

# COELIAC UK EXTERNAL BRAND GUIDELINES

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# OUR BRAND. AND WHY IT MATTERS

The world has changed so much since Coeliac UK was formed 50 years ago.

**We have been behind huge improvements in how coeliac disease is seen, diagnosed and treated, and in the increased choice, quality and availability of gluten free food.**

In the last 10 years alone we have helped over a hundred thousand members get their lives back on track with the gluten free diet, never mind the countless others who we have helped by improving diagnosis, getting gluten free food on menus and raising awareness of the needs of people impacted by gluten. And as the biggest funder of coeliac disease research in the UK, we continue to be the driving force for finding the answers to coeliac disease and managing the impacts of gluten.

Today, with a growing community of people reliant on a gluten free diet, we are as relevant and needed as ever.

And our work with our community of supporters, sponsors and commercial partners helps us deliver this change. We look forward to working with you to deliver a strong, accurate and consistent message to the community about the work being done to improve the lives of those living without gluten.

# WORKING WITH COELIAC UK

We engage with a range of individuals, community and business organisations to deliver improvements and benefits to the gluten free community, and drive our research aims.

To ensure our name, trademarks, intellectual property and personnel are accurately portrayed and protected, we ask all individuals or organisations who work with us to abide by this document.

In the physical delivery of activities or communications around our different areas of work, please refer to this document and the relevant brand fact sheets for guidance:

- Brand guidelines on GF accreditation
- Brand guidelines on Crossed Grain certification

- Brand guidelines on Gluten Free Guarantee participation

**Our Commercial team can provide these factsheets. Please email:**  
[marketing@coeliac.org.uk](mailto:marketing@coeliac.org.uk).

# DESCRIBING WHO WE ARE AND WHAT WE DO

Using the right terminology ensures we reach and engage our target audiences.

- The charity should always be referred to as 'Coeliac UK'. No other variations are acceptable eg Coeliac Society.
- Coeliac UK is the charity for people who need to live without gluten, including those who need help managing coeliac disease, IBS or gluten related sensitivities.
- The charity's vision: no life limited by gluten. That is the vision which drives their research, campaigning and fundraising efforts.

**Please note:**

- If you need to refer to 'people with coeliac disease', please use this term rather than 'coeliacs'.
- Please avoid referring to people with coeliac disease or managing gluten related symptoms as 'sufferers'. Use the terminology above to describe their condition or situation.

- Coeliac UK maintains editorial control over content (for example advertorials in our magazine or listings in our commercial newsletters).

**Describing our work**

Where possible, use the below text alongside our logo. If appropriate, use one of the following paragraphs alongside our logo to describe the charity and what we do.

**Short**

Coeliac UK is the charity for people who need to live without gluten. We provide independent, trustworthy advice and support so people can live well, gluten free.

**Medium**

Coeliac UK is the charity for people who need to live without gluten. We provide independent, trustworthy advice and support, strive for better gluten free food in more

places, and fund crucial research to manage the impacts of gluten and find answers to coeliac disease. And we do it all so that one day, no one's life will be limited by gluten.

# KEY FACTS ON COELIAC DISEASE AND THE GLUTEN FREE DIET

When providing information on coeliac disease and the gluten free diet in reference to working with or supporting Coeliac UK, please use the following evidence based information referencing Coeliac UK as the source.

- Coeliac disease is an autoimmune disease caused by a reaction to gluten – it is not an allergy or intolerance.
- Damage to the gut lining occurs when someone with coeliac disease eats gluten.
- Coeliac disease affects at least 1 in 100 people in the UK and in Europe.
- Only about 24% of people with the condition are currently clinically diagnosed.
- 13 years is the average time for someone to be diagnosed from onset of symptoms.
- There is no cure for the condition; the only treatment is a strict gluten free diet for life.
- If a gluten free diet is not followed, the disease can lead to nutritional deficiencies and complications such as osteoporosis, cancer of the small bowel and unexplained infertility problems.
- Gluten is a protein found in the grains wheat, rye and barley. Some people with coeliac disease are also sensitive to oats.
- Typical sources of gluten include foods that contain traditional flour such as, breads, pasta, cereals, cakes and biscuits. But it can also be found in foods such as fish fingers, sausages, gravies, sauces, stock cubes, soy sauce and even in some chocolate.
- If someone accidentally eats gluten, they are likely to be unwell within a few hours. Symptoms can be varied but include severe diarrhoea and vomiting and can last several days.
- Gluten free food can be contaminated by food that contains gluten during preparation. Sources of contamination include: breadcrumbs in

# KEY FACTS ON COELIAC DISEASE AND THE GLUTEN FREE DIET

toasters and on bread boards; utensils used for spreading condiments such as butter and jam on bread; and, cooking oil and water.

