



GLUTEN
INTOLERANCE
GROUP

Branding Standards

The Gluten-Free Certification Organization is a
Food Safety Program of the Gluten Intolerance Group of North America

Rev 4 - 190325

Regulatory Manager	COO	CEO



Over 40 Years of Excellence

The Gluten Intolerance Group of North America (GIG) is a 501(c)(3) non-profit organization that has been empowering the gluten-free community through consumer support, advocacy, and education for over four decades. GIG's outreach is not only to those with gluten-related disorders but to everyone who has made the decision to live gluten-free. With the continued recognition of gluten-free dietary needs and the recent emphasis on gluten-free products and offerings, our role in the community is more important now than ever. From providing community support through our local support groups, to being a leader in food safety certification, GIG is a top non-profit organization for consumers worldwide.



Value To Consumer

Chances are, you are already familiar with GIG's Gluten-Free Certification Organization (GFCO). Down every natural food aisle in your local grocery store and at every health-conscious marketplace, there are products that we have certified. In your own kitchens, pantries, and refrigerators at home, odds are that you can find an item with the Certified GF circle on it. This certification label is recognizable to every consumer and has become a symbol of trust and unification for the gluten-free community. With such outreach, GFCO understands that we have a tremendous responsibility to those who rely on what we do.



The GFCO Logo

All GFCO certified products must comply with the labeling laws and regulations of the countries where they are to be sold. GFCO certification is not a substitute for following these laws and regulations.

The GFCO logos are trademarks of GIG and cannot be altered without the express written permission of GIG. Unless otherwise agreed to in writing by GIG, the GFCO logo must be accompanied by the words “Certified Gluten-Free” as depicted herein.

For use inside the United States, including on all digital, electronic, and printed media, the GFCO logo must be displayed in English with the ® to denote that this is a trademark registered with the United States Patent and Trademark Office.

For use outside of the United States, the GFCO logo must be displayed with ™ to provide notice of GIG’s ownership rights in the mark.

Compact Logo Usage

The compact logo is the GFCO logo without the words “Certified Gluten-Free”, as depicted herein. The compact logo is reserved for packaging under 2 oz., and may only be used with express written permission from GIG. All uses must be displayed with ™ to provide notice of GIG’s ownership rights in the mark.



English



Compact with TM



French / English



Spanish / English

The GFCO Logo - USDA Review

Addition of other GFCO information on labels

Additional information about GFCO certifications, such as GFCO website or contact information, may be added to labeling at the discretion of the company, with GFCO approval.

Review and Approval of Logo Usage

GFCO requires a copy of all proposed labels and promotional materials for review and approval prior to use. Labels will be reviewed and approval within 5 business days.

USDA Products

All USDA products that are certified must bear additional information of the name of the certification company (in this case, GFCO) and how to contact them. To save space on the front page of packaging, an addendum may be added to the back of the packaging providing the required information.

***Certified Gluten-Free by the Gluten-Free Certification Organization, www.gluten.org**

Certified

**Gluten-FreeTM
by GFCO***
USDA Product



Front & Back Panel of One Product



All Information on the Front Panel

Color

The GFCO logo must be displayed in **black, white, or one single color** the associated brand wishes to utilize.

If colors are to be used with the logo, the CMYK builds should be used or the individual Pantone colors.

Black - Pantone 2695

C: 0 M: 0 Y: 0 K: 100

White - Pantone 368

C: 0 M: 0 Y: 0 K: 0

Correct Usage



Single Color of GFCO logo on complimentary background.



Single color for the GFCO logo that matches brand color palette.



Single color for the GFCO logo that matches brand color palette.

Incorrect Usage



Solid Black Circle



Two Different Text Colors



Filled Black Circle



Two Different Text Colors

Spacing & Placement

Space Around

In order for the GFCO logo to maintain a visual impact, maintain a clear area that is without imagery or graphic around the logo. This area is annotated with pink circles show on the right.

Image Size

Image should be in proportion to the package design so as not to be overpowering or lost in the overall design.

Placement

Preferred placement is the front package panel in a prominent location, without added distractions, either:

1. Near the product name or
2. In close proximity to the other certification marks for kosher, organic, etc.
 - If another gluten-free certification or endorsement also appears on the packaging, the two symbols should not be in close proximity.

Alternative placement is near the nutrition information panel.



Muted background does not obstruct reading of the logos.



Surrounding logos do not crowd the logo.



The logo rests on a static foreground to block out the busy background.

Incorrect Usages



Incorrect Height



Incorrect Width



Missing Bottom Text



Missing Top Text



Wrong Font



All Caps Text



GF is too Small



Circle is too Thick



GF is too Large



Missing Circle



Missing Circle, Text and
TM symbol



Missing Circle and GF
and ® Symbol



Circle is too Thin



® Registered Mark Not Allowed



Circle is too Thin for Compact Logo

GFCO LOGO USE POLICY

This GFCO Logo Use Policy (“Policy”) is a part of the Certification Agreement entered into between the Company and GFCO. The Certification Agreement is incorporated by reference in this Policy. Defined terms used but not defined herein have the meanings set forth in such Certification Agreement. If any provision set forth in this Policy conflicts with any provision of such Certification Agreement, the provision set forth in this Policy will control.

