GFCP stickers for a maximum of one year** after the date of the first facility audit.

Stickers must be purchased from the exclusive supplier, Robertson Litho in Toronto, Canada. Contact Keith Robertson for a quotation.
keith@robertsonlitho.ca
Office: 416-259-5550  /  Mobile: 416-571-1185

1.6 **License Agreement Requirements**
Use of the GFCP trademarks and any statements related to the GFCP are bound by the Program License Agreement (PLA). The requirements for use of the GFCP trademarks include the following:

- When a GFCP trademark is used in marketing and point-of-sale materials, advertising and digital media, **it must be accompanied by an image of the packaged product bearing the trademark**.
- **It is a mandatory requirement to use one of the GFCP trademarks on packaging of all gluten-free products manufactured in a GFCP-certified facility.**
- The Allergen Control Group Inc. 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 GFCP or its endorsing organizations in an unfavorable light.

1.7 **Approval of Trademark Usage**
- **All uses of the GFCP trademark must be approved by the Allergen Control Group Inc. prior to final production/printing.** This includes packaging redesigns and minor artwork revisions.
- **Submission Instructions:** Complete the APPROVAL FORM FOR GFCP TRADEMARK USAGE [see Appendix A] and submit with a PDF of final artwork. **Artwork files must be saved at 100% and include the product UPC or GTIN.** An incomplete form will delay approval.

Email the form and artwork to labels@glutenfreecert.com

- **The Gluten-Free Certification Program and Allergen Control Group Inc. are NOT responsible for verifying any other label content including, but not limited to, ingredients and regulatory information.**
General Information

1.8 Acceptable Marketing Statements

1.8.1 General Guidelines:

• The GFCP is a facility certification program, NOT a product certification program. Any of the acceptable statements below must be used verbatim.

• Statements, declarations and claims cannot be false or misleading.

• Statements cannot misrepresent the Allergen Control Group Inc. (ACG), Gluten-Free Certification Program (GFCP), BEYOND CELIAC and Canadian Celiac Association (CCA) or present them in an unfavorable light.

• The term “gluten-free” must ALWAYS appear hyphenated.

• In French, the term “sans gluten” is NOT hyphenated.

• Products must NOT be referred to as “certified gluten-free”.

• The Allergen Control Group Inc., BEYOND CELIAC and Canadian Celiac Association endorse the Gluten-Free Certification Program but do not directly endorse any products.
General Information

1.8 Acceptable Marketing Statements

1.8.2 Acceptable Statements:

For statements in French, refer to the French version of the GFCP Trademark Usage Guide.

- [product name] is manufactured in a facility certified by the Gluten-Free Certification Program.
- Stop reading labels. Just look for a Gluten-Free Certification Program trademark on products and shop with confidence.
- Trusting the Gluten-Free Certification Program trademark on packaging reduces label reading and enhances your shopping experience by providing increased access to safe, reliable gluten-free products.
- Shop with confidence. Look for the Gluten-Free Certification Program trademark and trust that the products you are purchasing are safe, reliable, and gluten-free!
- Safe, Reliable, Gluten-Free.
- When the Gluten-Free Certification Program trademark is displayed on packaging, [you or consumers] can easily identify safe, reliable gluten-free products.
- The Gluten-Free Certification Program (GFCP) provides consumers with safe, trusted and easily identifiable gluten-free products.
- The Gluten-Free Certification Program is endorsed by leading celiac groups.
- The Gluten-Free Certification Program is endorsed by recognized, respected and trusted celiac organizations.
- The Gluten-Free Certification Program trademark provides [you or consumers] with the added assurance that products have met stringent requirements for the manufacture of gluten-free products.
- The Gluten-Free Certification Program certification process incorporates more than testing protocols to ensure products are gluten-free. Using proven food safety standards and an unbiased certification process the GFCP delivers the only true global standard for the production of safe, reliable gluten-free products.
- The Gluten-Free Certification Program trademark on packaging provides [you or consumers] with an added level of assurance that those products are manufactured in a facility that successfully passes routine third-party audits, verifying their gluten-free management system consistently meets the requirements of the Gluten-Free Certification Program.
2. International GFCP Trademark

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

2.2 Versions
The GFCP trademark is available in two versions: blue with 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.

2.3 Color
The color of the GFCP trademark is blue (PMS 660C) and green (PMS 369C).
To ensure consistent color reproduction, the following specifications must be followed.