- It's a myth that you can grow out of coeliac disease. Once diagnosed, you have it for life.
- Coeliac disease is a genetic condition and runs in families. Studies show that if someone in a family has the condition, there is a 1 in 10 chance of a close relative developing the disease.
- People with Irritable Bowel Syndrome (IBS) should be tested for coeliac disease as 1 in 4 people with coeliac disease have previously been treated for IBS prior to diagnosis.
- People with coeliac disease cannot join the armed forces.
- Dermatitis herpetiformis (DH) is the skin presentation of coeliac disease.

## **Contact us**

If you need more specific information please contact Coeliac UK on 0333 332 2033 or:

**Diet and health:** [dietetics@coeliac.org.uk](mailto:dietetics@coeliac.org.uk)

**Food and drink:** [foodanddrink@coeliac.org.uk](mailto:foodanddrink@coeliac.org.uk)

## **Membership enquiries:**

[generalenquiries@coeliac.org.uk](mailto:generalenquiries@coeliac.org.uk)

## **Commercial enquiries:**

### **GF accreditation/catering enquiries**

[catering@coeliac.org.uk](mailto:catering@coeliac.org.uk)

### **Crossed Grain product certification/**

### **manufacturer enquiries**

[licensing@coeliac.org.uk](mailto:licensing@coeliac.org.uk)

### **Advertising enquiries**

[marketing@coeliac.org.uk](mailto:marketing@coeliac.org.uk)

# WORKING TOGETHER

Coeliac UK works with a range of individuals, commercial companies, non profit organisations and community groups in delivering the improvements that make living gluten free possible.

**This page illustrates some of these relationships and guidelines for describing these relationships in communications. These arrangements need to be agreed with Coeliac UK prior to publicising.**

## **Crossed Grain certification scheme**

Companies whose products are certified under the Crossed Grain licensing scheme may use a number of phrases including:

- 'Working with Coeliac UK'
- 'Certified by Coeliac UK'

See the [Crossed Grain brand application guidelines](#) for more detailed information.

## **GF Accreditation scheme**

Companies who are accredited under our GF Accreditation scheme may use a number of phrases including:

- 'Working with Coeliac UK'
- 'Accredited by Coeliac UK'

See the [GF accreditation brand application guidelines](#) for more detailed information.

## **Coeliac UK Catering training programme**

Companies who have successfully completed one of Coeliac UK's catering training programme courses may use the phrase: 'completed Coeliac UK's catering training'\*.

## **Gluten free Guarantee campaign**

Companies who are part of our Gluten free Guarantee campaign may use the following phrases:

- 'Working with Coeliac UK to offer customers a Gluten free Guarantee'
- 'Gluten free Guarantee campaign partner'
- 'Retailer X is a Coeliac UK Gluten free Guarantee retailer'



# WORKING TOGETHER

See the **Gluten free Guarantee brand application guidelines** for more information.

## **Advertising with Coeliac UK**

Companies who advertise with us and are recognised as a reputable commercial partner may use the phrase 'working with Coeliac UK'. Advertisers must follow Coeliac UK's **Advertising Guidelines**.

## **Sponsorship with Coeliac UK**

Companies who are working with us under a sponsorship or fundraising agreement will be able to say they are doing so and use agreed phrases. Each situation must be approved on its own merits but the type of appropriate wording includes:

- Supported by Coeliac UK
- Working with Coeliac UK
- Supporting Coeliac UK
- In aid of Coeliac UK
- Campaigning to help Coeliac UK

All materials related to the sponsorship agreement need to be approved by the Commercial team.

\*Please note certificates are provided for successful completion of these courses.

# RULES FOR USE OF OUR LOGOS

Our brand identity is very important, which means we've got to protect it and ensure that third parties use our logo correctly.

- Coeliac UK must approve all uses of Coeliac UK's logos by external parties. This is usually done by our Marketing and Communications team.
- The team must approve how our logos are applied, so must have sight of all final proofs with at least two days leeway.
- The logos must not be tampered with in any way, and must be strictly applied in the designated colours and formats shown in the Visual Identity Guidelines.
- The logos must not be applied any smaller than the minimum size requirements laid out in the Visual Identity Guidelines.
- If the Coeliac UK logo is being used on a website, then a link to our website should also be included. Preferably the logo itself would be hyperlinked, but if for some reason this isn't possible a link alongside it would be acceptable.
- Where appropriate, include a statement with the logo (see page 6 on 'Describing who we are and what we do').
- If the website or content that sits alongside of our logo on a third party website changes, then we need to be notified to check whether it's still appropriate for our logo to be shown on the site.

