



APPENDIX 2: SFI LOGO USE GUIDE

GUIDELINES FOR SFI ON-PRODUCT LABELS AND SFI OFF-PRODUCT MARKS

ABOUT THIS GUIDE

The following SFI logo use guide includes the rules and details supporting SFI on-product labels and SFI off-product marks. The proper use of logos, color, and typography ensures the SFI brand is consistent.

This document is based on SFI's Rules for Use of SFI On-Product Labels and Off-Product Marks (Section 6). For more information, refer to the standard.

All instances of SFI Off-Product Marks, SFI On-Product Label use and any statements about SFI must follow the requirements of Section 6 and are subject to review and approval by the SFI Office of Label Use and Licensing.

SFI owns all rights, titles and interest in marks discussed here, and exercises legitimate control over the use of its on-product labels. All SFI on-product labels are registered with both the U.S. Patent and Trademark Office and the Canadian Intellectual Property Office, and each label must be individually accompanied by an ® to indicate that the on product label is associated with SFI.

SFI OFFICE OF LABEL USE AND LICENSING

The SFI Office of Label Use and Licensing provides access to and monitors all use of SFI trademarks. The Office of Label Use and Licensing evaluates and approves applications for use of all SFI On-Product Labels, establishes label-use rules and procedures set out in the Rules for Use of SFI On-Product Labels and Off-Product Marks (Section 6 in the SFI 2022 Standards and Rules), and maintains oversight of use of all SFI On-Product Labels.

INTRODUCTION

People and companies are looking for better solutions to ease pressures on the planet—practical choices that will conserve nature, combat *climate change*, and cut waste and pollution. The Sustainable Forestry Initiative standards have become the fastest growing, highly trusted solution that can support a growing need for products from the forest, as the drive to reduce carbon pollution and conserve nature intensifies.

This SFI logo use guide is designed to help all users of SFI trademarks to apply SFI statements and artwork consistently, in terms of layout and design, and in line with SFI technical requirements and branding.

SFI TRADEMARKS AND USER GROUPS

There are two categories of SFI trademarks: SFI Off-Product Marks and SFI On-Product Labels. Guidelines and requirements for all trademark use categories are included in the following pages.

SFI OFF-PRODUCT MARKS FOR PROMOTIONAL USE

SFI Off-Product Marks are used in communications promoting SFI, an organization's certification, and other instances of communicating SFI affiliation.

Examples include social media, promoting partnerships or collaborating on projects, websites, clothing and protective gear, and other communications.

WHO CAN USE THE OFF-PRODUCT MARKS

- *Certified Organizations*
- Retailers of SFI products
- Brand owners using and promoting SFI suppliers
- Users of the SFI Label Recognizing Global Standards
- Educational groups
- Conservation groups
- Other non-profit groups that wish to explain or highlight SFI
- *Certification bodies*
- Media



SFI ON-PRODUCT LABELS FOR COMMUNICATING FIBER CONTENT

SFI On-Product Labels communicate details about the wood fiber in the product. Labels are a visual cue, telling the consumer about wood fiber from certified forests, recycled material, and other responsible sources in a product.

Examples include stamped labels on lumber and printed labels on paper.

WHO CAN USE SFI ON-PRODUCT LABELS

- *Certified Organizations*
- Retailers and brand owners sourcing from SFI *Certified Organizations*
- Users of the SFI Label Recognizing Global Standards





SFI OFF-PRODUCT MARKS—RULES FOR USE

SFI Off-Product Marks are used in communications promoting SFI, an organization’s certification, and other instances of communicating SFI affiliation.

Using logos, color, and typography properly ensures the SFI brand is consistent.



PRIMARY LOGOS



Mandatory Elements

- SFI Label ID number
- Area of isolation
- Font: Vag Rounded Light
- Green: PMS 347c

Optional Elements

- Layout: Vertical/Horizontal
- Match print jobs to color jobs for consistency
- Border
- “Better Choices for the Planet” tagline



For other applications
Use the black version



On a darker or picture background
Use the reverse version

MORE PROMOTIONAL OPTIONS

The SFI tree shield portion of the off-product mark can be used without the wordmark in certain instances such as social media, watermarks on photographs, and on design materials for a cleaner feel. Variations of the logo are never to be used on product to communicate SFI certification status, or to alter the SFI on-product label and claim.

Show participation in SFI and to promote SFI generally.

- SUSTAINABLE FORESTRY INITIATIVE®
- SFI®

Show participation in SFI and promote SFI together with SFI marks:

- BETTER CHOICES FOR THE PLANET®



On a white background

Size can vary, from big on a banner to small in a header/footer



On a darker or picture background
Use the reverse version



Watermark:
50% Opacity

EXAMPLES OF USE

- Advertisements
- Reports
- Academic papers
- Company training presentations
- Handouts that explain SFI or a company’s use of SFI standards
- Business letterhead
- Business cards
- Invoices
- Annual reports (provided there is a reference to the SFI website)
- Vehicles
- Signs at SFI forestlands
- Signs on office buildings
- Clothing and protective gear (e.g., uniforms, shirts, and hard hats)
- On a company website with a link to the SFI website
- Other communications promoting SFI
- Other communications promoting an organization’s certification
- Other instances communicating SFI affiliation

SFI ON-PRODUCT LABELS—RULES FOR USE

SFI on-product labels communicate details about the wood fiber in the product. Labels tell the consumer about wood fiber from certified forests, recycled material, and other responsible sources in a product.

