



# Brand Guide

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# The Power of Partnership

A high-quality probiotic ingredient, GanedenBC<sup>30</sup>® (*Bacillus coagulans* GBI-30, 6086®) strives to provide food and beverage manufacturers with an innovative product that helps consumers with an easy and effective way to support their health and wellness. As part of our commitment to our partners, we've outlined how to use the brand's assets, including the brand name and logo. Wherever these elements appear, they should be accurate, consistent and recognizable in order to achieve the maximum benefit of using the GanedenBC<sup>30</sup> brand. This guide provides information on how to best represent the GanedenBC<sup>30</sup> brand in both design and messaging. Ultimately, we want to enable success by making it easy to use the brand assets correctly.

For questions related to this guide, please email the GanedenBC<sup>30</sup> marketing team at [BC30Probiotic@kerry.com](mailto:BC30Probiotic@kerry.com).



# The Brand Why Use the Brand?

GanedenBC<sup>30</sup> is a natural, probiotic ingredient that can help provide the beneficial bacteria which may keep the digestive tract and immune system healthy, and may help support protein utilization. Used by product manufacturers to create probiotic-fortified foods and beverages, GanedenBC<sup>30</sup> is committed to helping provide a safe and effective probiotic for everyone.

GanedenBC<sup>30</sup> is also available for companion animal nutrition, helping to provide digestive and immune health benefits in a range of applications such as pet food and treats.

**Communicating the benefits of GanedenBC<sup>30</sup> clearly and accurately will help with the following:**



**Effectively reach, educate and motivate consumers**



**Efficiently differentiate your product**



**Assist with creating accurate and compelling information**



# The Brand

## Brand Messaging for Consumers

To communicate accurately and consistently to consumers, the following messaging can be used when appropriate:

### GanedenBC<sup>30</sup> Defined

GanedenBC<sup>30</sup> (*Bacillus coagulans* GBI-30, 6086) is a natural probiotic ingredient used by product manufacturers to create functional foods and beverages. Backed by over 25 published papers, research shows GanedenBC<sup>30</sup> can help support digestive health, immune health, and may support protein utilization. Committed to helping create a safe and efficacious probiotic for everyone, GanedenBC<sup>30</sup> can be found in more than 1,000 leading food, beverage and companion animal products around the world.

### How is GanedenBC<sup>30</sup> Unique?

The challenge with formulating probiotic foods and beverages is that most strains on the market are vegetative cells. Unlike most other probiotics (such as vegetative cells), GanedenBC<sup>30</sup> is a well-researched, spore-forming probiotic. With a naturally-protective outer layer, GanedenBC<sup>30</sup> travels to the gut to promote healthy bacteria. This protective shell allows GanedenBC<sup>30</sup> to survive most processing conditions, including the extremes of pH, heat, cold and pressure. With a longer product shelf life, GanedenBC<sup>30</sup> is a better fit for fortification into foods and beverages including:

- Juices & smoothies
- Teas & coffees
- Powdered & refrigerated liquid beverages
- Snacks, dips, spreads & baked goods
- Frozen foods & desserts
- Gummies & confectionery

### GanedenBC<sup>30</sup> is Also

- A well-recognized, branded functional ingredient, backed by research
- Generally recognized as safe (GRAS) by the U.S. Food and Drug Administration (FDA), indicating an excellent safety record
- Vegan, gluten-free and allergen-free
- Kosher and Halal certified
- Available in Non-GMO Project Verified and organic certified

### Research Shows GanedenBC<sup>30</sup> May Help



Support digestive health



Support immune health



Support protein utilization



*The messaging above is intended as a guide only. Regulatory requirements on claims and other statements vary by region. Please consult with your regulatory or legal counsel.*

# The Brand GanedenBC<sup>30</sup> Boilerplate

**For more formal modes of communication such as press releases or brand explanations, the following can be used to describe the brand.**

