



Trademark Use Guide

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**NON
UPF**
VERIFIED



Through consistent use of the mark and adherence to clear guidelines, participants of Non-UPF Verified play a shared role in building consumer confidence and moving our food system toward greater integrity and authenticity. Together, we are reshaping the marketplace — one thoughtful product at a time.

Introduction

Non-UPF Verified™ brings clarity to a complex industry of processed foods, providing first-of-its-kind labeling and clear standards for identifying minimally processed, nourishing foods that support both human and environmental wellbeing.

Non-UPF Verified is an independent program created and operated by the same team behind the Non-GMO Project Verified seal — one of North America's most trusted third-party food certifications. Drawing on nearly two decades of experience advancing transparency in the food system, Non-UPF Verified brings that same commitment to rigor, integrity, and consumer empowerment to food processing.

These guidelines support all businesses and organizations — including approved Non-UPF Verified licensees — in the correct and consistent use of trademarks and messaging. Cohesive use of the mark strengthens consumer trust, supports marketplace transparency, and helps build a collective movement.



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Glossary

Verification Mark / “the Mark”

The official primary and secondary Non-UPF Verified certification marks provided to licensees.

Licensee

A company or organization approved to use the Non-UPF Verified mark for specific products under a signed license agreement.

Non-UPF Verified Standard

The public technical standard outlining the criteria required for a product to become Non-UPF Verified.

Brand Hierarchy

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

Keyline

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

Collateral

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

Hex Colors

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

Pantone

A standardized color-matching system utilizing the Pantone numbering system for identifying colors for both digital and printed materials.

3. Legal Use Guidelines

These guidelines define the permitted uses of trademarks associated with Non-UPF Verified. Use of the trademarks is restricted to authorized licensees who have signed a license agreement that explicitly grants permission for trademark use.

All trademark use – including product packaging, digital promotion, and marketing materials – must comply with this document. Unauthorized use of the Non-UPF Verified marks or any related trademarks constitutes trademark infringement and a breach of the license agreement.

For questions related to packaging, placement, or proposed uses, contact:
marketing@nonultraprocessed.org

Use of the mark prior to official verification and approval is strictly prohibited.



4. General Use Principles

The Non-UPF Verified mark identifies individual products that have met all requirements of the Non-UPF Verified Standard. The program does not verify entire brands or companies. Therefore:

The mark must only be used in association with products that are Non-UPF Verified.

It may not be used to describe or imply verification of a full brand, company, or product family.

Any product shown or mentioned near the mark must be clearly Non-UPF Verified.

Trademarks associated with Non-UPF Verified are distinct and may not be substituted with, combined with, or represented by any other logos, icons, or phrases from related programs, campaigns, or initiatives. This includes – but is not limited to – marks used by the Non-GMO Project, the Food Integrity Collective, or any other affiliated efforts. Each program maintains its own trademark system and use guides.

The Non-UPF Verified mark may be used solely for products that have completed Non-UPF verification. Any additional use of program marks – including media, educational content, or promotional contexts – requires prior approval. For questions or permissions, please contact: marketing@nonultraprocessed.org



5. Specifications

5.1 File Types

The Non-UPF Verified team will issue trademark files after successful program enrollment and execution of a license agreement. File types include:

EPS (vector, print)

PDF (vector, print)

PNG (transparent, digital)

JPG (digital)

Use only approved, unaltered files.



Primary Mark
(Rectangular Lockup)



Primary Mark
(Rectangular Lockup)



Secondary Mark
(Circular Lockup)



Secondary Mark
(Circular Lockup)

5.2 Clear Space

To preserve visibility and independence, 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-UPF Verified mark is equal to the height of the capital letter "N" in Non-UPF. This minimum space should be maintained as the mark is proportionally resized and is measured from the outside of the mark keyline.

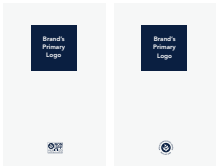
Clear space must scale proportionally with the mark.



