

# SECTIONS

## RULES FOR USE OF SFI ON-PRODUCT LABELS AND OFF-PRODUCT MARKS

NOVEMBER 2015



SUSTAINABLE  
FORESTRY  
INITIATIVE

SFI-00001





**SUSTAINABLE  
FORESTRY  
INITIATIVE**  
Certified Sourcing

[www.sfiprogram.org](http://www.sfiprogram.org)  
SFI-00001



**SUSTAINABLE  
FORESTRY  
INITIATIVE**  
Certified Sourcing

[www.sfiprogram.org](http://www.sfiprogram.org)



**SUSTAINABLE  
FORESTRY  
INITIATIVE**  
Certified Sourcing

[www.sfiprogram.org](http://www.sfiprogram.org)  
SFI-00001

**SUSTAINABLE  
FORESTRY  
INITIATIVE**  
Certified Sourcing

[www.sfiprogram.org](http://www.sfiprogram.org)  
SFI-00001

**SUSTAINABLE  
FORESTRY  
INITIATIVE**  
Certified Sourcing

[www.sfiprogram.org](http://www.sfiprogram.org)  
SFI-00001



# RULES FOR USE OF SFI ON-PRODUCT LABELS AND OFF-PRODUCT MARKS

<b>PART 1: RULES FOR USE OF SFI ON-PRODUCT LABELS</b>	<b>4</b>
<b>PART 2: GENERAL RULES FOR USE OF SFI ON-PRODUCT LABELS</b>	<b>5</b>
<b>PART 3: RULES FOR USE OF SFI OFF-PRODUCT MARKS</b>	<b>8</b>
<b>PART 4: RULES FOR USE OF SFI WORD MARKS</b>	<b>8</b>
<b>PART 5: GENERAL RULES – FOR USE OF THE SFI OFF-PRODUCT MARKS AND WORD MARKS</b>	<b>9</b>
Appendix 1: SFI Program Certification Mark (On-Product) – Art Rules	10
Appendix 2: SFI On-Product Labels	12
Appendix 3: SFI Off-Product Mark – Art Rules	16

SECTION 5

THIS PAGE INTENTIONALLY LEFT BLANK

# RULES FOR USE OF SFI ON-PRODUCT LABELS AND OFF-PRODUCT MARKS

## INTRODUCTION

*SFI Inc.* is an independent, non-profit, charitable organization dedicated to promoting sustainable forest management in North America and supporting responsible procurement globally. The *SFI* Board is a three chamber Board of Directors representing environmental, social and economic interests equally, and the *program* addresses local needs through its grassroots network of 34 *SFI Implementation Committees* across North America. *SFI Inc.* directs all elements of the *SFI* program including the *SFI* forest management, *fiber sourcing* and chain-of-custody standards, labeling and marketing.

Consumers in growing numbers want assurance that their buying decisions represent a sound environmental choice. They are asking for proof that wood, paper and packaging products are made with raw materials sourced from *certified forest content* and *certified sourcing*. The *SFI 2015-2019 Forest Management Standard*, *SFI 2015-2019 Fiber Sourcing Standard* and *SFI 2015-2019 Chain-of-Custody Standard* can deliver a reliable and credible mechanism so businesses can provide this assurance to their customers. In order to use any of the *SFI* on-product labels or off-product marks, an organization must be third-party certified by an accredited *certification body*.

The *SFI* program meets guidelines on environmental claims in product advertising and communication issued by the U.S. Federal Trade Commission and guidelines on environmental labeling and advertising issued by the Competition Bureau of Canada.

Studies have shown that consumers appreciate the value of forest certification in helping them identify wood and paper products from legal, responsible sources.

The fact that the *SFI* program can deliver a steady supply of fiber from well-managed forests is especially important at a time when there is increasing demand for green building and responsible paper purchasing, and only 10 percent of the world's forests are certified.

## PART 1. RULES FOR USE OF SFI/ON-PRODUCT LABELS

The *SFI program* has three on-product labels: two Chain-of-Custody labels and one *SFI Certified Sourcing* label.

Certified Chain-of-Custody labels track the use of fiber from *certified forests*, *certified sourcing* and *recycled material*.

The *SFI Certified Sourcing* label does not make claims about *certified forest content*. *Certified sourcing* can include fiber sourced from a company that conforms with Section 2 - *SFI 2015-2019 Forest Management Standard*, Section 3 - *SFI 2015-2019 Fiber Sourcing Standard*, from *recycled content*, or from *certified forest content*. Fiber shall never be sourced from a *controversial source*.

*Primary producers* of wood, wood pulp and/or pulp and paper products certified to the PEFC Chain-of-Custody standard can use the *SFI* label as long as the following criteria are met:

- the *primary producer* must be an *SFI Program Participant*;
  - the *primary producer* must be certified to all of the applicable *objectives* in Section 2 - *SFI 2015-2019 Forest Management Standard* and/or Section 3 - *SFI 2015-2019 Fiber Sourcing Standard*.
- An organization that owns or manages forestlands must be certified to Section 2 - *SFI 2015-2019 Forest Management Standard*.
  - An organization that only sources direct from the forest and does not manage the forestlands must be certified to Section 3 - *SFI 2015-2019 Fiber Sourcing Standard*.
  - An organization that owns or manages forestlands and sources direct from the forest must be certified to Section 2 - *SFI 2015-2019 Forest Management Standard* and Section 3 - *SFI 2015-2019 Fiber Sourcing Standard*.

### 1.1 Chain-of-Custody Label for Volume Credit Method Label

The volume credit method allows a company to label only the percentage of output corresponding to the percentage of *certified forest content* and/or *recycled content* used in the manufacturing process. This is always at a 1:1 ratio, so it is considered 100% certified. The following two labels may be used by any chain-of-custody certificate holder that uses the volume credit chain-of-custody method. If the chain-of-custody certificate holder uses *recycled content*, then the label must state, "Promoting Sustainable Forestry and Recycled Content." However, if *recycled content* is not used, then the label must state, "Promoting Sustainable Forestry."



