PEFC
LOGO USAGE TOOLKIT

PEFC™

PEFC/01-00-01

INTRODUCTION

The PEFC logo and labels are globally trusted marks, assisting businesses, consumers, forest owners and managers, and other stakeholders in identifying and promoting merchandise and goods from forests that are managed sustainably.

The demand for PEFC certification has constantly increased over the past years, with the potential that forests can play in tackling societal challenges such as climate change gaining relevance with the public at large.

Today, PEFC is the world's largest certification organization with over 230 million hectares of certified forests – an area equivalent to the size of the whole of Mexico, or France, Germany, Italy and the UK combined.

PURPOSE OF THIS TOOLKIT

It is of fundamental importance for PEFC to protect its trademark and ensure that the logo and label are used accurately and verifiably, and that any claims associated with it are relevant and non-misleading.

The PEFC Logo Use Toolkit is designed to assist logo users in applying the logo and labels consistently in terms of design and layout, and in line with PEFC's technical requirements and branding.

Using the logo and label enables companies and forest owners to:
- demonstrate commitment to sustainable development and corporate social responsibility
- attract environmentally and socially-minded customers and consumers
- help generate demand for products from PEFC-certified forests
- highlight engagement in sustainable forest management

You are only permitted to use the logo and label if you have obtained a logo license. This document and PEFC's Logo Usage Rules - Requirements (PEFC ST 2001:2008 v2) explain how to remain in accordance with the requirements.*

*Logo users who have obtained Chain of Custody certification against Annex 4 of the PEFC Technical Document are required to use the First Edition of this Toolkit.

MAJOR CHANGES IN THIS VERSION

This version of the Logo Usage Toolkit has been modified to reflect the changes to PEFC's Logo Usage Rules - Requirements (PEFC ST 2001:2008 v2).

Changes relevant to design and layout include
- "PEFC Certified" label: New claim text.
- "PEFC Certified and Recycled" label: New label name, new claim text, removal of mandatory use of Mobius loop, use of label name required in all instances.

TRADEMARK & INTELLECTUAL PROPERTY

A trademark can be a name, a logo or even a slogan - any word, symbol, or device used to identify an organizations' products or services and distinguish them from those of other organizations. Because strong trademarks are essential in building strong and credible brands, they are extremely valuable assets.

The PEFC logo and the initials "PEFC" are the exclusive property of the PEFC Council and are internationally registered trademarks.

It is important that you use PEFC trademarks carefully to prevent customer or consumer confusion about ownership, responsibilities, scope/coverage of certification and eligible logo use to protect the valuable investments PEFC has made in them.

Therefore, any use that:

• implies that PEFC participates in, supports, or is responsible for an activity by a certified entity outside the scope of its certification, or

• could result in erroneous interpretation or understanding of the entities' operations with respect to its PEFC certifications, or diminished credibility of PEFC

is not permitted, and PEFC reserves the right to terminate the Logo Use Contract in such cases.

CONTENTS

SECTION A:
GENERAL LOGO AND LABEL USE REQUIREMENTS

This section contains all relevant information needed to use the PEFC logo and labels correctly. It allows you to identify to which Logo User Group (Chapter 1) you belong and the corresponding Logo Use Options (Chapter 2) available to you. The PEFC Logo and Label Elements and the PEFC Standard Labels are explained in detail in Chapters 3 & 4. The Chapter on Design Specifications aims at ensuring that the PEFC logo and label are used correctly and consistently, and to avoid commonly encountered infringements (Chapter 6). Official translations are availabe for use of the PEFC logo and label in languages other than English.

SECTION B:
ALTERNATIVE LABEL AND DESIGN OPTIONS

To ensure appropriate flexibility in the application of the label while at the same time ensuring a consistent look and feel, this section provides a defined set of labelling options for the PEFC Certified (Chapter 7), PEFC Recycled (Chapter 8), and Promoting PEFC Certification (Chapter 9) labels.

SECTION C:
LABEL CREATION AND FILE IDENTIFICATION

All label files are available in EPS, JPEG and GIF formats. It is highly recommended to use the EPS file for label creation to ensure full consistency with the Toolkit. This section provides additional information if the JPEG or GIF files are utilised and assists in locating the correct file.

APPENDIX: EXAMPLES OF LABEL APPLICATIONS

Numerous examples provide ideas on how the PEFC logo and labels can be used on a variety of products.