<table>
<thead>
<tr>
<th>Print Media</th>
<th>Digital Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stock</strong></td>
<td><strong>Pantone</strong></td>
</tr>
<tr>
<td>COATED</td>
<td>660C</td>
</tr>
<tr>
<td>UNCOATED</td>
<td>660U</td>
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<tr>
<td>COATED</td>
<td>369C</td>
</tr>
<tr>
<td>UNCOATED</td>
<td>369U</td>
</tr>
</tbody>
</table>
International GFCP Trademark

2.4 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

2.5 Clear Space / Protection Area
To ensure the GFCP 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.

2.6 Trademark Licensing Statement
A footnote with an asterisk symbol, matching the symbol next to TM on the GFCP trademark, must be added in a visible location on packaging and marketing materials. It must state “Trademark of the Allergen Control Group Inc. Used under license.” Both the symbol and footnote must be legible.
International GFCP Trademark

2.7 Don’ts

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

Do NOT distort.

Do NOT rotate.

Do NOT change the color.

Do NOT reverse out.

Do NOT change the background color.

Do NOT make the background transparent.

Do NOT add shadows or effects.

Do NOT make it smaller than 0.75 inches (19.05 mm).
International GFCP Trademark

2.8 Application Examples
The following hypothetical example shows acceptable use of the GFCP trademark. On packaging, the trademark should be positioned on the principal display panel (PDP) to ensure it is instantly visible to the consumer. Secondary placement on another surface that is displayed under normal conditions of sale is also recommended.

Point-of-sale (POS) and marketing materials must include an image of a package bearing the GFCP trademark.
3. American BEYOND CELIAC Trademark

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

3.2 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.

3.3 Color
The color of the BEYOND CELIAC trademark is green (PMS 369C).
To ensure consistent color reproduction, the following specifications must be followed.

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<th>C</th>
<th>M</th>
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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 color of “TM” to ensure legibility.
American BEYOND CELIAC Trademark

3.4 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

3.5 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.

3.6 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.
American BEYOND CELIAC Trademark

3.7 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 color.

Do NOT reverse out.

Do NOT change the background color.

Do NOT make the background transparent.

Do NOT add shadows or effects.

Do NOT make it smaller than 0.75 inches (19.05 mm).
American BEYOND CELIAC Trademark

3.8 Application Examples

The following examples show acceptable use of the BEYOND CELIAC trademark. On packaging, the trademark should be positioned on the principal display panel (PDP) to ensure it is instantly visible to the consumer. Secondary placement on another surface that is displayed under normal conditions of sale is also recommended.

Point-of-sale (POS) and marketing materials must include an image of a package bearing the BEYOND CELIAC trademark.
American BEYOND CELIAC Trademark

3.8 Application Examples
4. Canadian CCA Trademark

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

4.2 Versions
The CCA 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.

4.3 Color
The color of the CCA trademark is blue (PMS 660C). To ensure consistent color reproduction, the following specifications must be followed.

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</table>
Canadian CCA Trademark

4.4 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

4.5 Clear Space / Protection Area
To ensure the CCA 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.

4.6 Trademark Licensing Statement
A footnote with an asterisk symbol, matching the symbol next to TM/MC on the CCA trademark, must be added in a visible location on packaging and marketing materials. It must state “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.
4.7 Don’ts

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

Do NOT distort.

Do NOT rotate.

Do NOT change the color.

Do NOT reverse out.

Do NOT change the background color.

Do NOT make the background transparent.

Do NOT add shadows or effects.

Do NOT make it smaller than 0.75 inches (19.05 mm).
4.8 Application Examples

The following examples show acceptable use of the CCA trademark. On packaging, the trademark should be positioned on the principal display panel (PDP) to ensure it is instantly visible to the consumer. Secondary placement on another surface that is displayed under normal conditions of sale is also recommended.

Point-of-sale (POS) and marketing materials must include an image of a package bearing the CCA trademark.
4.8 Application Examples
5. Contact Information

Allergen Control Group Inc.
Toll Free from North America: 1-866-817-0952 Ext 226

Inquiries:
info@glutenfreecert.com

Submitting labels for approval:
labels@glutenfreecert.com

Mailing address:
420 Main Street East, Unit 553
Milton ON L9T 5G3
Canada

www.glutenfreecert.com
## APPROVAL FORM FOR GFCP TRADEMARK USAGE

**Instructions:** Complete all fields and submit with final artwork in PDF format. Artwork files must be saved at 100% and include the product UPC (or GTIN). Send to labels@glutenfreecert.com

Questions? Refer to the GFCP Trademark Usage Guide. Contact the Allergen Control Group Inc. Info@glutenfreecert.com or call toll-free in North America 1-866-817-0952 Ext 226

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<th>Submitted by</th>
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<tbody>
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</tr>
<tr>
<td>Contact:</td>
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<tr>
<td>Title:</td>
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<tr>
<td>Phone:</td>
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<td>E-Mail:</td>
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### Product Information

#### Brand Name:

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<th>Country where product is produced</th>
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### Comments:

The following section to be completed by Allergen Control Group Inc.

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<tbody>
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</tr>
<tr>
<td>Trademark Use Approved: Yes ☐ or Changes and resubmission required: ☐ see comments below</td>
</tr>
</tbody>
</table>

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<tr>
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<th>Signature:</th>
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