Use of the SFI label demonstrates commitment to sustainability and contributes to sustainability related goals such as measures to help assure the continued value of forests, help safeguard water quality, *wildlife habitat* and species at risk, and contributes to the significant investments SFI makes in conservation research, education, and community engagement.

SFI products, supply chains and markets are diverse—and so are the labels. SFI's commitment to being open and transparent about the development and administration of the SFI standards extends to SFI's labeling program. SFI On Product Labels reflect SFI raw materials and certification of the supplier(s).

Only organizations with a valid SFI certificate issued by an accredited certification body may apply the on product labels upon receiving authorization from the SFI Office of Label Use and Licensing. On-product label use is audited by accredited *certification bodies* and must adhere to conditions and limitations outlined in Rules for Use of SFI On-Product Labels and Off-Product Marks (Section 6).

EXAMPLES OF SFI CHAIN-OF-CUSTODY LABEL OPTIONS



SFI CHAIN OF CUSTODY

All SFI chain-of-custody labels track fiber from certified forests managed to protect water quality, *biodiversity*, *wildlife habitat*, species at risk and *forests with exceptional conservation value*. There are different label options depending on how *certified content* is calculated.



SFI RECYCLED CONTENT

Recycled materials can be used on their own or combined with certified forest fibers. SFI *recycled content* can include both *pre-* and *post-consumer recycled material*. It is also a non controversial source that can be used in the SFI *Certified Sourcing* label.



SFI LABEL RECOGNIZING GLOBAL STANDARDS

SFI has a label that recognizes global standards like the Program for the Endorsement of Forest Certification (PEFC). This chain-of-custody label is intended for use in the U.S. and Canada. This label requires a separate application process. Contact SFI for more information.

SFI CERTIFIED SOURCING



SFI CERTIFIED SOURCING

Certified sourcing uses raw material from noncontroversial sources in the supply chain, supports logger training, *recycled content*, certified forests, and small family forest owners. This is a different label than chain-of-custody and does not make claims about *certified content*.



Mandatory Elements

- SFI Label ID number
- SFI website
- “Sustainable Forestry Initiative” or “SFI”
- The claim: “Certified Sourcing”, “Promoting Sustainable Forestry”, “X% Certified”, etc.
- The “Chain of Custody” tagline for chain of custody labels
- Area of isolation
- Font: Vag Rounded Light
- Green: PMS 347c
- Clear communication on what portion of the product the label applies to
- Recommended width: 1” for vertical labels, 1.5” for horizontal labels

Optional Elements

- Layout: Vertical/Horizontal
- Match print jobs to color jobs for consistency
- Border
- “Better Choices for the Planet” tagline
- Languages: English, French and Spanish. Others available upon request
- Recycled Mobius loop for chain of custody labels with recycled content

COMMUNICATING ABOUT CERTIFICATION AND CERTIFIED PRODUCTS

There is increasing demand for better choices for the planet. Using the SFI label is a great way to let consumers know that the product comes from a sustainable source, offering better choices for those consumers—and for the planet.

The following statements can be used in combination with SFI On-Product Labels and on promotional materials. The SFI website “forests.org” can be added to any of these statements.

This list is not exhaustive. If you would like to use other promotional text to describe SFI, contact SFI’s Office of Label Use and Licensing for more.

SAMPLE STATEMENTS FOR USE WITH ALL SFI OFF-PRODUCT MARKS AND SFI ON-PRODUCT LABELS

GENERAL BENEFIT STATEMENTS

- We work to keep forests healthy and communities thriving.
- By choosing SFI certification, we invest in conservation research, community engagement and environmental education.
- We choose SFI-certified products because a sustainable supply chain is a smart climate solution.

CONSERVATION FOCUSED STATEMENTS

- SFI helps protect water quality by ensuring practices that promote healthy forests and minimize erosion.
- [Organization] chooses SFI-certified products as part of our journey toward [organization’s climate/carbon goal].
- SFI is leading research to better understand how sustainably managed forests help us combat climate change.

COMMUNITY FOCUSED STATEMENTS

- SFI respects Indigenous Peoples’ rights and traditional knowledge and promotes forest-focused collaboration to support certification.
- SFI proudly supports future forest and conservation leaders through environmental education and career development.
- SFI creates experiential learning opportunities for youth through work placements, mentorship, and environmental education.

EDUCATION FOCUSED STATEMENTS

- SFI helps educators teach about climate change and sustainability (through its Project Learning Tree initiative).
- SFI teaches students how to think, not what to think, about forests and the environment.
- SFI helps the next generation explore green jobs and prepares them to become environmental stewards.

THESE EXAMPLES ARE ONLY A SMALL REPRESENTATION OF ALL AVAILABLE SFI LABELS. REFER TO PART 3 SFI CLAIMS AND LABELS, RULES FOR USE OF SFI ON-PRODUCT LABELS AND OFF PRODUCT MARKS (SECTION 6) FOR COMPLETE DETAILS ON AVAILABLE LABEL OPTIONS FOR CLAIMS AND CERTIFICATION TYPES.