SECTION A:

GENERAL LOGO AND LABEL USE REQUIREMENTS

A.1. LOGO USER GROUPS

The PEFC logo license is available for four different logo user groups: Chain of Custody (CoC) certified companies; sustainable forest management (SFM) certified forest owners/ managers; non-certified entities; and authorised licensing agents. In addition, simplified licensing requirements exist for entities using the logo on a one-time basis for illustrative or educational purposes (off-product only).

COC CERTIFIED COMPANIES

These are entities along the value chain of forest-based products that have obtained PEFC Chain of Custody certification. Examples include: manufacturers; processing industries; procurement organizations; traders; distributors; and retailers. (PEFC Logo User Group C)

SFM CERTIFIED FOREST OWNERS/MANAGERS

These are entities owning/managing forests that have obtained PEFC-recognised certification for sustainable forest management. Examples include holders of regional or group certificates; other entities participating in regional or group certification (e.g. contractors); and individual forest owners. (PEFC Logo User Group B)

NON-CERTIFIED ENTITIES

These are entities selling certified products without the requirement to obtain PEFC certification (e.g. retailers or DIY shops as sellers of certified products, uniquely identifiable, and labelled through suppliers) and others that strive to promote and educate about PEFC certification (e.g. government or banks as final consumers of certified products; and organizations and associations communicating about PEFC). (PEFC Logo User Group D)

AUTHORISED LICENSING AGENTS

These are entities authorised to issue PEFC logo licenses on behalf of the PEFC Council. Examples include national PEFC members and PEFC promotion initiatives. (PEFC Logo User Group A)

ONE-TIME USERS

Simplified licensing requirements are available for entities using the logo on a one-time basis for illustrative or educational purposes (off-product only). Examples include media; newspapers; magazines; reports; and websites.

For further information about One-Time Users, please contact PEFC International.

Obligatory approval:

All entities, both certificate holders and non-certificate holders, are required to obtain a Logo Usage License from PEFC Council or an authorized licensing agent (e.g. national PEFC members or PEFC promotion initiatives) before using the PEFC logo and label.

A.2. LOGO USE OPTIONS

Two logo use options exist: The use of the logo physically on a certified product and on stationary, brochures or other documentation linked to the product ("on-product"); and the use of the logo not linked to a product, for instance for promotional or educational purposes ("off-product").

LABEL MATRIX

Logo User Groups/ Logo Use Options	On-product	Off-product
• CoC certified companies • SFM certified forest owners/managers	✓	✓
• Non-certified entities • Authorised licensing agents • One-time users	X	✓

"ON-PRODUCT" USE (AVAILABLE FOR COC CERTIFIED COMPANIES AND SFM CERTIFIED FOREST OWNERS/MANAGERS)

Using the PEFC logo on a product is an excellent means for PEFC-certified entities to demonstrate their commitment to responsible forest management and to promote their environmental and social credentials. It indicates to businesses along the value chain and to consumers that the material used in the product is linked to PEFC-certified forests, recycled and/or controlled sources, and provides consumers with responsible options when purchasing wood-based products.

On-product use includes the use on:

- tangible products themselves (unpackaged products), products in individual packaging, containers, wrapping, etc.; or on large boxes, crates, etc. used for transportation of products; and on
- documentation associated or referring to a particular PEFC-certified product (e.g. invoices, packaging lists, advertisements, brochures, etc.)

Note: Any use of the PEFC logo and label that refers to - or can be perceived as referring to - a specific PEFC-certified product and/or the origin of the raw material used in its production is considered "on-product" use.
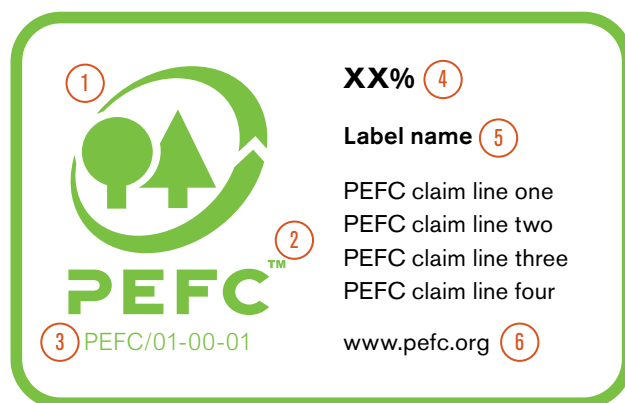
"OFF-PRODUCT" USE (AVAILABLE FOR ALL LOGO USER GROUPS)

The PEFC logo is highly credible and allows companies, organizations, governments, associations and others to communicate and promote their support for PEFC-certified sustainable forest management. Off-product use does not refer to specific products and the origin of raw material from PEFC-certified forests.