### 1.2 Chain-of-Custody Labels for Average Percentage Method

The average percentage method allows chain-of-custody certificate holders to consistently label all of their products with the average percentage labels. To use the "Promoting Sustainable Forestry and Recycled Content" label with the average percentage method, the chain-of-custody certificate holder must meet a 70% threshold, which can be obtained by *certified forest content* and/or *recycled content*. If recycled content is not used, then the label must state, "Promoting Sustainable Forestry." If the chain-of-custody certificate holder drops below the 70% threshold, they shall be transparent and disclose the actual amount of *certified forest content* and/or *recycled content* on the label. The following two labels may be used by any chain-of-custody certificate holder that drops below a 70% threshold and uses the average percentage chain-of-custody method.



### 1.3 Chain-of-Custody Labels with Mobius Loop

If a chain-of-custody certificate holder uses *recycled content*, they can choose to incorporate a Mobius loop stating the percentage of *recycled content* in the product. Below is an example of the chain-of-custody labels with the Mobius loop.



### 1.4 Certified Sourcing Label

The *SFI Certified Sourcing* label can be used by any organization certified to Section 2 - *SFI 2015-2019 Forest Management Standard* and/or Section 3 - *SFI 2015-2019 Fiber Sourcing Standard*. The *SFI Certified Sourcing* label does not make claims about *certified forest content*. Eligible inputs that count toward the *Certified Sourcing* label includes fiber from Section 2 - *SFI 2015-2019 Forest Management Standard*, fiber from Section 3 - *SFI 2015-2019 Fiber Sourcing Standard*, fiber from *recycled content*, or fiber from *certified forest content*. Fiber shall never be sourced from a *controversial source*.



## PART 2. GENERAL RULES FOR USE OF SFI ON-PRODUCT LABELS

*SFI Inc.* owns the on-product labels shown in Appendix 2. The *SFI* “tree/leaf” design shown below is registered in the United States, Canada, Mexico, European Union, China, Japan and South Korea.

The *SFI* program owns all right, title and interest in the foregoing marks and exercises legitimate control over the use of these on-product labels.

Qualified organizations or those with a valid certificate issued by an accredited *certification body* may use the on-product labels upon receiving authorization from the *SFI Office of Label Use and Licensing*, provided the following conditions and limitations are strictly adhered to:

**2.1** *SFI* marks are registered with both the U.S. Patent and Trademark Office and the Canadian Intellectual Property Office, and each mark must be individually accompanied by an ® to indicate that the on-product label is associated with the *SFI* program.

**2.2** All projects with the *SFI* label must be sent to the *SFI Office of Label Use and Licensing* prior to press. There are no size or color restrictions on the label, but if the certified printer uses the above green/black version, the PMS color is 348.

**2.3** The on-product label may be combined with the Program for the Endorsement of Forest Certification (PEFC) schemes on the product label, assuming the organization has a valid PEFC chain-of-custody certificate and meets all PEFC logo use requirements.

**2.4** The recycled Mobius loop may only be used within the *SFI* label when the organization is certified to Section 4 *SFI 2015-2019 Chain-of-Custody Standard*.

**2.5** The tree/leaf design may not be displayed by itself, and must always be accompanied with either “Sustainable Forestry Initiative” or “SFI,” the claim associated with the label, the *SFI* website ([www.sfiprogram.org](http://www.sfiprogram.org)), and the certified organization’s *SFI* label ID number.

**2.6** The *SFI* label identification number must be added under the *SFI* program website. The numbering system is as follows: SFI-00000. The *label users’* unique label ID number is a license number provided by *SFI Inc.* The label ID number is a different number than the chain-of-custody number provided by the *certification body*.

**2.7** For private branded products where the company has concern disclosing the relationship with the manufacturer, or if there is concern with revealing strategic competitive information about the manufacturer, *SFI Inc.* can issue a second *SFI* label ID number. While the second *SFI* label ID number would be on the product when searched in the *SFI* on-line database, the supplier information will read “Contact SFI Inc. for More Information on this Product [Tel: 202-596-3450].” *SFI* staff can confirm for the

person making the enquiry that the label is legitimate based on information supplied. This second *SFI* label ID number will only be granted for organizations who produce private branded products and request a private number in order to avoid disclosing competitive information. The manufacturer must continue to use their originally assigned *SFI* label ID number for all other products they manufacture and label that do not have competitiveness concerns as described above.

**2.8** The on-product labels can be used in either horizontal or vertical styles.

**2.9** The on-product labels can be used in English, French and Spanish, and translations are available.

**2.10** Any public communication by *Program Participants* and *label users* shall be accurate and consistent with applicable law and requirements for *SFI* logo use. *Program Participants* and *label users* are encouraged to consult the U.S. Federal Trade Commission’s guidelines on environmental claims in product advertising and communication and the guidelines on environmental labeling and advertising issued by the Fair Business Practices Branch of Industry Canada’s Competition Bureau, as appropriate, and to seek additional information and direction from national accreditation bodies, national standards bodies, and national, state and provincial consumer protection and competition laws.

**2.11** The on-product labels may be used on products, including shrink wrap and other product packaging, that have been produced by a primary or secondary producing facility, a publisher, a retailer or a printer that has qualified for use of the appropriate on-product labels.

**2.12** The on-product labels may be used in product/brochures or advertising for products that qualify to use one of the on-product labels subject to the following rules:

- a. When discussing products produced by a qualified facility, the on-product usage is restricted to either, 1) the statement, “Look for this label on (specified product)” or, 2) in a picture of a product with the label on the product.
- b. When promoting the sale of trees or logs grown on certified land by landowners who have the land third-party certified to the *SFI Standard*.
- c. When referencing the products of a company with mills that do not all qualify for the certification mark, this fact must be communicated (e.g., “only some of the mills producing ‘x’ product are qualified to use the *SFI* on-product label”).
- d. If all the products in a product line are not certified, the label must accurately state this (e.g., “this label applies only to the cover of this publication”).

