





## Our Purpose

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“  
*We believe everyone has a right  
to know what is in their food.*”

Non-GMO Project Verified remains the market leader for GMO avoidance and one of the fastest growing labels in the retail sector. The guidelines within are to provide direction to any business or organization, including approved Non-GMO Project licensees, on how to use the Non-GMO Project's trademarks. The Non-GMO Project is committed to preserving and building sources of non-GMO products, educating consumers, and providing verified non-GMO choices. It is important that Non-GMO Project trademarks are used correctly.





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# Glossary

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## **Artwork**

Illustrations, photographs, or graphics prepared for inclusion in a publication or advertisement. Artwork file types include EPS, JPG, PNG, PDF.

## **Brand Hierarchy**

The order in which artwork elements are arranged in relation to the Non-GMO Project Verified Mark.

## **Collateral**

Refers to a collection of media items that are used in order to support the sales of products and/or services.

## **CMYK**

A system of color management for printing: Cyan, Magenta, Yellow, Black.

## **Color Palette**

A set of approved colors to be used when representing the Non-GMO Project Verified Mark.

## **Hex Colors**

A way to specify color using hexadecimal values, generally associated with HTML and websites and expressed as a six-digit combination of numbers and letters.

## **Keyline**

A boundary line that separates monochromatic areas on a given page or other printed item.

## **Non-GMO Project Logo**

The brand mark for the Non-GMO Project.

## **Non-GMO Project Verified Mark**

The primary visual representation of products that have met the PVP.

## **Pantone**

A standardized color-matching system utilizing the Pantone numbering system for identifying colors.

## **The Project**

The non-profit organization that is the Non-GMO Project, dedicated to building and protecting a non-GMO food supply.

## **PVP**

Product Verification Program.

## **Tagline**

A frequently repeated word, phrase or statement that captures the essence of a brand.

## **Trademark**

A symbol, word or words legally registered or established by use as representing an organization or product. Trademarks owned by the Non-GMO project include, but are not limited to, the Non-GMO Project name, Non-GMO Project logo, Non-GMO Project Verified Mark, and “Look for the Butterfly” tagline.

## **Typeface**

A specific style or brand of typographic lettering, identifiable by its distinctive shapes; a set of digitized characters sold as a font.





## Preface

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The purpose of this publication is to provide comprehensive guidelines for the permissible uses of trademarks owned by the Non-GMO project, including, but not limited to:

- Non-GMO Project Verified Mark
- Non-GMO Project logo
- Non-GMO Project name
- Look for the Butterfly tagline

Unauthorized use of each of these trademarks constitutes trademark infringement and a breach of a participant's license agreement with the Project.

### **SCOPE**

This publication applies to any business or organization, including approved service providers, wishing to use the Non-GMO Project's trademarks. Use of the trademarks on products and in marketing materials (e.g., advertisements, website listings, social media) is restricted to authorized Non-GMO Project licensees who have signed an agreement with the Project for such trademark use.

This publication has been created to protect the value and integrity of the Non-GMO Project and its trademarks by providing guidance for the permissible uses of the trademarks and by ensuring accuracy, clarity, credibility, and consistency in how they are used.

### **APPROVAL PROCESS**

All trademark use must be in compliance with this document. For any questions regarding use of trademark on product packaging, or any other proposed uses, please contact the Client Experience Team at [verification@nongmoproject.org](mailto:verification@nongmoproject.org) for approval.

*The use of the Non-GMO Project Verified Mark on product packaging or marketing materials prior to verification is strictly prohibited.*

### **ARTWORK REQUESTS**

Artwork files are released subsequent to signing the license agreement. For licensees working with third-party creative agencies, written authorization from the licensees is required for the Project to release artwork to the agency.



## General Use Guidelines

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The Non-GMO Project Verified Mark is solely intended for the use by an authorized licensee in association with Non-GMO Project Verified products. Approval for all other uses is required; please contact [verification@nongmoproject.org](mailto:verification@nongmoproject.org).

The PVP does not verify brands, only individual products. Therefore, trademark use in a general promotional sense is typically not allowed. All products mentioned or pictured alongside the verification mark must clearly be Non-GMO Project Verified.