# USE OF COELIAC UK'S TRADEMARKS

There are strict guidelines around the use of Coeliac UK's numerous trademarks, and these trademarks can only be used with the expressed permission of Coeliac UK.

Strict guidelines apply to the use of the charity's trademarks, the Crossed Grain symbol and GF accreditation symbol. We also have a copyright symbol, the Gluten free Guarantee.

These are the only logos, other than the charity's corporate logo, to be used to promote or represent the work of the charity.

Instructions on how to apply the logos correctly can be found in the brand factsheets for each symbol – please contact the Commercial team.

## Please note:

Use of the Crossed Grain symbol in any communication is strictly under licence only. The use of the symbol by licensees is covered in Coeliac UK's [Crossed Grain brand application guidelines](#), which can be obtained on request.

No representation, copy or similar device to the Crossed Grain symbol should be created to denote the gluten free status of a product. The Crossed Grain symbol is a registered trademark and covered by copyright law.

No representation, copy or similar device to the GF accreditation symbol should be created to denote the gluten free ingredients status of a dish. The GF accreditation scheme logo is a registered trademark and covered by copyright law. See Coeliac UK's [GF accreditation brand application guidelines](#), which can be obtained on request.

There are also strict rules around the application of the Gluten free Guarantee, as it is a specific commitment by retailers to stock gluten free food.

If you are interested in finding out more about these schemes, please contact the Commercial team.



Our trusted symbol helps consumers find safe gluten free food quickly and makes shopping easier.



Our stamp of approval for venues that cater gluten free so customers can relax and enjoy their meal.



A commitment from food retailers to stock your gluten free essentials, wherever you are.

# HOW TO PROMOTE YOUR WORK WITH COELIAC UK

- When promoting your work with Coeliac UK, please consult with us prior to public release. This document should be used as a reference in developing content for approval.
- Coeliac UK may be able to assist with information to be included in a press release, such as a quote or a fact. However, each case will be considered on an individual basis, and requires at least one (1) week's notice, prior to communication deadline.
- In the event of a crisis issue arising relating to a company's gluten free products or services that are linked to Coeliac UK's corporate or licensed trademarks, please contact Coeliac UK as soon as possible. If you hold Crossed Grain certification or are GF accredited, you have certain obligations under your contract with Coeliac UK to notify us of failure to meet the relevant rules and standards around manufacture or provision of gluten free food. Please check your contract in the event of any issues or contact us for further advice. The charity's Communications team will be able to assist with management of the issue, where appropriate.
- Coeliac UK must remain impartial throughout its social media communication channels. We are therefore unable to promote and link directly to a company's website, Facebook or Twitter account unless as part of a paid for sponsorship or agreed advertising package which will be set out in an agreement with Coeliac UK. Promotional posts made by companies on Coeliac UK social media sites will not be accepted. Reference made to the charity on a company's social media sites are subject to the same rules as discussed earlier in this document.
- Sponsors, affinity and accredited partners of Coeliac UK may be promoted directly via the Coeliac UK Food twitter account as per original terms and conditions agreed between both parties.
- Wherever possible companies promoting their brands via Coeliac UK publications should include full customer facing contact information on the advertisement. This preferably would include a telephone number, website address, email address and postal address, if appropriate.

# LEGAL REQUIREMENTS FOR WORKING WITH COELIAC UK

- Information created and published in our printed or digital communications or discussed in private conversations with Coeliac UK personnel is subject to copyright law and is the property of Coeliac UK. It may not be reproduced without express agreement of the charity prior to publication.
- Coeliac UK retains the right to refuse to publish promotional material that contains health claims not expressly supported by substantive scientific and clinical research or recognised by the European Food Safety Authority. This will include reference to suggestions that a gluten free diet would be beneficial for conditions other than coeliac disease.
- The Advisory Committee on Borderline substances (ACBS) has published guidance for companies wishing to promote their gluten free products available on prescription. Coeliac UK will not be responsible for policing this policy but may refuse to

publish promotional material that directly infringes the ACBS policy. Guidance from ACBS should be sought by the company concerned if there is any doubt about the policy.

- Coeliac UK recognises that companies feel the need to include generic information about coeliac disease, following a gluten free diet or health associated advice in their communications. However the charity retains the right to refuse publication of promotional material from a company in its communications that includes advice contrary to or contradictory to that given by Coeliac UK to its members.
- Coeliac UK reserves the right to refuse to publish information from companies that could be deemed to be in competition with the charity's Membership services.
- Commercial organisations have a responsibility to review and amend any existing publications based

on the guidance laid out in this document to ensure that terminology and factual information is correct and up to date. Coeliac UK reserves the right to refuse to publish any advertising or editorial content that is incorrect.

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# CONTACT

## **Commercial team**

marketing@coeliac.org.uk • 01494 796112