**2.13** When the “At Least X% Certified Forest Content” label is being applied on solid wood products, the claim must read, “Product Line Contains At Least X% Certified Forest Content.” Artwork for this label is available upon request.

**2.14** An *SFI* chain-of-custody certificate holder may make a claim of any percentage of *certified forest content*, but use of the label is contingent on the production batch having at least 10% *certified forest content*, unless the product is 100% *recycled content*.

**2.15** When using the X% Chain-of-Custody label, the claims can be switched in order so “X% Certified Sourcing” or X% Recycled Content” is first. Furthermore, *label users* can add the words, “At Least” in front of the “X% Certified Forest Content” claim.

**2.16** *Label users* can substitute the term “Recycled Content” on the labels and replace it with *pre-consumer recycled* and/or *post-consumer recycled*.

**2.17** Facilities that utilize 100% *recycled content* can use the X% label with the average percentage method. They cannot, however, use the X% *certified forest content* tagline, and must exclude that tagline from the label.

**2.18** Printers that are certified to the *SFI* Chain-of-Custody Standard may use their chain-of-custody procedures to account for product that is approved for the *Certified Sourcing* Label, and label that product with the *Certified Sourcing* Label. These organizations must obtain documentation from their suppliers that the product is approved for the *Certified Sourcing* Label.

**2.19** Publishers can work with a certified printer and do not need a separate chain-of-custody certification unless they are actually printing the publication.

**2.20** Any public communication by *Program Participants* and *label users* shall be accurate and consistent with applicable laws and requirements for *SFI* logo use. *Program Participants* and *label users* are encouraged to consult the U.S. Federal Trade Commission’s guidelines on environmental claims in product advertising and communication and the guidelines on environmental labeling and advertising issued by the Fair Business Practices Branch of Industry Canada’s Competition Bureau, as appropriate, and to seek additional information and direction from national accreditation bodies, national standards bodies and national, state and provincial consumer protection and competition laws. *Label users* should consult with their legal counsel when preparing product advertising that includes an *SFI* on-product label or any other reference to the *SFI* program.

- a. Point of purchase (POP) materials should avoid environmental claims that can be tied to the product. Rather, they should explain the *SFI* Program Participant’s voluntary participation in a program for sustainable forest management. Avoid references or suggestions that the *SFI* program preserves forests.
- b. Avoid promoting any specific attributes of the product(s) bearing the mark when discussing participation in the *SFI* program, other than those related to forest management.
- c. Organizations can make claims about other certified processes (e.g., soy ink or alternate power sources) as long as it is clear that this is not associated with the *SFI* certification.

**2.21** All advertising material must be sent to the *SFI* program’s *Office of Label Use and Licensing* for review and approval. *SFI* staff are available to answer questions about the use of the marks and these rules.

**2.22** The *Office of Label Use and Licensing* reserves the right to request samples of all uses of the *SFI* On-product labels from time to time.

**2.23** If the *Office of Label Use and Licensing* determines that a *label user* is not using the marks as provided in these rules, which may be amended from time to time, or no longer meets the criteria set out in the *SFI* program requirements, it will send a written notice to the *label user* specifying the inappropriate use(s) and allow thirty (30) days in which to make a correction. If the *label user* fails to make the correction, the right to use the marks will be revoked.

**2.24** *Label users* who observe misuse of any of these marks shall report this immediately to the *Office of Label Use and Licensing*.

**2.25** When selling product as *SFI* chain-of-custody certified, the organization shall provide customers with written information confirming the supplier’s certified status, an official *SFI* claim statement and the organization’s chain-of-custody number. This can be in the form of, but is not limited to, an invoice, bill of lading, shipping document, letter, or other forms of communications available to the customer at the time of the sale of the product.

**2.26** When using the *SFI* chain-of-custody X% content labels, the following rules must be taken into consideration:

- a. The X% content label must equal all parts to 100%.
- b. If a specific attribute does not apply (e.g., *post-consumer recycled content*), the company must exclude that tagline from the label.
- c. If a company wishes to make a 100% *certified sourcing* claim, the *certified sourcing* label must be used.
- d. The 100% *certified forest content* claim can be made only when the physical separation method has been used throughout the chain-of-custody process.

**2.27** The organization approved to use the *SFI* on-product label can use either the color, black and white, or reversed style labels. Where one-color print is being used, the *SFI* label may be the same color as the rest of the product.

**2.28** The size of the label can be determined by the certified company approved to use the *SFI* label, if approved by the *SFI* Office of Label Use and Licensing.

**2.29** If the label is being used on a small product (e.g., pencils) and the claim may not be legible, a company may apply to the *SFI* Office of Label Use and Licensing for additional exceptions on applying the *SFI* on-product label.



**2.30** The following taglines can be used in combination with *SFI* on-product labels and with promotional materials that may or may not include the *SFI* label. The *SFI* website ([www.sfiprogram.org](http://www.sfiprogram.org)) can be added to any of these taglines.

