



GFCO Branding Standards

V.4.2

EFFECTIVE 2/20/2020

Regulatory Manager

COO

CEO

Legal Usage of the GFCO Certification Mark

The GFCO certification mark may only be used by companies who have successfully completed the GFCO certification process, and only on Products that appear on a current, valid GFCO certificate. This artwork may not be modified.

Certification Marks

The certification mark consists of a master logo which may be used in a 3-color or 2-color variation and a consolidated logo in a 3-color or 2-color variation.

The 3-color master logo is the preferred variant for marketing and product applications.

The consolidated logo may be used on products less than 2 oz. net weight, and/or when there is not ample space for the master logo.



MASTER LOGO



CONSOLIDATED LOGO



Variations

The logo is 2 or 3 solid colors, it is not transparent.

When using a 2-color palette, you may use either black and white variation (as shown to the right) or two colors of your choosing (as shown on page 5). One color is used for the words, outline and fill for the 'GC'. The second color of the palette is a solid (no gradient or design) fill color for the letter g and the box.

When choosing a 3-color palette, you must use the color palette shown on page 6.



----- WHITE FILL -----



----- TWO COLOR -----



----- REVERSED OPTIONS -----

Clearance

The safety area around the master logo is defined by the height of the 'g' in 'gluten'.

The safety area around the consolidated logo is defined by the 1/4 the width of the enclosure.

These defined areas should always remain clear of any image or type. This is the minimum space, more space is always preferred.



Associated Brand Colors

It is preferred that the GFCO logo is displayed in black and white or in the GFCO brand colors; however, an associated brand may use the logo in a two-tone color palette as long as there is enough contrast with the background.

Correct variations of 2-color logos.



Incorrect variations of logos.



This is a 3-color palette. Please see page 6 for appropriate colors.



This logo is missing "certified" "GFCO.ORG". Logo cannot be modified.



This is a 3-color palette. Please see page 6 for appropriate colors.



This logo is used with a transparent background. The fill must be solid.

Colors

Legibility and contrast are very important for the logos.

The 3-color version is the preferred color palette. The supporting brand colors consist of a dark purple and a vibrant green.

If using a 2-color version black and white is the preferred palette.



3-COLOR REQUIRED VERSION



Dark Purple
PMS 2685
c.91 m.100 y.0 k.49
#260859

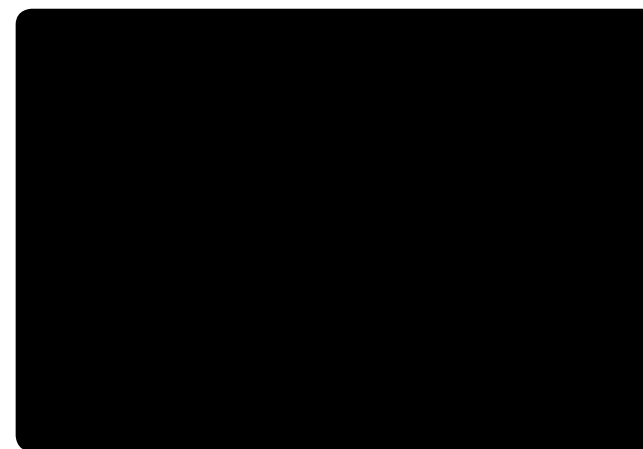


Vibrant Green
PMS 368
c.57 m.0 y.100 k.0
#7ac143

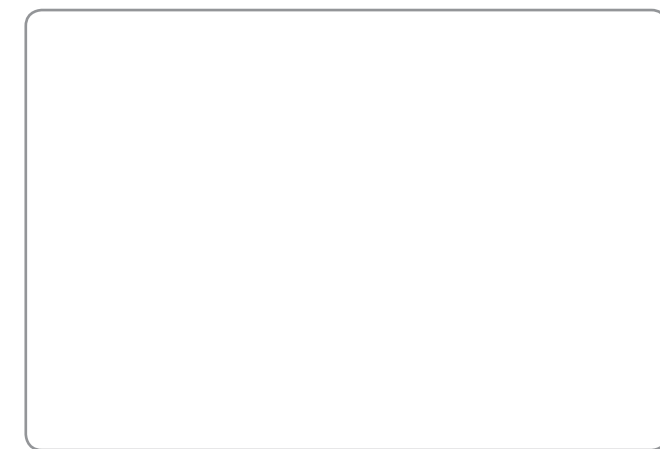


White
c.0 m.0 y.0 k.0
#FFFFFF

2-COLOR PREFERRED VERSION



Rich Black
c.60 m.40 y.40 k.100
#000005



White
c.0 m.0 y.0 k.0
#FFFFFF

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.
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.

GFCO LOGO USE POLICY (cont.)

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.