## Short

GanedenBC<sup>30</sup>® (*Bacillus coagulans* GBI-30, 6086®) is a natural, science backed probiotic ingredient used by product manufacturers to create functional food, beverage, and companion animal products. GanedenBC<sup>30</sup> remains viable throughout most manufacturing processes and the low pH of the stomach. Backed by over 25 published papers, research shows GanedenBC<sup>30</sup> can help support digestive health, immune health, and may support protein utilization. GanedenBC<sup>30</sup> is a patented ingredient, generally recognized as safe (GRAS) by the U.S. Food and Drug Administration (FDA). GanedenBC<sup>30</sup> is natural, vegan, and allergen-free. As part of Kerry's ProActive Health portfolio, GanedenBC<sup>30</sup> is Kosher and Halal certified and available in Non-GMO Project Verified and organic compliant. For more information, please visit [BC30probiotic.com](http://BC30probiotic.com)

## Long

GanedenBC<sup>30</sup>® (*Bacillus coagulans* GBI-30, 6086®) is a natural, science backed probiotic ingredient used by product manufacturers to create functional food, beverage, and companion animal products. Backed by over 25 published papers, research shows GanedenBC<sup>30</sup> can help support digestive health, immune health, and may support protein utilization. Unlike most other probiotic strains, GanedenBC<sup>30</sup> is a spore-forming probiotic that remains viable throughout most manufacturing processes and the low pH of the stomach, making it a better fit for the fortification of everyday foods and beverages. GanedenBC<sup>30</sup> is easy to formulate with and can be found in over 1,000 food, beverage and companion animal products globally. A patented, award-winning branded probiotic, GanedenBC<sup>30</sup> delivers on building trust and consumer awareness, while providing the safe and efficacious health benefits people want most. GanedenBC<sup>30</sup> is natural, vegan, and allergen-free. As part of Kerry's ProActive Health portfolio, GanedenBC<sup>30</sup> is Kosher and Halal certified and available in Non-GMO Project Verified and organic compliant. For more information, please visit [BC30probiotic.com](http://BC30probiotic.com)



***The messaging above is intended as a guide only. Regulatory requirements on claims and other statements vary by region. Please consult with your regulatory or legal counsel.***

# The Brand      Digital and Social Engagement

We encourage you to ask your customers to link to the GanedenBC<sup>30</sup> website and social media accounts. When your customers are well-informed about GanedenBC<sup>30</sup>, it helps build trust, transparency and loyalty for your product. Our GanedenBC<sup>30</sup> digital feeds contain consumer-friendly probiotic education, health and wellness information, research and news.

**Website:** [BC30probiotic.com](https://bc30probiotic.com)

**Facebook:** [facebook.com/GanedenBC30](https://facebook.com/GanedenBC30)

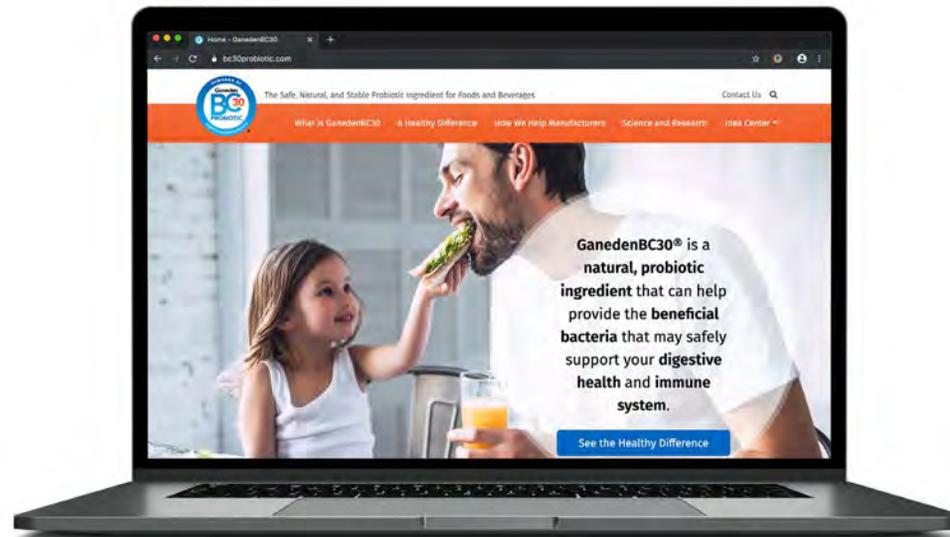
**Twitter:** [@GanedenBC30](https://twitter.com/GanedenBC30)