Off-product use includes the use of the PEFC logo and labels to communicate PEFC certification on/in:

- annual, CSR, sustainability report; brochures; and other written material
- information displays, posters in stores, at trade fairs
- advertisements and flyers
- websites

A.3. PEFC LOGO AND LABEL ELEMENTS

XX% ④

Label name ⑤

PEFC claim line one
PEFC claim line two
PEFC claim line three
PEFC claim line four

www.pefc.org ⑥

PEFC/01-00-01 ③

REQUIRED ELEMENTS

① The PEFC logo consists of two trees surrounded by a circle and the initials "PEFC."

② The PEFC logo is a registered trademark and always needs to be accompanied by the TM symbol.

③ The PEFC logo licence number uniquely identifies the logo licence holder.

Note: The PEFC logo licence number is NOT identical with the Sustainable Forest Management or Chain of Custody certificate number.

OPTIONAL ELEMENTS

④ Indicates the percentage of PEFC certified material in the product (at least 70%) and is available for the "PEFC Certified" label only.

⑤ The label name and label claim communicate the meaning of the logo.

⑥ PEFC website.

The Mobius loop is an optional element available for the "PEFC Recycled" label only. See page 16 for further details.

PEFC Trademark

The PEFC logo and the initials "PEFC" are the exclusive property of the PEFC Council and are internationally registered trademarks.

Therefore, any use that:
- implies that PEFC participates in, supports, or is responsible for an activity by a certified entity outside the scope of its certification, or
- could result in erroneous interpretation or understanding of the entity's operations with respect to its PEFC certifications, or diminished credibility of PEFC

is not permitted, and PEFC reserves the right to terminate the Logo Use Contract in such cases.

Abuse

As the trademarks are a visual cue that consumers are increasingly looking for, it is vital to correct misuse of the PEFC trademarks, even if it is unintentional. We encourage anyone to report improper uses to allow us to investigate the matter properly.

For further information about PEFC trademarks and to report suspected trademark or label misuse, please contact PEFC International at trademark-abuse@pefc.org

A.4. STANDARD LABELS

PEFC differentiates between three types of labels. The 'PEFC Certified' and 'PEFC Recycled' labels are available for on-product use, while the 'Promoting PEFC Certification' label is available for off-product use. The logo license number ("PEFC/xx-xx-xx") is an important element of the PEFC labels as it uniquely identifies the licensee.

ON-PRODUCT USE

PEFC Certified (available for CoC Certified Companies and SFM Certified Forest Owners/Managers)

Claim: "This product is from sustainably managed forests, recycled and controlled sources."

This claim, based on Appendix 1 of PEFC ST 2002:2010, indicates that the product includes:

- at least 70% of wood from PEFC-certified forests that meets or exceeds PEFC's Sustainability Benchmark requirements, and recycled material; and

- wood from controlled sources

The overall content of recycled material shall not be higher than 85%.

Where the product does not include recycled material, the label claim shall be used without the word 'recycled'.

PEFC Recycled (available for CoC Certified Companies)

Claim: "This product is from recycled and controlled sources."

This claim, based on Appendix 1 of PEFC ST 2002:2010, indicates that the product includes:

- at least 70% PEFC certified material from recycled sources; and

- wood from controlled sources

OFF-PRODUCT USE

Promoting Sustainable Forest Management (available for all Logo User Groups EXCEPT One-Time Users)

Claim: "Promoting sustainable forest management."

Designed for educational or promotional purposes, this label indicates support for sustainable forest management and PEFC certification.

ONE-TIME USE

Promoting Sustainable Forest Management (available for One-Time Users)

Claim: "Promoting sustainable forest management."

Designed for one-time use, special requirements govern the use of this label:

- Permission to use this label can only be given by PEFC Council
- Only off-product use is allowed.
- The logo must be accompanied with the PEFC Council registration number "PEFC/01-00-01."
- The claim "Promoting Sustainable Forest management" and "www.pefc.org" must be used.
- The disclaimer "Reproduced with permission of PEFC Council" must be included in close proximity of the label.