### **ACCOMPANYING TEXT**

If supplemental promotional text is added alongside the verification mark to remind consumers to look for the Non-GMO Project Verification Mark on products, here are some acceptable accompaniments:

- “Look for the Butterfly”
- “See our full list of Non-GMO Project Verified products at [www.nongmoproject.org](http://www.nongmoproject.org)”
- “X number of our products are now Non-GMO Project Verified”

The “Look for the Butterfly” language has been used in previous campaigns across North America, and the Project encourages brands to integrate it into their ads and promotional materials. The “Look for the Butterfly” trademark is owned by the Non-GMO Project and should follow typography guidelines.



# Typography

## FONT FAMILIES

AVENIR | LORA | LORA ITALIC

# ALFALFA

Avenir Book

# CORN

Avenir Book Oblique

# COTTON

Avenir Black

# SOY

Lora

# Sugar Beet

Lora Italic

# Zucchini

Lora Bold

# Honey

Lora Medium Italic

Typography is a powerful tool when used consistently. This set of typefaces best represent the Non-GMO Project. These typefaces should be used across all print and web applications if accompanying text will be applied.

- Avenir

Typography is a powerful tool when used consistently. This set of typefaces best represent the Non-GMO Project. These typefaces should be used across all print and web applications if accompanying text will be applied.

- Lora

*Typography is a powerful tool when used consistently. This set of typefaces best represent the Non-GMO Project. These typefaces should be used across all print and web applications if accompanying text will be applied.*

- Lora Medium Italic

The quick brown fox jumps over the lazy dog and feels as if he were in the seventh heaven

11pt

The quick brown fox jumps over the lazy dog and feels as if he

16pt

The quick brown fox jumps over the lazy dog and

21pt

Avenir is the Non-GMO Project Verified Mark's primary font and should be used in applications where promotional text is added alongside the verification mark.

Lora is the Non-GMO Project's serif typeface. It is appropriate to use for body copy and the tagline:

*Look for the Butterfly*

These fonts are licensed for personal & commercial use through Adobe and Google Fonts. The Project cannot transfer fonts to users or computers, and is not responsible for ensuring appropriate third-party licenses are in place. Please visit Adobe Fonts User Guide to read more about font licensing.



## DESIGN PRINCIPLES

# Specifications

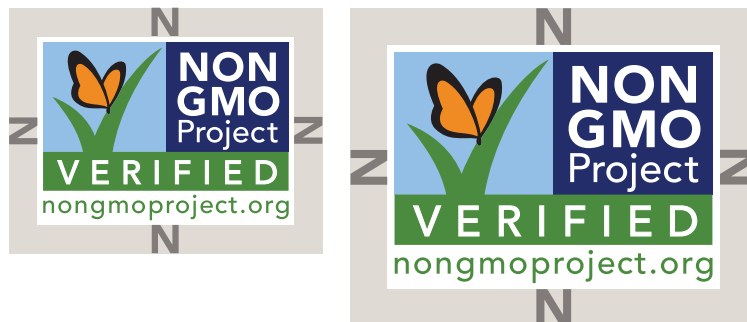
### FILE TYPES

The Non-GMO Project will issue the trademark files after successful completion of enrollment in the PVP and execution of a license agreement. If requested, artwork is available in full-color and single-color formats (black and white) in the following file types: EPS, JPG, PNG, PDF. Other file types are available upon request.

### CLEAR SPACE

To preserve the visual independence of the Non-GMO Project Verified Mark, a clear space must be maintained around the mark defined as N-height. To ensure the impact of the mark is not diminished by other design elements or logos, no text or graphic may touch the mark or enter the clear space.

The clear space for the Non-GMO Project Verified Mark is equal to the height of the capital letter "N" in Non-GMO. This minimum space should be maintained as the mark is proportionally resized and is measured from the white edge.



### URL

The URL is a required component of the verification mark.

### STANDARD VERSIONS

The full color version of the Non-GMO Verification Mark is the most recognized and is recommended. When printing the full color mark onto a colored or transparent substrate, the white must be printed in white as a spot color.

If full color production challenges present themselves the single color version with keyline should be used. The single color mark should be black or white only.



### SIZE AND PLACEMENT

The brand hierarchy must be followed so that the Non-GMO Project Verified Mark is never displayed where it could be confused with a business name of a product (e.g., larger or more prominent than a brand's own logo).

### MINIMUM SIZE

The Non-GMO Project Verified Mark should never be sized smaller than 3/8 inch in height and 1/2 inch in length to maximize legibility and recognition.