**Instagram:** [@BC30probiotic](https://www.instagram.com/BC30probiotic)

**LinkedIn:** [linkedin.com/company/ganedenbc30](https://linkedin.com/company/ganedenbc30)



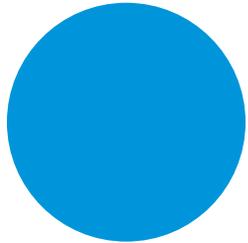
*Regulatory requirements on linking to external sites can vary by region and company. Please consult with your regulatory or legal counsel prior to linking to or embedding GanedenBC<sup>30</sup> digital and social assets.*



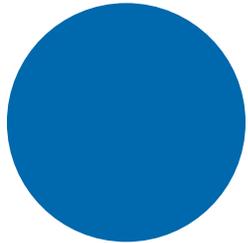
# The Style

The GanedenBC<sup>30</sup> color palette and font has been carefully chosen to represent the brand's identity. We use these in our marketing and branding materials to build brand awareness and lead with consistency.

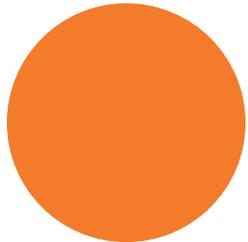
## Primary Colors



**Pantone®** 299C  
**CMYK** 100 20 0 0  
**RGB** 0 149 218  
**Hex** #0095da



**Pantone®** 300C  
**CMYK** 100 50 0 10  
**RGB** 0 101 189  
**Hex** #0065bd



**Pantone®** 158C  
**CMYK** 0 64 95 0  
**RGB** 227 114 34  
**Hex** #f26d3c

## Font

### Fira Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 @ # \$ % &

### Fira Sans Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz*

1 2 3 4 5 6 7 8 9 0 @ # \$ % &

### Fira Sans Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0 @ # \$ % &**

### Fira Sans Bold Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz***

**1 2 3 4 5 6 7 8 9 0 @ # \$ % &**

The Fira Sans family can be [downloaded for free from bBoxType »](#)

# Labeling Guidelines

## Brand Relationship

When adding the GanedenBC<sup>30</sup> logo to packaging, special consideration is needed to ensure the correct brand relationship between your product and GanedenBC<sup>30</sup> is maintained.

GanedenBC<sup>30</sup> is always the branded ingredient, not the product brand. To set up this relationship well, seek an obvious visual separation. This can be done in size (making the GanedenBC<sup>30</sup> logo visibly smaller in comparison to the product logo) or by placement (placing the product logo in a clearly dominant spot, even when the logos are similar in size).

At no time should the GanedenBC<sup>30</sup> logo be larger than the product logo. The GanedenBC<sup>30</sup> logo can be used on all sides of packaging as long as size requirements and clear brand hierarchy are maintained.



Correct brand hierarchy



Incorrect brand hierarchy

# Labeling Guidelines

## Trademark Statement

When the Gadenen<sup>BC30</sup> brand name or logo is used on packaging, the following statement should be included on all finished product packaging:

**Gadenen<sup>BC30</sup> is a registered trademark of Kerry Group.**

OR, if product will be sold in the United States:

**Gadenen<sup>BC30</sup> and Bacillus coagulans GBI-30, 6086<sup>®</sup> are registered trademarks of Kerry Group.**

It is recommended that the trademark statement be located near package ingredients.



## Global Trademark Registration

Gadenen<sup>BC30</sup> is a registered trademark in many countries globally (the brand name, logo and strain name). Contact your sales representative with questions and usage.