- a. Approved claims for use with the Section 2 – *SFI 2015-2019 Forest Management Standard* and certified *primary producers*:
- We are proud to be part of a growing community of landowners, conservation groups and responsible companies all working towards improving forest management.
  - Through our Sustainable Forestry Initiative® certification, we help our customers' source responsible forest products.
  - We are proud to be part of a certification program whose participants have contributed over \$1 billion in research.
  - We are excited to work with the Sustainable Forestry Initiative®, a program supported by conservation groups across North America.
  - We promote responsible forest management and so do our customers.
  - With Sustainable Forestry Initiative® certification, we proudly support North American communities.
  - The Sustainable Forestry Initiative® program promotes sustainable forest management.
  - The Sustainable Forestry Initiative® program integrates the perpetual growing and harvesting of trees with the protection of wildlife, plants, soils and water.
  - The Sustainable Forestry Initiative® program promotes responsible forest management.
  - By supporting the Sustainable Forestry Initiative® program, (*SFI certified organization name*) is helping to strengthen forest practices in North America and promote responsible sourcing globally.
- b. Approved claims for use with Section 4 – *SFI 2015-2019 Chain-of-Custody Standard* certification
- With Sustainable Forestry Initiative® chain-of-custody certification, (*SFI certified organization name*) is meeting the growing demand for forest products from responsible sources.
  - By using the Sustainable Forestry Initiative® label, (*SFI certified organization name*) is telling customers you care about forest management, and are prepared to meet their high standards.
  - The Sustainable Forestry Initiative® program promotes sustainable forest management.
  - The Sustainable Forestry Initiative® program integrates the perpetual growing and harvesting of trees with the protection of wildlife, plants, soils and water.
  - The Sustainable Forestry Initiative® program promotes responsible forest management.
  - By supporting the Sustainable Forestry Initiative® program, (*SFI certified organization name*) is helping to strengthen forest practices in North America and promote responsible sourcing globally.

- c. Approved claims for use with *SFI Certified Sourcing* [Secondary and Primary Manufacturers] certification [Section 3 – *SFI 2015-2019 Fiber Sourcing Standard*]
- The Sustainable Forestry Initiative® certified sourcing label is proof (*SFI certified organization name*) is using fiber from responsible and legal sources.
  - This demonstrates (*SFI certified organization name*) support for improved forestry practices and strong communities across North America.
- d. Approved claims for all *SFI* certified organizations
- The Sustainable Forestry Initiative® is a comprehensive, independent certification program that works with environmental, social and industry partners to improve forest practices in North America and fiber sourcing worldwide.
  - The Sustainable Forestry Initiative® is based on 14 core principles that promote sustainable forest management, including measures to protect water quality, biodiversity, wildlife habitat, species at risk and Forests with Exceptional Conservation Value.
  - The Sustainable Forestry Initiative® is an independent 501(c)(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the internationally recognized *SFI*® program.

**2.31** The following geographic taglines can be used in combination with the *SFI* on-product labels and with promotional materials that may or may not include the *SFI* label. A *Program Participant*, *primary* or *secondary producer* can only use these taglines if they successfully demonstrated to the *SFI* certification body conducting the Section 4 – *SFI 2015-2019 Chain of Custody Standard* audit that they have tracked the sources of their supply, and that the wood fiber is sourced in North America in a manner consistent with the geographic tagline suggested. If a company sources any of its raw materials outside of North America, these claims can only be used if physical separation is employed. A 5% de minimis is acceptable.

- This wood is from a responsibly managed [North American/U.S./Canadian] forest.
- The fiber in this paper/package product is from a responsibly managed [North American/U.S./Canadian] forest.
- The fiber in this product meets the requirements of the independent Sustainable Forestry Initiative® program, delivering assurance that it comes from a responsibly managed [North American/U.S./Canadian] forest.

**2.32** Usage of *SFI* labels and claims shall follow ISO 14020:2000.

**2.33** The *Office of Label Use and Licensing* reserves the right to refuse any label use that does not align with *SFI Inc.*'s strategic objective, which is to "ensure the *SFI 2015-2019 Standards and Rules* is strong, grounded in science, progressive and based on integrity and proven through *conservation* collaboration resulting in wide market acceptance."

## PART 3. RULES FOR USE OF SFI OFF-PRODUCT MARKS

In addition to its on-product labels, *SFI Inc.* has off-product marks to show participation in the *program* and to promote the *program* generally. *SFI Inc.* owns all right, title and interest in these off-product marks, and exercises legitimate control over their use.

### SFI Licensed Off-Product Marks



**3.1** Off-product marks may only be used by *Program Participants* in good standing whose operations have been certified by an *SFI certification body* to be in conformance with the *SFI 2015-2019 Forest Management*, the *SFI 2015-2019 Fiber Sourcing Standard*, and/or the *SFI 2015-2019 Chain-of-Custody Standard* [for all or a portion of their operations]. Any express or implied claim that a *Program Participant* is in conformance with the *SFI Standard(s)* must be substantiated by a current, valid certification by an *SFI accredited certification body*.

**3.2** Off-product marks may be used as described in Part 5 under General Rules for *Program Participants*.

**3.3** The tagline mark (Good for You. Good for our Forests®) may be placed beneath the off-product mark.

**3.4** The *SFI* label identification number must be added under the logo mark. The numbering system is as follows: SFI-00000. The *SFI Program Participants* unique label ID number is provided by *SFI Inc.* The label ID number is a different number than the certification number provided by the *certification body*.

**3.5** *Program Participants* must seek approval from the *SFI Office of Label Use and Licensing* for use of the off-product marks.

## PART 4. RULES FOR USE OF SFI WORD MARKS

*SFI Inc.* owns all right, title and interest in the foregoing word marks and exercises legitimate control over the use of the word marks.

The purpose of these word marks is to show participation in the *SFI® program* and to promote the *SFI program* generally.

- SUSTAINABLE FORESTRY INITIATIVE®
- SFI®

*SFI* Licensed Tagline Mark:

- GOOD FOR YOU, GOOD FOR OUR FORESTS®

**4.1** Use of the word marks may only be used by *Program Participants* in good standing whose operations have been certified by an *SFI certification body* to be in conformance with the *SFI 2015-2019 SFI Forest Management Standard*, *SFI 2015-2019 Fiber Sourcing Standard* and/or the *SFI 2015-2019 Chain-of-Custody Standard* for all or a portion of their operations. Any express or implied claim that a *Program Participant* is in conformance with the *SFI Standard(s)* must be substantiated by a current, valid certification by an *SFI accredited certification body*.