Third-party involvement in the use of the label

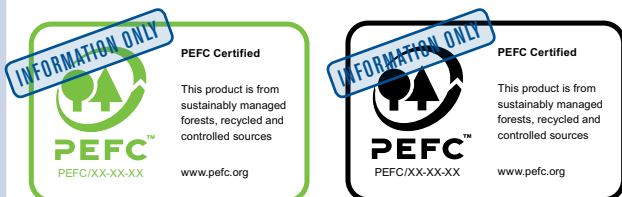Licensees are fully responsible for compliance with the Logo Usage Contract.

This also applies if a third-party is involved in the use of the logo (eg. by designers, printers, product advertisements in external catalogues).

In such cases, a written agreement between the licensee and the 3rd party to ensure compliance with the logo usage rules is recommended.

A.5. DESIGN SPECIFICATIONS

Logo users can customise the standard PEFC logo and label by choosing the direction of the logo (portrait/landscape), colour, and framed/unframed version. Throughout this guide, the framed landscape green PEFC Certified label is used for illustrative purposes. The same principles apply to all other labels.

COLOUR OPTIONS/COLOUR REPRODUCTION

1. Green

2. Black

3. White on solid background

4. 3D

Colour reproduction   Pantone 368
specifications   CMYK C 57 M 00 Y 100 K 00
for green logo: RGB   R 123 G 193 B 27
                       Web   #7BC143

LOGO DIRECTION

Landscape

Portrait

APPEARANCE

Framed

Unframed

Depending on your needs, please choose either the framed or the unframed version

MINIMUM SIZE

27 mm

15 mm

The recommended minimum sizes to ensure that the label remains readable.

CLEAR SPACE

Clear space surrounding the label ensures that the label remains uncluttered and is easily recognisable.

A.6. INFRINGEMENTS

It is essential that the PEFC labels are reproduced consistently and correctly. The labels must not be altered in anyway except for the insertion of the logo license number, scaling, and modifications as outlined in Section B. Proportions of the label shall not be changed when increasing or reducing the label size.

Do not change the proportions of the label content in any way

Do not change the typeface of the label content

Do not stretch the label in any way

Do not change the colour of any of the label parts

A.7. OFFICIAL TRANSLATIONS

To be provided

SECTION B:

ALTERNATIVE LABEL AND DESIGN OPTIONS

B.1. PEFC CERTIFIED LABEL (ON-PRODUCT)

STANDARD LABEL

The standard label consists of the claim "This product is from sustainably managed forests, recycled and controlled sources" and the label elements as displayed below.

ALTERNATIVE CLAIMS

The claim "*Name of product* is from sustainably managed forests, recycled and controlled sources" may be used as an alternative to the standard claim (replace text in italics with product name).

OMISSION OF OPTIONAL ELEMENTS

The following elements may be omitted if they were to be unreadable or if placing them on the product would not be feasible:

- logo name, and/or
- logo claim, and/or
- website.

HIGHLIGHTING CERTIFIED MATERIAL

The percentage of certified material in the product may be added.

Modifications to colour, text or other elements

Using the PEFC label in non-standard colours, with modified claims or any other adjustments, requires prior approval by PEFC International. Contact info@pefc.org for further information.

Exceptional use

With prior approval from the Authorised Licensing Agent that has issued the license, the PEFC logo may be used without the licensing number where the license number would not be readable or placing the licence number on the product would not be feasible, if

- the PEFC logo with license number is displayed on other parts of the product, or
- the licensee of the PEFC logo can clearly and unambiguously be identified through alternative means.

Contact your Authorised Licensing Agent for further information.

B.2. PEFC RECYCLED LABEL (ON-PRODUCT)

STANDARD LABEL

The standard label consists of the claim "This product is from recycled and controlled sources" and the label elements as displayed below.

ALTERNATIVE CLAIMS

The claim "*Name of product* is from recycled and controlled sources" may be used as an alternative to the standard claim (replace text in italics with product name).

OMISSION OF OPTIONAL ELEMENTS

The following elements may be omitted if they were to be unreadable or if placing them on the product would not be feasible:

- logo claim, and/or
- website.

Modifications to colour, text, or other elements

Using the PEFC label in non-standard colours, with modified claims or any other adjustments, requires prior approval by PEFC International. Contact info@pefc.org for further information.