## Patent Language

**Patents:** US 7713726, US 8277799, and patents pending.

# Labeling Guidelines

## The Logo

The GanedenBC<sup>30</sup> primary logo should be used whenever possible.

Contact the GanedenBC<sup>30</sup> marketing team for more information if the primary logo cannot be produced exactly due to lack of space.

### GanedenBC<sup>30</sup> logo in color:



Primary logo

Must be used in the United States



Cultures logo

Must be used in the European Union



Chinese logo



French/English logo

To be used in Canada



Mexico logo



No Claim logo

### Minimum logo size:

The logo must be reproduced at a minimum size of .75 inches (19mm) in diameter if the front panel area of your package is **30 square inches (194 square cm) or greater.**



— .75"/19mm —

If the front panel area of your package is **less than 30 square inches (194 square cm)** you may reproduce the logo at a minimum diameter of .5 inches (13mm).



— .5"/13mm —

# Labeling Guidelines

## The Logo in Black and White

Full color is recommended to represent the brand's strengths and intentional values.  
When logo reproduction is limited to black and white, please follow the example shown here. The same design standards apply.

GanedenBC<sup>30</sup> logo in black and white:



**Primary logo**  
Must be used in the  
United States



**Cultures logo**  
Must be used in the  
European Union



**Chinese logo**



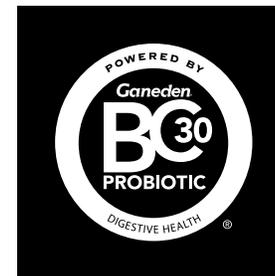
**French/English logo**  
To be used in Canada



**Mexico logo**



**No Claim logo**



# Labeling Guidelines

Ganeden<sup>BC30</sup> should have a ® mark the first time it appears in the body copy, and also each time Ganeden<sup>BC30</sup> is used in any main headline. After the first instance, use just Ganeden<sup>BC30</sup> without the ®, even if the document is several pages long.

When use of the possessive form is necessary, for example, when speaking about the benefits of Ganeden<sup>BC30</sup>, simply add an apostrophe and “s”:

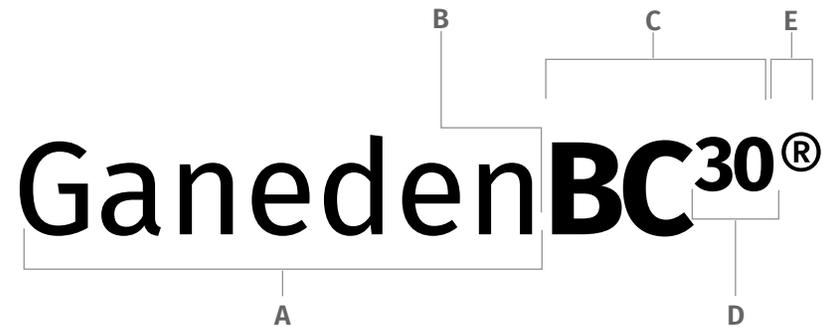
**Ganeden<sup>BC30</sup>'s benefits**

In the case where both a register mark and possessive is needed, it should be displayed like so:

**Ganeden<sup>BC30</sup>'s**

In text, the Ganeden<sup>BC30</sup> brand is written in a unique format. Outlined at right are the guidelines and we encourage you to use them wherever possible.

## How to Use Ganeden<sup>BC30</sup> in Copy



- A** - “Ganeden” written in title case (i.e. uppercase “G” followed by lowercase “aneden”)
- B** - There must be **NO** space between “Ganeden” and “**BC<sup>30</sup>**”
- C** - “**BC<sup>30</sup>**” must be bolder than “Ganeden”
- D** - “**30**” must be superscript
- E** - “®” must be included with first occurrence of “Ganeden<sup>BC<sup>30</sup></sup>” in the document and in all registered trademark statements