## DESIGN PRINCIPLES

# Incorrect Uses

Below are several examples of how **NOT** to represent the Non-GMO Project Verified Mark. This is by no means a complete list of examples. These examples represent the “don’ts” most commonly used when guidelines are violated.



**A.** Don’t use gradients, drop shadows, or glow effects. **B.** Do not remove url. **C.** Do not use incorrect colors. **D.** Do not use a transparent background with the full color mark; white color must be used. **E.** Do not squish, stretch or rotate. **F.** Do not use a low resolution or low quality version of the mark. **G.** Do not remove the keyline on single color marks. **H.** Do not use a decorative border. **I.** Do not recreate or stylize “Non-GMO Project” or “Non-GMO Project Verified”; these trademark claims can be made in plain text only. **J.** Do not crop. **K.** Do not use only part of the verification mark. **L.** Circular crossed out “GMO” is not allowed as it implies a complete absence claim; pursuant to the Non-GMO Project Standard, one-hundred percent GMO absence claims are not acceptable and include, but are not limited to text variations of, “contains zero GMOs,” “GMO-free,” and “GE-free.”



## Color Palette

### FULL COLOR

When using the color version of the Non-GMO Project Verification Mark, the colors specified here must be used. Accurate representation of these colors is crucial to enhancing recognition of the Non-GMO Project Verified Mark.

Colors may vary depending on paper stock and printer. Please match colors as closely as possible to Pantone coated swatches. Other than the single color use described below, the colors of the verification mark may not be altered or changed.



Pantone 283C | CMYK 41/11/0/0 | HEX #92C1E9



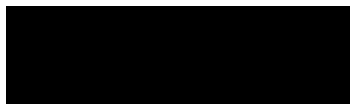
Pantone 2747C | CMYK 100/85/0/37 | HEX #001A72



Pantone 144C | CMYK 0/49/100/0 | HEX #ED8B00



Pantone 363C | CMYK 64/0/100/24 | HEX #4C8D2B



BLACK | CMYK 0/0/0/100 | HEX 000000



WHITE | CMYK 0/0/0/0 | HEX FFFFFFFF

### SINGLE COLOR

A black version and white version of the verification mark is also available. Other single color variations will not be permitted.



## Non-GMO Project Verified Mark

### NON-GMO PROJECT VERIFIED MARK (ENGLISH)



**WHO USES IT:** Participants that have verified products.

**WHERE:** On packages of verified products, as well as on marketing materials, websites, and approved corporate materials.

**HOW:** Stand-alone or accompanied by a non-competing claim. The URL at the bottom of the verification mark is always required.

#### **MINIMUM SIZE**

The Non-GMO Project Verified Mark should never be sized smaller than 3/8 inch in height and 1/2 inch in length to maximize legibility and recognition.

**INCORRECT USES:** See incorrect uses of the Non-GMO Project Verified mark under page 9.

### NON-GMO PROJECT VERIFIED MARK (FRENCH)



**WHO USES IT:** Participants that have verified products.

**WHERE:** On packages of verified products typically sold in Canada, as well as on marketing materials, websites, and approved corporate materials.

**HOW:** Stand-alone, accompanied by the Non-GMO Project Verified Mark (English) or accompanied by a non-competing claim. The URL at the bottom of the verification mark is always required, as is ensuring compliance with any applicable laws, ordinances, rules, or regulations. Please consult your license agreement for more information.

**MINIMUM SIZE:** The Non-GMO Project Verified Mark should never be sized smaller than 3/8 inch in height and 1/2 inch in length to maximize legibility and recognition.

**INCORRECT USES:** See incorrect uses of the Non-GMO Project Verified mark under page 9.



# Non-GMO Project Verification Mark & Use of the Non-GMO Project Logo

## NON-GMO PROJECT VERIFICATION MARK (BILINGUAL)



**WHO USES IT:** Participants that have verified products.

**WHERE:** On packages of verified products typically sold in Canada, as well as on marketing materials, websites, and approved corporate materials.

**HOW:** Stand-alone or accompanied by a non-competing claim. The URL at the bottom of the verification mark is always required, as is ensuring compliance with any applicable laws, ordinances, rules, or regulations. Please consult your license agreement for more information.