Logo Clearspace

5.3 Size & Placement

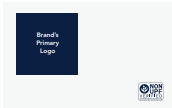
The Non-UPF Verified mark must never appear larger or more prominent than a brand's primary logo. Follow brand hierarchy as a guiding principle:



The certification mark should support – not compete with – brand identity.

The mark must be placed cleanly and legibly, never within busy or visually complex zones.

Avoid placement that could imply the mark is part of a product's name or brand identity.



5.4 Minimum Size

To ensure legibility:

Minimum height: 3/8 inch

Minimum width: 1/2 inch

The URL must remain readable at all allowed sizes.



Digital Size:

Size: Minimum Width: .50 pixels



Digital Size:

Size: Minimum Width: .50 pixels



Minimum Size:

Size: Minimum Height: 0.38 inches



Digital Size:

Size: Minimum Width: 0.275 inches

5.5 Required Components

The standard verification mark includes:

The icon

The NON UPF VERIFIED wordmark

The URL: nonultraprocessed.org

The keyline

All elements are required and may not be removed or rearranged.



6. Using the Mark

6.1 Color Versions

The Non-UPF Verified mark is available in the official brand colors listed here, as well as in black and white. These assets are provided for convenience and immediate use.

Brands with Verified products may also reproduce the mark in **any single solid color of their choosing** to support packaging flexibility and contrast requirements. All elements of the mark must appear in that one color; altering individual components independently is not allowed.

Not permitted:

- X** Multi-color versions
- X** Changing the mark's proportions
- X** Editing or removing the URL
- X** Redrawing the icon or substituting new artwork
- X** Adding outlines, drop shadows, bevels, or filters
- X** Placing the mark inside another shape or badge
- X** Using the icon alone without approval
- X** Rotating, skewing, stretching, or warping
- X** Animating the mark
- X** Using the mark as a watermark or patterned background
- X** Cropping any part of the mark

6.2 Color Requirements

To protect the clarity and recognizability of the Non-UPF Verified mark, all uses must appear in **one solid color only**. No gradients, shading, patterns, or multi-color treatments are permitted.

The preferred palette for the mark includes the official Non-UPF Verified brand colors listed below. These options are recommended for consistency, but **brands with Verified products may use any single color that best fits their packaging or branding**, provided the color is applied uniformly.

Official Brand Colors:



Pantone 282 C | Hex 041E42



Pantone 214 C | Hex CE0F69



White



6.3 Transparency & Background

The Non-UPF Verified mark must be reproduced in a single color and shall retain a fully transparent background. This requirement ensures that the underlying packaging remains visible behind the mark.

Marks may be placed on patterned backgrounds only if high legibility is maintained. Avoid low-contrast areas, gradients, photography, or visually busy regions.

If a background pattern or graphic compromises legibility, the licensee may place the mark on a solid color block in alignment with their package design to ensure adequate contrast. Use of a color block is permitted solely for the purpose of preserving readability and may not otherwise alter or obscure the trademark.

7. Authorized Non-UPF Verified Marks

The Non-UPF Verified program provides two official certification marks for use on verified product packaging and related materials:

Primary Mark (Rectangular Lockup)

This is the preferred mark and should be used whenever size, layout, and packaging design allow. It offers maximum clarity and visibility for consumers.

Secondary Mark (Circular Lockup)

This mark is available for use in situations where the primary mark cannot be accommodated – such as small packaging formats, limited label real estate, or when displayed among multiple certifications as part of a claims suite. Its use must still comply with all specifications outlined in these guidelines.

Both trademarks are authorized solely for identifying products that have successfully completed the Non-UPF Verified verification process.

Licensees may not create or use any alternate logos, icons, lockups, or derivative artwork to represent verified products. Only the official marks provided by Non-UPF Verified may be used.

For all inquiries related to artwork, placement, or requests for clarification, contact:
marketing@nonultraprocessed.org

Primary Mark
(Rectangular Lockup)



Secondary Mark
(Circular Lockup)



8. Marketing Use

8.1 Websites

The Non-UPF Verified mark is applicable to Verified products, not companies or organizations.