1. “Label” means the label, container, or package for a product displayed at retail and setting forth the Universal Product Code (“UPC”) for the product and other product information.
2. Company will provide GFCO a packaging proof for each Product Label (the “Product Label proof”) before such Label is printed for use with or on a Product. The Product Label proof must depict the Certification Mark, along with the name of the Product, except for bulk Product items clearly identified as such on the Product Schedule. Within fifteen (15) days following your receipt of a Product Label proof, GFCO will notify Company whether such Product Label proof is approved (an approved label, the “Approved Label”). Company will print only the Approved Label on all Product packaging and will not make any material change to an Approved Label without first obtaining prior written consent from GFCO. Company will notify GFCO in writing of any change in the name of a Product no later than twenty (20) calendar days before the effective date of such name change. The final Approved Label that is printed on Product packaging is referred to herein as a “Product Label.”
3. The Certification Mark may not be placed on a Product Label using a rubber stamp, ink-jet, or adhesive sticker unless prior written consent is obtained from GFCO.
4. The Certification Mark must be the only trademark, certification mark, logo, or other image that appears on a Product and is related to the Gluten-Free status of such Product. No other trademark, certification mark, logo, or image may be placed on the Product Label of a Product if such other mark is confusingly similar to the Certification Mark, as determined by GFCO in its reasonable discretion. GFCO may, but is not required to, grant limited exceptions to this Section in a written document duly executed by GFCO.
5. If Promotional Materials related to the Products also identify or promote non-Certified products, then the text and layout of such Promotional Materials must clearly associate the Certification Mark only with the Products. As used herein, “Certified” refers to Products and Ingredients that are the subjects of a current and valid Certification. All Promotional Materials must be preapproved in writing by GFCO.
6. Company acknowledges GFCO’s exclusive rights to the Certification Mark and all goodwill associated therewith, and that any and all use of the Certification Mark inures to GFCO’s sole benefit, successors and assigns. Company may not challenge GFCO’s exclusive ownership rights in and to the Certification Mark, nor take any action inconsistent with GFCO’s rights in the Certification Mark. Company shall not adopt, use, apply to register, and/or register as your own any trademarks, words, or designs confusingly similar to or that dilute the Certification Mark.

GFCO LOGO USE POLICY

7. Company shall display the Certification Mark only in a positive manner. Company will not use the Certification Mark in any way that disparages GFCO or its services, nor use the Certification Mark in any manner that would diminish or otherwise damage GFCO's goodwill or the goodwill associated with the Certification Mark. Such prohibited uses include without limitation uses that could be deemed obscene, pornographic, excessively violent, or otherwise in poor taste or unlawful, or that purposely encourages unlawful activities.
8. Company may not alter or modify the Certification Mark or allow others to do so, except as specifically contemplated by these GFCO Branding Guidelines.
9. Company acknowledges and agrees that GFCO may, in its sole discretion, change the Certification Mark from time to time. If so, GFCO will provide Company reasonable written notice. Company acknowledges and agrees that all Product Labels printed after the date of such notice must display the changed Certification Mark. Company may sell-through Product with Product Labels bearing the prior iteration of the Certification Mark and printed prior to the date Company received notice from GFCO of the change to the Certification Mark.
10. Company's failure to comply with any of the provisions of this Logo Use Policy will constitute a breach of the Certification Agreement. Such breach will entitle GFCO to, in its sole discretion: (i) suspend performance under this Agreement and Company's right to use the Certification Mark, (ii) terminate the Certification Agreement, and/or (iii) pursue any and all rights and remedies available to GFCO under the Agreement or by law. Such remedies include without limitation equitable or injunctive relief and actual damages sustained as a result of the breach.
11. Company will not cause or permit any non-Certified product that is identical or similar to a Product (each, a "Similar Product") to be produced, manufactured, processed, packaged, re-packaged, or labeled at a Plant or at any other location. Such prohibition applies whether or not such product bears the Certification Mark, without first obtaining GFCO's prior written consent. To avoid doubt, a product with an entirely different brand name or with a Label that is markedly distinct (as determine in GFCO's sole discretion) from the Label on a comparable Product will not be considered a Similar Product.
12. Company will not publish or distribute Promotional Materials that state or imply certification of products other than the Products. Company will not make any misleading statements regarding a Product's Certification. You will not use GFCO Certification in a manner that may bring GFCO or GIG into disrepute.
13. Company will not provide incomplete information in response to Certification verification requests from third parties, including without limitation providing an incomplete copy of the Certification certificate that GFCO has provided to Company.

Contact Us

Questions:

admin@gfco.org
attn: Regulatory Manager
or call 253.218.2956

Marketing Inquires:

Chris Rich, VP of Development
Chris.Rich@gluten.org
or call 253.833.6655



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