### MINIMUM SIZE

The Non-GMO Project Verified Mark should never be sized smaller than 3/8 inch in height and 3/4 inch in length to maximize legibility and recognition.

**INCORRECT USES:** See incorrect uses of the Non-GMO Project Verified mark under page 9.

## THE NON-GMO PROJECT LOGO



**WHO USES IT:** The Non-GMO Project nonprofit organization.

**WHERE:** The Non-GMO Project logo is not to be used in association with verified products.

**HOW:** Use of this artwork is extremely limited and requires prior approval. To obtain approval of intended use please send materials to: [verification@nongmoproject.org](mailto:verification@nongmoproject.org).



# Non-GMO Project Verified Mark for FSIS

## NON-GMO PROJECT VERIFIED MARK FOR FSIS



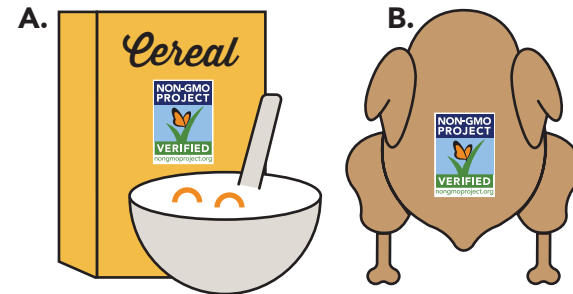
**WHO USES IT:** Participants that have verified single-ingredient products sold in the U.S. that require approval from the U.S. Department of Agriculture (USDA) Food Safety and Inspection Services (FSIS). **Visit the FSIS website to learn whether your product(s) fall under FSIS purview.**

*Licensed participants who sell verified product(s) in Canada only do not need FSIS artwork, regardless of product type.*

**WHERE:** On packages of single-ingredient verified products sold in the U.S. that require FSIS approval and feature Non-GMO Project trademarks.

**HOW:** Must be used in conjunction with the following text: “[Animal] Raised & Fed a Diet in Compliance with the Non-GMO Project Standard for Avoidance of Genetically Engineered Ingredients.”

**INCORRECT USES:** In addition to the incorrect uses of the Non-GMO Project Verified Mark listed under Item No. 1, the following also apply:



A. in association with non-FSIS products

B. without the required FSIS text claim



## Collateral

### ON MARKETING MATERIALS

The trademarks should never be displayed such that they could be confused with the business name or brand name of a product or in any way that implies endorsement of initiatives not applicable to the Non-GMO Project.

Your materials will readily comply with these guidelines if you follow brand hierarchy. Remembering that the Non-GMO Project Verified Mark represents a product certification system and is registered as a trademark:

- *It must always be less prominent than any other elements in the material.*
- *It must never be confused with another company or organization's corporate identity.*
- *In order to achieve this, it can be made smaller than other corporate logos and also placed lower in the layout.*

### WEBSITE

Sharing a brand's commitment to non-GMO is a powerful way to leverage verification. Please apply the same guidelines as those defined in the Design Specification section.

Examples of impactful ways to highlight Non-GMO Project verification online include:

- *Display the Non-GMO Verified Mark beside a list of all verified products.*
- *Display the Non-GMO Verified Mark alongside other certifications (must include a disclaimer regarding product-by-product evaluation).*
- *Create a page showcasing support of ingredient transparency and commitment to non-GMO products.*

Additional examples of marketing materials featuring the Non-GMO Project Verified Mark (not exhaustive):

- *Ads*
- *Sell sheets*
- *In-store signage*
- *Coupons*
- *Point of purchase materials*
- *Trade show displays*
- *Social media posts*

### WHAT IS NOT CONSIDERED PROMOTIONAL MATERIALS

The Non-GMO Project Verified Mark always refers to verified products, not companies or organizations. The Non-GMO Project Verified Mark must never be used on the following materials:

Company or organizational stationery, including:

- *Letterheads*
- *Fax covers*
- *E-mail signatures*
- *Business cards*
- *Folders, envelopes, memo cards*

### EXCEPTIONS

The Non-GMO Project Verified Mark can be used in a company report provided it's used to refer to Non-GMO Project Verified products on the appropriate page or pages only. The Non-GMO Project Verified Mark may be used in wholesale supplier e-mail signatures provided Non-GMO Project verification applies to your entire product line.





