

Symbol Usage and Advertising Guidelines

The Symbol Usage and Advertising Guidelines may change from time to time.

The Glycemic Index (GI) Symbol is a registered certification trademark of the University of Sydney in Australia and other countries. A food product carrying this logo is nutritious and has been tested for its GI by an accredited laboratory.

The Glycemic Index Foundation has the international right to license the GI Symbol to food organisations for use in assisting consumers to identify foods that have been properly GI-tested and which satisfy strict nutritional criteria.

The symbol must only be used in accordance with the following guidelines and pursuant to the Terms and Conditions.

Pre-approval Required

All artwork bearing the GI symbol must be provided to the Glycemic Index Foundation in PDF form prior to production. The Glycemic Index Foundation must approve in writing all proposed reproductions of the licensed property (the “GI symbol”), including packaging, display material, media materials and print, radio and television advertising, as well as recipes associated with approved products.

Approval must be sought for each proposed usage. When seeking approval, proposed artwork must be supplied, as well as final copy used in labels and promotional material. For promotional material, information on the context in which the symbol will be used is also required.

All references to the GI Symbol Program or the Glycemic Index Foundation must also be approved prior to distribution.

The Glycemic Index Foundation reserves the right, within its sole discretion, to accept or reject any material using the intellectual property.

General

The GI symbol must only be used in association with the approved product(s) – that is, products covered by the license agreement between the organisation and the Glycemic Index Foundation.

The symbol must not be used in a way that is misleading or likely to adversely affect the owner of the intellectual property, the Glycemic Index Symbol Program or the Glycemic Index Foundation.

The following notice must appear on materials which show the GI symbol:

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Symbol Location on Product Labels

- The GI symbol must be located on the front panel of the package of the food product.
- The Approved Product’s GI rating (that is, number) with the descriptive term (low, medium, high) in brackets after the number must be placed near the nutrition panel. The preferred approach is to use a smaller representation of the GI symbol followed by = then the number and descriptive term in brackets.
eg. GI = 45 [Low].
- The following explanation of the GI is required to be used in close proximity to the GI rating (wording to be used exactly, however the words “Glycemic Index” may be inserted after “GI” or used instead of “GI”):

The GI is a ranking of carbohydrates according to their effect on blood glucose levels.

- If further explanation is desired, the following additional sentence is can be used:

For the same amount of carbohydrate, foods with a lower GI raise blood glucose less than those with higher GI values.

How to determine descriptive terms

Low – to be used if the GI value is 55 or less.

Medium – to be used if the GI value lies between 56 and 69 inclusive.

High – to be used if the GI value is 70 or more.

Graphic Representation

The GI symbol must not be reproduced using poor quality methods.

An electronic version of the registered symbol will be made available to licensees on request.

The Certification Mark (GI symbol) must be reproduced in the designated colours only (or black and white under approved circumstances) and must not be distorted in any way.

The Certification Mark must be used in a manner that creates a unique commercial impression separate and distinct from other matter on the label, and must not be covered by text or pictures or incorporated into other text, design or picture so as to appear a part of that text, design or picture.

The designated PMS colours for the symbol are:

BLUE - PMS 280 (for uncoated stock), PMS 288 (for coated stock) or C100 M70 K10 (for 4-colour process print)

YELLOW - PMS Yellow

The registered trademark symbol ® must always appear in the designated position in the Certification Mark following the Certification Mark being registered as a certification trade mark.

Descriptions of Product Involvement in the Program

Approved products may be referred to as:

- “GI tested”
- “a licensed product/food in the Glycemic Index Symbol Program”
- “licensed by the Glycemic Index Foundation as part of the GI Symbol Program”
- “GI has been tested using approved methodology”

The use of the words “endorsed”, “GI-endorsed”, “accredited” or “GI-approved” are **not** permitted.

Any associated promotional claims must not use the word “diabetes” or any other disease state or physiological condition.

Compliance with Regulations

GI licensees are responsible for all claims made in product labelling, promotions and advertising.

Approved Products and associated packaging and promotional material must comply with all relevant laws, regulations and industry codes of practice of the country(ies) in which the product is licensed to use the GI symbol.

All approved products must have a nutrition information panel on the packaging or, in the case of fresh food, in association with the display. The nutrition information panel must comply with the relevant regulations of the country(ies) in which the product is marketed eg the Australia New Zealand Food Standards Code.

Nutrition messages (text and pictorial) or allowable claims associated with approved products must be technically correct, must not be confusing or misleading and must comply with all relevant laws and regulations of the country(ies) in which the product is marketed eg the Australian Trade Practices Act 1974.

All packaging, promotional and advertising material distributed in Australia must also comply with any relevant codes of practice eg the Code of Practice on Nutrient Claims in Food Labels and in Advertisements (National Food Authority, 1995).

The Glycemic Index Foundation is not able to provide advice on the legality of marketing claims. The food regulations are complex and licensee companies are required to obtain their own legal advice and sign a declaration that their product label and marketing complies with all relevant legislation and codes of practice.