# Labeling Guidelines

## Ingredient Labeling

### Acceptable

Concentration	Description	Ingredient Listing
15 Billion CFU	Kosher Pareve	Maltodextrin, <i>Bacillus coagulans</i> GBI-30 6086 (contains soy)
15 Billion CFU	Kosher Dairy	Skim Milk Powder, <i>Bacillus coagulans</i> GBI-30 6086 (contains milk)
15 Billion CFU	Allergen Free	Organic Inulin, <i>Bacillus coagulans</i> GBI-30 6086
9 Billion CFU	Allergen Free	Organic Inulin, Palm Oil, <i>Bacillus coagulans</i> GBI-30 6086
9 Billion CFU	Allergen Free (Agglomerated)	Organic Maltodextrin, <i>Bacillus coagulans</i> GBI-30 6086
2 Billion CFU	Kosher Pareve	Microcrystalline Cellulose, <i>Bacillus coagulans</i> GBI-30 6086 (contains soy)

**Labeling of Maltodextrin, Organic Inulin, Microcrystalline Cellulose and Skim Milk Powder in the ingredient listing is optional in the United States. Consult your regulatory counsel if outside the U.S.**

### Unacceptable

- **BC30** (Ganeden**BC30**)
- *Bacillus coagulans*
- Ganeden**BC<sup>30</sup>**

# Labeling Guidelines Companion Animal Ingredient Labeling

## Acceptable

Concentration	Description	Ingredient Listing
15 Billion CFU	Kosher Pareve	Dried <i>Bacillus coagulans</i> Fermentation Product
15 Billion CFU	Kosher Dairy	Dried <i>Bacillus coagulans</i> Fermentation Product
15 Billion CFU	Allergen Free	Dried <i>Bacillus coagulans</i> Fermentation Product
9 Billion CFU	Allergen Free	Dried <i>Bacillus coagulans</i> Fermentation Product
9 Billion CFU	Allergen Free (Agglomerated)	Dried <i>Bacillus coagulans</i> Fermentation Product
2 Billion CFU	Kosher Pareve	Dried <i>Bacillus coagulans</i> Fermentation Product

## Unacceptable

- **BC30** (Ganeden**BC30**)
- *Bacillus coagulans*
- Ganeden**BC<sup>30</sup>**

# Labeling Guidelines

## Allergen Listing

Concentration	Description	Ingredient Listing
15 Billion CFU	Kosher Pareve	Contains soy (trace amounts)
15 Billion CFU	Kosher Dairy	Contains milk
15 Billion CFU	Allergen Free	None
9 Billion CFU	Allergen Free	None
9 Billion CFU	Allergen Free (Agglomerated)	None
2 Billion CFU	Kosher Pareve	Contains soy (trace amounts)



*Soy and Milk must be labeled in the EU as they are allergens.*

## Ingredient Labeling

Ganeden<sup>BC30</sup> is not available for use in supplements or OTC products worldwide. All products containing Ganeden<sup>BC30</sup> must be labeled with Nutrition Facts or international equivalents.

Nutrition Facts	
Serving Size 1/2 cup (115g)	
Servings Per Container About 4	
Amount Per Serving	
Calories 250	Calories from Fat 130
% Daily Value*	
Total Fat 14g	22%
Saturated Fat 9g	45%
Cholesterol 10mg	18%
Sodium 75mg	3%
Total Carbohydrate 26g	9%
Dietary Fiber 0g	0%
Sugars 26g	
Protein 4g	
Vitamin A 10%	Vitamin C 0%
Calcium 10%	Iron 0%
* Percent Daily Values are based on a 2,000 calorie diet.	

Supplement Facts		
Serving Size 1 Packet		
Servings Per Container 10		
Amount Per Serving		
% Daily Value		
AM Packet		
PM Packet		
% Daily Value		
Vitamin A	2500 IU 50%	2500 IU 50%
Vitamin C	60 mg 100%	60 mg 100%
Vitamin D	400 IU 100%	
Vitamin E	30 IU 60%	
Thiamin	15 mg 100%	15 mg 100%
Riboflavin	17 mg 100%	17 mg 100%
Niacin	20 mg 100%	20 mg 100%
Vitamin B <sub>6</sub>	2.0 mg 100%	2.0 mg 100%
Folic Acid	200 mcg 50%	200 mcg 50%
Vitamin B <sub>12</sub>	3 mcg 50%	3 mcg 50%
Biotin	30 mcg 10%	30 mcg 10%
Pantothenic Acid	5 mg 50%	5 mg 50%

# Inclusion Rate Requirements

The research supporting GanedenBC<sup>30</sup> is based on specific and consistent CFU inclusion levels.