Exceptional use

With prior approval from the Authorised Licensing Agent that has issued the license, the PEFC logo may be used without the licensing number where it would not be readable or placing the licence number on the product would not be feasible, if

- the PEFC logo with license number is displayed on other parts of the product, or
- the licensee of the PEFC logo can clearly and unambiguously be identified through alternative means.

Contact your Authorised Licensing Agent for further information.

Mobius loop

The PEFC Recycled label can optionally be used with the Mobius loop in compliance with ISO/IEC 14 021.

B.3. PROMOTING PEFC CERTIFICATION LABEL (OFF-PRODUCT)

STANDARD LABEL

The standard label consists of the claim "Promoting sustainable forest management" and the label elements as displayed below.

ALTERNATIVE CLAIMS

The claims listed below may be used as alternatives to the standard label by the respective logo users (modify text in italics with appropriate term)

CoC Certified Companies
- "[*Company*] has a certified Chain of Custody"
- "[*Company*] offers PEFC-certified products"

SFM Certified Forest Owners/Managers
- "[*Name of forest*] is certified"
- "This forest is certified"

Non-Certified Entities

Certification bodies
- "[*Certification body*] is accredited for PEFC forest management certification" or "[*Certification body*] is accredited for PEFC chain of custody certification"

Entities procuring PEFC-certified products
- "[*Name of company*] buys PEFC certified products" or "[*Name of company*] procures PEFC certified products"

Retailers
- "[*Company*] offers PEFC-certified products"

Partners
- "[*Entity*] is a PEFC partner"

Stakeholder Forum members
- "[*Entity*] is a PEFC Stakeholder Forum member"

Extraordinary members
- "[*Entity*] is a PEFC Extraordinary Member"

OMISSION OF OPTIONAL ELEMENTS

The website ("www.pefc.org") may be omitted if it were to be unreadable or if placing it on the product would not be feasible

Modifications to colour, text, or other elements
Using the PEFC label in non-standard colours, with modified claims or any other adjustments, requires prior approval by PEFC International. Contact info@pefc.org for further information.

Exceptional use
With prior approval from the Authorised Licensing Agent that has issued the license, the PEFC logo may be used without the license number if the license number would not be readable.

One-Time users
There are no alternative label and design options available for one-time users. See "Special Requirements for One-Time Users" (page xxx) for further information.

SECTION C:
LABEL CREATION AND FILE IDENTIFICATION

C.1. FILE SPECIFICATIONS

All label files are available in EPS, JPEG and GIF. It is highly recommended to use the EPS format (specialised software required) for the creation of the label to ensure full consistency with this Toolkit. JPEG files can be edited with free software, such as Google Picasa and Windows Paint.

SPECIFIC ISSUES CONCERNING JPEG AND TIFF FILES

To ensure consistency with the Logo User Toolkit please take the follwing into account:

- The font Akzidenz Grotesk should be used whenever available. Arial can be used as a substitute.
- The type sizes below are given for the logo at 100% as shown in the diagram to the right. For all other sizes the type should be scaled appropriately:

① The PEFC logo license number must appear in Arial Regular, 9 pt, PEFC green

② The logo name, logo claim and website together should measure the same height as the PEFC logo and PEFC logo license number as shown to the right. With equal space between the logo name and logo claim, and the logo claim and website.

③ The logo name should be in Arial Bold, 9 pt

④ The logo claim should be in Arial Regular, 9 pt, 12 pt leading

⑤ The website should be in Arial Regular, Black, 9 pt

C.2. FILE IDENTIFICATION

PEFC provides all Standard Labels in electronic format. The chart below demonstrates the naming conventions used for the classification of the label files. PEFC highly recommends the use of the editable EPS file to ensure consistency.

PEFC-CER-B-L.eps

CER	PEFC-Certified Standard Label (On-Product)
CERR	PEFC Certified Label (no recycled content) (On-Product)
REC	PEFC Recycled Standard Label (On-Product)
RECM	PEFC Recycled Standard Label (with Mobius loop) (On Product)
PRO	Promoting PEFC Certification Standard Label (Off-Product)
LOG	PEFC Logo (incl. licence number)
MOB	Mobius Loop (Recycling symbol)

GP	Green Pantone 368
GCMYK	Green CMYK
GRGB	Green RGB
GWEB	Green web hex
B	Black
W	White
3	3D

P	Portrait
L	Landscape (CER & REC only)

eps	eps (editable file)
jpg	jpeg
gif	gif with transparent background

APPENDIX:

EXAMPLES OF LABEL APPLICATIONS

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