

SFI LABEL

& PROMOTIONAL LOGO USE

FACT SHEET FOR SFI IMPLEMENTATION COMMITTEES

Whether you are using the SFI promotional logo in your communications, or using the SFI on-product label on brochures printed on paper certified to the SFI standards, we have you covered. SFI has two types of logos:

SFI/SIC PROMOTIONAL LOGOS

Can be used by SFI Implementation Committees (SICs) that want to promote their affiliation with SFI. The SFI/SIC promotional logo is typically used in newsletters, on websites, social media, news releases, business cards, teaching materials, workshop flyers, and other similar spots.

HOW TO USE SFI/SIC PROMOTIONAL LOGOS ON YOUR PROMOTIONAL PRODUCTS

STEP 1: Get your SFI/SIC promotional logo from SFI with your unique SIC label ID number.



STEP 2: Place the SFI/SIC promotional logo on your newsletters and email signature, on your marketing materials, website, workshop flyers and agendas, teaching materials or similar spots.

NOTE: The SIC Label ID number is specific to the SIC responsible for logo use.



NOTE: Other SFI trademark options for SICs include both SFI promotional logos, with or without the tagline and website. The SFI label ID is always included, regardless of logo type.

STEP 3: Send your (near) final copy of material including the SFI/SIC logo to [SFI's Office of Label Use & Licensing](#) for trademark approval.

SFI ON-PRODUCT LABELS

Indicates the paper comes from a company certified to the SFI standard. The SFI on-product label is typically used on professionally printed brochures, catalogs, books, flyers, and other paper products sourced from certified forests, recycled content, and material certified to the SFI Fiber Sourcing standard.

HOW TO ENSURE YOUR PRINTER USES AN SFI ON-PRODUCT LABEL ON PROFESSIONALLY PRINTED MATERIALS

STEP 1: Find out if your printer has SFI Chain of Custody certification.

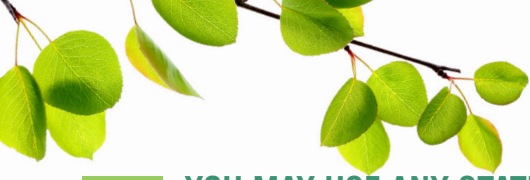
- **Yes?** Go directly to step 2 below.
- **No?** Tell your printer about SFI and ask SFI's Office of Label Use & Licensing to share certification steps with them.
- **Need to find a printer?** Go to: <https://forests.org/find-sfi-printers/>

NOTE: If you know of a large printshop in your area without SFI certification, let us know! SFI can work with them to get certified.

STEP 2: Ask the printer to use the SFI on-product label (the on-product label that reflects SFI content in the paper being used for the print job).

*NOTE: The SFI Label is specific to the organization responsible for logo use – **in this case the printer uses THEIR number.***

STEP 3: Know that the printer will get approval for the SFI label directly from the Office of Label Use & Licensing.



SOURCE PRODUCTS WITH SFI ON-PRODUCT LABELS



YOU MAY USE ANY STATEMENTS FROM THE SFI WEBSITES, BROCHURES, FACT SHEETS, AND OTHER MARKETING COLLATERAL TO ACCOMPANY SFI/SIC LOGOS.

In addition to selecting an SFI printer to label materials on SFI paper, there are many other products you can buy or specify with the SFI label. Office supplies, food packaging, hygiene products, building & renovation materials, and catering packaging are just a few examples

SAMPLE 1: SFI Implementation Committees (SICs) make up a network of close to 1,000 people and includes private landowners, independent loggers, forestry professionals, Indigenous people, local government agencies, academics, scientists and conservationists that implement sustainability at the grassroots level.

SAMPLE 2: SFI Implementation Committees (SICs) support training of resource and harvesting professionals, outreach to family forest-owners and environmental education.

SAMPLE 3: Thirty-five state, regional and provincial SFI Implementation Committees (SICs) make up the heart of the SFI network. For over 20 years, they have provided logger training in key areas like preserving water quality and landowner outreach.

SAMPLE 4: SFI Implementation Committees (SICs) promote the SFI forest standard as a means to broaden the practice of responsible forestry and achieve on-the-ground progress.

THE SFI ON-PRODUCT LABEL indicates the paper comes from a company certified to the SFI standard. The SFI on product label can be used on professionally printed brochures, catalogs, books, flyers, and lumber and wood products.



THE SFI PROMOTIONAL LOGO can be used by a certified organization or SIC to promote their affiliation with SFI. The SFI promotional logo is typically used in newsletters, on websites, social media, news releases, business cards, teaching materials, workshop flyers, and other similar spots.



One quarter of Fortune 100 companies use the SFI on-product label and 41% of U.S. consumers recognize the SFI logo. SFI and SICs can connect landowners to brand owners – growing an understanding and appreciating certified products and the story behind them.

FOR MORE INFORMATION:

SIC QUESTIONS?

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SFI LOGO USE QUESTIONS?

SFI Office of Label Use & Licensing
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LEGAL: SFI owns all right, title and interest in SFI marks and exercises legitimate control over the use of on-product labels and off-product promotional marks. Note that Individual members (“Members”) of the SFI Implementation Committees are not allowed to use any of these Marks and SFI Label ID number. They are for the use of SFI Implementation Committee as a group only. They are not to be used on products, product promotion, sales brochures, or in any other manner that may create the impression the SFI Implementation Committee’s products or services provide environmental benefits.



BETTER CHOICES FOR THE PLANET