All products making digestive health or protein utilization benefits must include 1 billion CFU per daily serving.

All products making immune health or probiotic claims must include 500 million CFU per daily serving.

At the very minimum, all products should include 500 million CFU for probiotic benefits even if no claims are being made.

The daily serving requirement may be split into multiple servings per day if communicated on label.



1 billion CFU per daily serving required



500 million CFU per daily serving required

# Approval

## Obtaining Approvals

**When your team includes elements of the GenedenBC<sup>30</sup> brand on your packaging, or in your marketing material or social media campaigns, keep the following requirements in mind:**

- Your product will need to be in compliance with marketing and labeling requirements for each market for which your product is sold and be aligned with local laws. Always consult qualified regulatory counsel relating to claims, packaging and marketing material. Kerry cannot assist or be responsible for regulatory requirements related to packaging, advertising or promotion of your product.
- Kerry works with our partners to ensure appropriate trademarks are filed.
- All packaging and marketing materials that utilize the GenedenBC<sup>30</sup> logo, brand name, strain name or claims must receive approval from the GenedenBC<sup>30</sup> marketing team at Kerry **before** they are printed or published.

**Send all artwork and marketing materials to:**

Kerry, Inc.

Attn: Erin Miller, Sr. Marketing Manager

5800 Landerbrook Dr., Suite 300

Mayfield Hts., OH 44124

440-229-5214

[erin.miller@kerry.com](mailto:erin.miller@kerry.com)

- Artwork and marketing material review and feedback may take up to 2-3 business days.



# Other Considerations



- Kerry does not encourage partners to make cell count claims on food products, as storage, shipping and other conditions may affect the cell counts in finished goods. If a partner feels that they must use cell count claims, there are two acceptable methods:

- » Perform real-time shelf-life testing to determine viable cell counts at the end of shelf life.
- » Utilize an “*At Time of Manufacture*” statement so long as adequate testing is performed to indicate that at the time of shipment of products to retailers the stated cell count is at or above the stated level. Kerry recommends utilizing 30% overage on these products.

- All products must be 3rd party tested to ensure appropriate viability. This can be performed by the customer using the GanedenBC<sup>30</sup> enumeration protocol as published in the USP FCC or via a validated third party lab.

- Always consult qualified regulatory counsel relating to claims, packaging and marketing material.
- Unless there is clinical support for a finished product claim, probiotic claims are to be related to the strain (*Bacillus coagulans* GBI-30, 6086) —NOT the finished product.
- Disclaimer language should always be on websites. An example would be: “...is a food product and not a treatment or cure for any medical disorder or disease. If you have any questions relating to immune or digestive health, you should consult a healthcare professional.”

 ***The guidance provided in this document is based on Kerry's own research into labeling requirements related to its GanedenBC<sup>30</sup> product. Customers are solely responsible for claims related to any end product that incorporates GanedenBC<sup>30</sup>. Customers should always consult qualified regulatory counsel relating to their own products' claims, packaging and marketing material to ensure compliance with the laws and regulatory standards of the products' country of origin. Kerry reserves the right to review and approve the formatting of the usage of the GanedenBC<sup>30</sup> registered trademark and logo.***

# GanedenBC<sup>30</sup>® and Kerry

GanedenBC<sup>30</sup> is part of Kerry's portfolio of better-for-you options, helping shape and grow the global food industry with innovations to help consumers live better, feel better and eat better. From a small group of dairy cooperatives to a multi-national company with an eye for innovation, we work side-by-side with customers to develop unique, innovative products that differentiate their offerings in the marketplace.