**4.2** The ® only needs to be included the first time the “Sustainable Forestry Initiative” or “SFI” word marks appears in a document, whether it is in a title or in text. If both word marks are used, the correct format is: Sustainable Forestry Initiative® (SFI) program, and then the first use of “SFI” also carries an ®, i.e., SFI®.

**4.3** A word mark must be an adjective, it cannot be a noun, so when it is used in text, the word “program” or “standard” must appear after the mark. The mark should not be plural or possessive.

**4.4** The tagline mark (Good For You, Good For Our Forests®) can be used in association with the word marks.

**4.5** In addition to the uses described below in Part 5, General Rules for off-product marks the word marks may be used as follows, provided the advertisement or brochure refers to the *SFI* website ([www.sfiprogram.org](http://www.sfiprogram.org)) or the *Program Participant's* website with a hotlink to the *SFI* website:

- in advertisements that promote the *Program Participant's* certification to the *SFI Standard(s)*; and
- in sales brochures and other similar product promotional items.

**4.6** *Program Participants* must seek approval from the *SFI Office of Label Use and Licensing* for use of the word marks.

## PART 5. GENERAL RULES – FOR USE OF THE SFI OFF-PRODUCT MARKS AND WORD MARKS

**5.1** The Off-product and word marks may be used, subject to the rules in Parts 3 and 4, and as follows:

- a. In image advertising that focuses on a summary of company accomplishments or values, on company people, on company financial results or stock performance, on company community activities, or any combination of the above. Such advertising must not promote specific products, tout product attributes, or make value propositions, although generic products may be shown.
- b. In communications that explain and/or promote the *Sustainable Forestry Initiative* program's services and a company's participation in the *SFI program*, both to employees and to those outside of the organization.
- c. On business letterhead, business cards, and invoices.
- d. In annual reports, provided there is a reference to the *SFI Inc.* website ([www.sfiprogram.org](http://www.sfiprogram.org)).
- e. On generic business signs (e.g., vehicles, forest stands, office buildings, and mill sites that are owned or held on a *long-term* exclusive lease). Vehicles or facilities must be under the certified company's direct control and must prominently display the company's name. If the vehicle or facility is sold or the lease terminated, the marks must be removed before the title is transferred or the occupancy ends.
- f. On clothing and protective gear (e.g., uniforms, shirts and hard hats), in conjunction with, but not attached to, the company's name or Off-product.
- g. On a company website with a hotlink to the *SFI* website ([www.sfiprogram.org](http://www.sfiprogram.org)).

**5.2** If any of the marks are used in written communications, the following statement must be included in an appropriate location (e.g., bottom of the page or on the back of a brochure), "*SFI* Marks are registered marks owned by *Sustainable Forestry Initiative Inc.*"

**5.3** In addition to the references to the *SFI* website required above, companies should consider including a reference to the *SFI* website in any document where a Off-product or word mark is displayed.

**5.4** Use of the marks must comply with the Art Rules in Appendix 3, which are incorporated herein by reference, and with the following:

- a. A *label user* may use any one color in the presentation of the Logo Marks. If the label user chooses to use green, the PMS color is 348.
- b. The off-product mark font is Vag Rounded Light. The off-product mark may not be recreated using any other fonts or styles of these fonts. The font sizes must remain in the same proportions as the off-product mark provided in camera-ready or electronic file form.
- c. The off-product mark may appear within a photographic image or illustration.

- d. The off-product mark may not be combined with any other logo or image in such a way as to create a third logo or mark.
- e. The tree/leaf portion of the off-product mark may not be displayed by itself, but must always be accompanied with SUSTAINABLE FORESTRY INITIATIVE as set out above.
- f. The off-product mark must always be accompanied by the participant's *SFI* label ID number. The *SFI* label ID number shall be added under the mark.

**5.5** The *SFI* mark is registered with the U.S. Patent and Trademark Office and in Canada, Mexico, the European Union, Japan, China and South Korea, and must be accompanied by an ® to indicate that *SFI Inc.* owns it, unless otherwise authorized in these rules.

**5.6** Any public communication by *Program Participants* or *label users* shall be accurate and consistent with applicable laws and requirements for *SFI* off-product use. *Program Participants* and *label users* are encouraged to consult the U.S. Federal Trade Commission's guidelines on environmental claims in product advertising and communication and the guidelines on environmental labeling and advertising issued by the Fair Business Practices Branch of Industry Canada's Competition Bureau, as appropriate, and to seek additional information and direction from national accreditation bodies, national standards bodies and national, state and provincial consumer protection and competition laws. Legal counsel, as well as with the *SFI Office of Label Use and Licensing*, should be consulted during the preparation of any material that uses the marks and describes or makes claims about the *SFI program* and a company's participation.

**5.7** The *Office of Label Use and Licensing* reserves the right to refuse any label use that does not align with *SFI Inc.*'s strategic objective, which is to "ensure the *SFI Standard* is strong, grounded in science, progressive and based on integrity and proven through *conservation* collaboration resulting in wide market acceptance."

**5.8** If *SFI Inc.* determines marks are not being used as provided in these rules, it will send a written notice specifying the inappropriate use(s) and allow thirty (30) days in which to make a correction. If corrections are not made, the right to use the marks will be revoked.

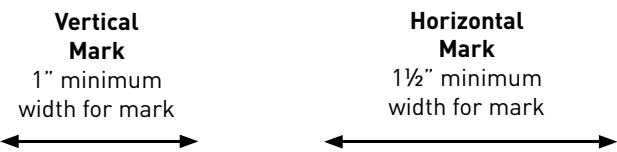
**5.9** Any observed misuse of any of these marks should be reported immediately to the *SFI Office of Label Use and Licensing*.