To help shoppers access details and build awareness of our rigorous definition of non-ultraprocessed, brands that achieve Non-UPF verification and use the verification mark on products may also use the mark alongside online product listings.

Brands are encouraged to create a webpage with a unique URL discussing their Verified products and the importance of their commitment to providing non-ultraprocessed options. Shared messaging can help amplify the program and create opportunities to meet demand for a shared definition for non-ultraprocessed foods. The Non-UPF team can provide content support and review upon request.

8.2 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-UPF Verified program.

Your materials will readily comply with these guidelines if used in accordance with brand hierarchy:

It must never appear more prominently than a company's primary branding.

It must not imply company-wide verification or program endorsement of non-applicable initiatives.

It should be positioned smaller and lower than corporate logos when sharing a layout.

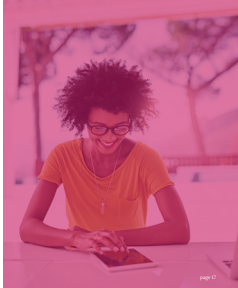


8.3 Promotional Materials

The Non-UPF Verified mark always refers to verified products, not whole brands, companies or organizations. The Non-UPF Verified mark may be used in documents in certain cases, such as a company report, product sheet, summary or value statement, provided it is used to refer to specifically Non-UPF Verified products on appropriate pages only.

The Non-UPF Verified mark may be used more expansively in brand or wholesale supplier communications provided it is accompanied by clear acknowledgment that Non-UPF verification applies to your entire product line. Some examples include:

- Branded email signatures
- Social media profiles
- Digital presentation decks
- Business cards
- Event displays





9. Press Guidance

It is important that Non-UPF Verified is represented clearly and accurately by the press. This is a unique program based in transparent education and third-party verification to a publicly available Non-UPF Verified Standard.

Press materials must:

Use only approved trademarks

Avoid confusion with other certifications or campaigns

Refer only to verified products

For assistance with media language or review, contact:
marketing@nomultraprocessed.org

10. Claims

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 marketing@nonultraprocessed.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-UPF verification is allowed. This is a conversational claim and must not be used in conjunction with the Non-UPF Verified mark.

UPF Free

"Non-UPF Verified" assures shoppers that the verified product in question is compliant with the Non-UPF Verified Standard. All other claims (e.g., UPF Free, zero UPFs, 100% no UPFs) must be accurate, truthful, and not misleading, and compliant with all applicable laws, rules and regulations as determined by the participant.

First and Only

Claims of exclusivity, such as "first Non-UPF Verified potato chip" or "only Non-UPF Verified pasta," are prohibited. With multiple technical administrators verifying thousands of products, we are unable to confirm and ensure the accuracy of these claims.



Competing

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

National Bioengineered Food Disclosure Standard (NBFDS)

Participants must not use the Non-UPF Verified trademarks on any product, display, or marketing material that also bears a bioengineered food disclosure, pursuant to the NBFDS. For more information, please contact marketing@nonultraprocessed.org.



Thank you for choosing to carry the Non-UPF Verified mark on your products. We know these guidelines can feel detailed, and we're grateful for the care you bring to applying them within your own brand story.

Your participation helps strengthen a broader shift toward food made with intention — food that feels closer to its source. We are grateful to stand alongside you in bringing more nourishing, minimally processed foods to shelves — and into the hands and homes of those who seek them.

11. Final Comments

The Non-UPF Verified program exists to empower shoppers and brands alike. Consumers care deeply about how their food is made and seek clear, meaningful ways to identify foods that are closer to their natural state. Consistent, correct use of the Non-UPF Verified mark helps build the shared trust needed to reshape the marketplace.

The Non-UPF Verified team actively monitors the use of trademarks and will take appropriate action to protect and maintain its integrity. Through consistent use of the mark and adherence to clear guidelines, participants in the Non-UPF Verified program play a shared role in building consumer confidence and moving our food system toward greater integrity and authenticity. Together, we are reshaping the marketplace — one thoughtful product at a time.

For further support related to messaging, packaging, or marketing materials, please contact: marketing@nonultraprocessed.org