MARKETING AND COMMUNICATIONS

## Use by Retailers & Industry Partners

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### USE BY RETAILERS

**WHO:** Physical stores and online retailers that promote and sell Non-GMO Project Verified products.

**WHAT:** Non-GMO Project Verified Mark (English, French or Bilingual).

**WHERE:** Print or digital marketing materials, including, but not limited to, in-store signage, advertising, sales flyers, shelf channels, and exterior signage, as well as merchandising, educational, and outreach materials.

**HOW:** Retailers must register with the Non-GMO Project as either a Registered Retailer or a Supporting Retailer and agree to the terms of the Non-GMO Project Retailer License Agreement.

*Initial samples of trademark use on mocked-up marketing materials must be submitted for review and approval to [verification@nongmoproject.org](mailto:verification@nongmoproject.org).*

### INDUSTRY PARTNERS

**WHO:** Organizations that wish to use the Non-GMO Project trademarks for educational purposes.

**WHAT:** Non-GMO Project Verified Mark.

**WHERE:** At community events, in flyers, or other marketing materials that aim to heighten education and awareness about the Non-GMO Project and/or the meaning behind the verification mark.

**HOW:** With consultation and approval by the Non-GMO Project Marketing Department, depending upon intended use.

*Proofs of all materials developed with the Non-GMO Project trademarks must be submitted to [verification@nongmoproject.org](mailto:verification@nongmoproject.org) for approval prior to use.*

### USE BY WHOLESALERS

**WHO:** Wholesale manufacturers and growers that promote and sell Non-GMO Project Verified ingredients.

**WHAT:** Non-GMO Project Verified Mark.

**WHERE:** Print or digital marketing materials, including, but not limited to, e-mail signatures, marketing presentations, tradeshow displays, as well as business development and outreach materials.

**HOW:** With consultation and approval by the Non-GMO Project Marketing Department, depending upon intended use.

*Proofs of all materials developed with the Non-GMO Project trademarks must be submitted to [verification@nongmoproject.org](mailto:verification@nongmoproject.org) for approval prior to use.*



## Accurate and Truthful Labeling

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### **ACCURATE AND TRUTHFUL LABELING**

The labeling of verified products is required to be accurate, truthful, and not misleading. If you need assistance with any of these guidelines please reach out to [verification@nongmoproject.org](mailto:verification@nongmoproject.org)

### **IN PROCESS**

Promotion of in-process status on marketing materials or on packaging is strictly prohibited. Verbal communication of a brand's efforts toward Non-GMO Project verification is allowed. This is a conversational claim and must not be used in conjunction with the Non-GMO Project Verified Mark.

### **GMO FREE**

The Project does not allow the use of the phrase "GMO Free" or similar claims (e.g., zero GMOs, 100% no GMOs). These claims are not legally or scientifically defensible. The Project's claim offers a true statement acknowledging the reality of contamination risk while assuring the shopper that the verified product in question is in compliance with the Non-GMO Project Standard.

### **FIRST AND ONLY**

The Project does not allow claims of exclusivity, such as "first Non-GMO Project Verified potato chip" or "only Non-GMO Project Verified pasta." With multiple technical administrators verifying thousands of products, we are unable to confirm and ensure the accuracy of these claims.

### **COMPETING**

No other non-GMO certifications may be used in conjunction with the Non-GMO Project trademark. It is prohibited to promote products as both verified by the Non-GMO Project and being non-GMO under a different program. This does not include text statements on packaging, such as "non-GMO" that are not affiliated with another organization or certification body.

### **NATIONAL BIOENGINEERED FOOD DISCLOSURE STANDARD (NBFDS)**

Participants must not use the Project's trademarks on any product, display, or marketing material that also bears a bioengineered food disclosure, pursuant to the NBFDS. For more information, please contact the Project.



## Closing

*Thank you for your support of the Non-GMO Project mission! Together, we are empowering people to care for themselves, the planet, and future generations.*

### FINAL COMMENTS

The Project actively monitors the use of the Non-GMO Project Verified Mark on packaging and promotional materials in the marketplace and will take appropriate action to protect its integrity. It is encouraged to notify Non-GMO Project with any questions or when suspected misuse is identified.

If ever in doubt, please reach out to the Client Experience Team at [verification@nongmoproject.org](mailto:verification@nongmoproject.org).

We are happy to help with trademark use on packaging, messaging, marketing materials, campaigns, or promotions.