**5.10** The *SFI Inc.* has marketing materials available on the members-only section of the *SFI* website ([www.sfiprogram.org](http://www.sfiprogram.org)). Please contact the *SFI Office of Label Use and Licensing* for access to this section.

**5.11** Approval for *SFI* on-product label use and *SFI* marks should be obtained by using the online label approval system ([www.sfidatabase.org](http://www.sfidatabase.org)) monitored by the *SFI Office of Label Use and Licensing*.

# APPENDIX 1: SFI/ PROGRAM CERTIFICATION MARK (ON-PRODUCT) – ART RULES

(Only the Promoting Sustainable Forestry label is depicted below for illustrative purposes.)



**4-Color Mark**  
Use CMYK color palette specs whenever 4-Color printing is available.



4-Color Mark (CMYK)

**2-Color Mark**  
Use PMS 348 CVC and black when PMS color is available.



2-Color Mark (PMS 348)

**1-color Mark**  
Use B&W version of the marks when printing in black and white.



1-color Mark (B&W)

**Web-Safe Mark**  
Use jpeg or tiff for all website applications and PowerPoint presentations.



Web-Safe Mark

**Reverse Mark**  
Use reverse version of the marks when applying them to dark backgrounds or over dark photographic images.



Reverse Mark



---

### Color Palette

The primary color palette consists of PMS 348 CVC and Black.

Always match print jobs to color swatches to maintain consistency.

Use Web-safe specs for PowerPoint presentations and website graphics.



**SFI Black**  
100% Black



**CMYK**  
C 94.12%  
M 22.74%  
Y 80.78%  
K 8.63%



**PMS**  
348 CVC



**Web-Safe**  
R 12  
G 68  
B 3E

---

### Area of Isolation

To maintain clean, uncluttered layouts and to maximize the impact and recognition of the marks, always maintain an area of isolation all around the marks as shown.

*Note: marks may appear within a photographic image or illustration given that an area of isolation is maintained as noted.*



---

### Mark Violations

- To maintain consistency, do not modify or alter marks.
- Do not violate area of isolation with text or other graphics.
- Do not create a pattern with mark graphics.
- Do not alter the positioning of mark graphics or re-position, recrop, break apart or otherwise alter marks in any way. The mark may not be recreated using any fonts or styles other than the Vag Rounded Light or Univers 57 Condensed for the “claim” and website. The font size remains in the same proportions as the mark provided in the electronic file form.
- The tree/leaf design may not be displayed by itself, but must always be accompanied by the words “Sustainable Forestry Initiative” or “SFI”, the “claim” and the website [www.sfiprogram.org](http://www.sfiprogram.org).
- The SFI Label ID



---

Please consult with legal counsel, as well as the *SFI Office of Label Use and Licensing*, during preparation of all materials that include these marks. All uses of the marks should be sent to *SFI* for review prior to using. In the event a *Label User* should observe misuse of any of these marks, *Label User* shall immediately report such improper use.

# APPENDIX 2: SFI ON-PRODUCT LABELS

## PRODUCT LABELING GUIDE VERTICAL LABEL ARTWORK OPTION #1

FOLDER: SFI_Labels_Vertical													
SUB FOLDER: SFI_Labels_VC (VC: Vertical, Color)													
		SFL_CS_A_VC.ai SFL_CS_A_VC.tif SFL_CS_A_VC.jpg	SFL_COC_A_VC.ai SFL_COC_A_VC.tif SFL_COC_A_VC.jpg	SFL_COC_REC_A_VC.ai SFL_COC_REC_A_VC.tif SFL_COC_REC_A_VC.jpg	SFL_COC_REC_B_VC.ai SFL_COC_REC_B_VC.tif SFL_COC_REC_B_VC.jpg	SFL_COCaX_A_VC.ai SFL_COCaX_A_VC.tif SFL_COCaX_A_VC.jpg	SFL_COCX_A_VC.ai SFL_COCX_A_VC.tif SFL_COCX_A_VC.jpg	SFL_COCX_B_VC.ai SFL_COCX_B_VC.tif SFL_COCX_B_VC.jpg					
SUB FOLDER: SFI_Labels_VBW (VBW: Vertical, Black & White)													
		SFL_CS_A_VBW.ai SFL_CS_A_VBW.tif SFL_CS_A_VBW.jpg	SFL_COC_A_VBW.ai SFL_COC_A_VBW.tif SFL_COC_A_VBW.jpg	SFL_COC_REC_A_VBW.ai SFL_COC_REC_A_VBW.tif SFL_COC_REC_A_VBW.jpg	SFL_COC_REC_B_VBW.ai SFL_COC_REC_B_VBW.tif SFL_COC_REC_B_VBW.jpg	SFL_COCaX_A_VBW.ai SFL_COCaX_A_VBW.tif SFL_COCaX_A_VBW.jpg	SFL_COCX_A_VBW.ai SFL_COCX_A_VBW.tif SFL_COCX_A_VBW.jpg	SFL_COCX_B_VBW.ai SFL_COCX_B_VBW.tif SFL_COCX_B_VBW.jpg					
SUB FOLDER: SFI_Labels_VR (VR: Vertical, Reverse)													
		SFL_CS_A_VR.ai SFL_CS_A_VR.tif SFL_CS_A_VR.jpg	SFL_COC_A_VR.ai SFL_COC_A_VR.tif SFL_COC_A_VR.jpg	SFL_COC_REC_A_VR.ai SFL_COC_REC_A_VR.tif SFL_COC_REC_A_VR.jpg	SFL_COC_REC_B_VR.ai SFL_COC_REC_B_VR.tif SFL_COC_REC_B_VR.jpg	SFL_COCaX_A_VR.ai SFL_COCaX_A_VR.tif SFL_COCaX_A_VR.jpg	SFL_COCX_A_VR.ai SFL_COCX_A_VR.tif SFL_COCX_A_VR.jpg	SFL_COCX_B_VR.ai SFL_COCX_B_VR.tif SFL_COCX_B_VR.jpg					





## PRODUCT LABELING GUIDE VERTICAL LABEL ARTWORK OPTION #2

### FOLDER:

#### SF12\_Labels\_Vertical

#### SUB FOLDER:

SF12\_Labels\_VC (VC: Vertical, Color)



SF12\_CS\_A\_VC.ai  
SF12\_CS\_A\_VC.tif  
SF12\_CS\_A\_VC.jpg



SF12\_COC\_A\_VC.ai  
SF12\_COC\_A\_VC.tif  
SF12\_COC\_A\_VC.jpg



SF12\_COC\_REC\_A\_VC.ai  
SF12\_COC\_REC\_A\_VC.tif  
SF12\_COC\_REC\_A\_VC.jpg



SF12\_COC\_REC\_B\_VC.ai  
SF12\_COC\_REC\_B\_VC.tif  
SF12\_COC\_REC\_B\_VC.jpg



SF12\_COCaX\_A\_VC.ai  
SF12\_COCaX\_A\_VC.tif  
SF12\_COCaX\_A\_VC.jpg



SF12\_COCX\_A\_VC.ai  
SF12\_COCX\_A\_VC.tif  
SF12\_COCX\_A\_VC.jpg



SF12\_COCX\_B\_VC.ai  
SF12\_COCX\_B\_VC.tif  
SF12\_COCX\_B\_VC.jpg

#### SUB FOLDER:

SF12\_Labels\_VBW (VBW: Vertical, Black & White)



SF12\_CS\_A\_VBW.ai  
SF12\_CS\_A\_VBW.tif  
SF12\_CS\_A\_VBW.jpg



SF12\_COC\_A\_VBW.ai  
SF12\_COC\_A\_VBW.tif  
SF12\_COC\_A\_VBW.jpg



SF12\_COC\_REC\_A\_VBW.ai  
SF12\_COC\_REC\_A\_VBW.tif  
SF12\_COC\_REC\_A\_VBW.jpg



SF12\_COC\_REC\_B\_VBW.ai  
SF12\_COC\_REC\_B\_VBW.tif  
SF12\_COC\_REC\_B\_VBW.jpg



SF12\_COCaX\_A\_VBW.ai  
SF12\_COCaX\_A\_VBW.tif  
SF12\_COCaX\_A\_VBW.jpg



SF12\_COCX\_A\_VBW.ai  
SF12\_COCX\_A\_VBW.tif  
SF12\_COCX\_A\_VBW.jpg



SF12\_COCX\_B\_VBW.ai  
SF12\_COCX\_B\_VBW.tif  
SF12\_COCX\_B\_VBW.jpg

#### SUB FOLDER:

SF12\_Labels\_VR (VR: Vertical, Reverse)



SF12\_CS\_A\_VR.ai  
SF12\_CS\_A\_VR.tif  
SF12\_CS\_A\_VR.jpg



SF12\_COC\_A\_VR.ai  
SF12\_COC\_A\_VR.tif  
SF12\_COC\_A\_VR.jpg



SF12\_COC\_REC\_A\_VR.ai  
SF12\_COC\_REC\_A\_VR.tif  
SF12\_COC\_REC\_A\_VR.jpg



SF12\_COC\_REC\_B\_VR.ai  
SF12\_COC\_REC\_B\_VR.tif  
SF12\_COC\_REC\_B\_VR.jpg



SF12\_COCaX\_A\_VR.ai  
SF12\_COCaX\_A\_VR.tif  
SF12\_COCaX\_A\_VR.jpg



SF12\_COCX\_A\_VR.ai  
SF12\_COCX\_A\_VR.tif  
SF12\_COCX\_A\_VR.jpg



SF12\_COCX\_B\_VR.ai  
SF12\_COCX\_B\_VR.tif  
SF12\_COCX\_B\_VR.jpg



## PRODUCT LABELLING GUIDE HORIZONTAL LABEL ARTWORK OPT #2

FOLDER:

### SFI2\_Labels\_Horizontal

SUB FOLDER:

SFI2\_Labels\_HC (HC: Horizontal, Color)



SFI2\_CS\_A\_HC.ai  
SFI2\_CS\_A\_HC.tif  
SFI2\_CS\_A\_HC.jpg



SFI2\_COC\_A\_HC.ai  
SFI2\_COC\_A\_HC.tif  
SFI2\_COC\_A\_HC.jpg



SFI2\_COC\_REC\_A\_HC.ai  
SFI2\_COC\_REC\_A\_HC.tif  
SFI2\_COC\_REC\_A\_HC.jpg



SFI2\_COC\_REC\_B\_HC.ai  
SFI2\_COC\_REC\_B\_HC.tif  
SFI2\_COC\_REC\_B\_HC.jpg



SFI2\_COCaIX\_A\_HC.ai  
SFI2\_COCaIX\_A\_HC.tif  
SFI2\_COCaIX\_A\_HC.jpg



SFI2\_COCX\_A\_HC.ai  
SFI2\_COCX\_A\_HC.tif  
SFI2\_COCX\_A\_HC.jpg



SFI2\_COCX\_B\_HC.ai  
SFI2\_COCX\_B\_HC.tif  
SFI2\_COCX\_B\_HC.jpg

SUB FOLDER:

SFI2\_Labels\_HBW (HC: Horizontal, B & W)



SFI2\_CS\_A\_HBW.ai  
SFI2\_CS\_A\_HBW.tif  
SFI2\_CS\_A\_HBW.jpg



SFI2\_COC\_A\_HBW.ai  
SFI2\_COC\_A\_HBW.tif  
SFI2\_COC\_A\_HBW.jpg



SFI2\_COC\_REC\_A\_HBW.ai  
SFI2\_COC\_REC\_A\_HBW.tif  
SFI2\_COC\_REC\_A\_HBW.jpg



SFI2\_COC\_REC\_B\_HBW.ai  
SFI2\_COC\_REC\_B\_HBW.tif  
SFI2\_COC\_REC\_B\_HBW.jpg



SFI2\_COCaIX\_A\_HBW.ai  
SFI2\_COCaIX\_A\_HBW.tif  
SFI2\_COCaIX\_A\_HBW.jpg



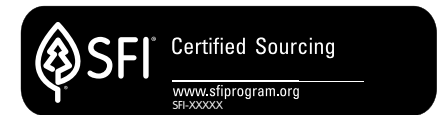
SFI2\_COCX\_A\_HBW.ai  
SFI2\_COCX\_A\_HBW.tif  
SFI2\_COCX\_A\_HBW.jpg



SFI2\_COCX\_B\_HBW.ai  
SFI2\_COCX\_B\_HBW.tif  
SFI2\_COCX\_B\_HBW.jpg

SUB FOLDER:

SFI2\_Labels\_HR (HC: Horizontal, Reversed)



SFI2\_CS\_A\_HR.ai  
SFI2\_CS\_A\_HR.tif  
SFI2\_CS\_A\_HR.jpg



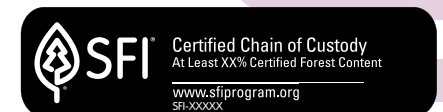
SFI2\_COC\_A\_HR.ai  
SFI2\_COC\_A\_HR.tif  
SFI2\_COC\_A\_HR.jpg



SFI2\_COC\_REC\_A\_HR.ai  
SFI2\_COC\_REC\_A\_HR.tif  
SFI2\_COC\_REC\_A\_HR.jpg



SFI2\_COC\_REC\_B\_HR.ai  
SFI2\_COC\_REC\_B\_HR.tif  
SFI2\_COC\_REC\_B\_HR.jpg



SFI2\_COCaIX\_A\_HR.ai  
SFI2\_COCaIX\_A\_HR.tif  
SFI2\_COCaIX\_A\_HR.jpg



SFI2\_COCX\_A\_HR.ai  
SFI2\_COCX\_A\_HR.tif  
SFI2\_COCX\_A\_HR.jpg



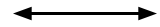
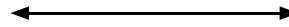
SFI2\_COCX\_B\_HR.ai  
SFI2\_COCX\_B\_HR.tif  
SFI2\_COCX\_B\_HR.jpg

APPENDIX 3: SFI OFF-PRODUCT MARK — ART RULES

	Horizontal Mark 1½" minimum width for mark	Stacked Mark ¾" minimum width for mark
<b>4-Color SFI Mark</b> Use CMYK color palette specs whenever fourcolor printing is available. Materials that fall into this category include advertising, collateral and sales materials, POS, and press materials.	SUSTAINABLE FORESTRY INITIATIVE SFI-XXXXX  4-Color Mark (CMYK)	SUSTAINABLE FORESTRY INITIATIVE SFI-XXXXX
<b>2-Color SFI Mark</b> Use PMS 348 CVC and black when PMS color is available for materials such as brochures and catalogs.	SUSTAINABLE FORESTRY INITIATIVE SFI-XXXXX  2-Color Mark (PMS 348)	SUSTAINABLE FORESTRY INITIATIVE SFI-XXXXX
<b>1-Color SFI Mark</b> Use B&W version of the marks when printing in black and white for materials such as laser print documents, and black and white ads.	SUSTAINABLE FORESTRY INITIATIVE SFI-XXXXX  1-Color Mark (B&W)	SUSTAINABLE FORESTRY INITIATIVE SFI-XXXXX
<b>Web-Safe SFI Mark</b> Use jpeg or tiff for all website applications and PowerPoint presentations.	SUSTAINABLE FORESTRY INITIATIVE SFI-XXXXX  Web-Safe Mark	SUSTAINABLE FORESTRY INITIATIVE SFI-XXXXX
<b>Reverse SFI Mark</b> Use reverse version of the marks when applying them to dark backgrounds or over dark photographic images.	SUSTAINABLE FORESTRY INITIATIVE SFI-XXXXX  Reverse Mark	SUSTAINABLE FORESTRY INITIATIVE SFI-XXXXX
<b>Typography</b> The SFI tagline text typeface is Garamond3 LT Italic, and the website text typeface is Universe. To maintain consistency, use only these fonts in all external communications.	<i>Good for you. Good for our forests.®</i> <a href="http://www.sfiprogram.org">www.sfiprogram.org</a>	
<b>Color Palette</b> The primary color palette consists of PMS 348 CVC and Black. Always match print jobs to color swatches to maintain consistency.  Use Web-safe specs for PowerPoint presentations and website graphics.	SFI Black 100% Black  PMS 348 CVC	CMYK C 94.12% M 22.74% Y 80.78% K 8.63%  Web-Safe R 12 G 68 B 3E

**Horizontal Mark**  
1½" minimum width for mark

**Stacked Mark**  
¾" minimum width for mark



### Mark Lock-Ups

These mark lock-ups were created to maintain consistency when using the mark with secondary information.

Do not alter the spacing or positioning of any items in these lock-ups.



### Area of Isolation

To maintain clean, uncluttered layouts and to maximize the impact and recognition of the marks, always maintain an area of isolation all around the marks as shown.

*Note: marks may appear within a photographic image or illustration given that an area of isolation is maintained as noted.*



### Mark Violations

- Do not use mark graphic by itself or to create a pattern.
- Do not combine with any other logo or image as to create a third logo or mark.
- To maintain consistency, do not modify or alter marks.
- Do not violate area of isolation with text or other graphics.
- Do not alter the positioning of mark graphics or reposition, recrop, break apart or otherwise alter marks in any way.
- The tree/leaf design may not be displayed by itself, but must always be accompanied by the words "Sustainable Forestry Initiative" or "SFI."

