Responsible Wood

Logo Usage Toolkit

VERSION 1.5 OCTOBER 2018

Introduction

The Responsible Wood 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 Responsible Wood 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. Responsible Wood is a member of the Programme for the Endorsement of Forest Certification (PEFC), the world's largest forest certification scheme, producing mutual recognition of Responsible Wood certification globally.

Purpose of this Toolkit

You are only permitted to use the logo and label if you have obtained a logo license. This document and Responsible Wood's Logo Usage Rules explain how to remain in accordance with the requirements.

It is of fundamental importance for Responsible Wood 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 correct use of the logo on products and associated documentation and in any communication is essential in protecting Responsible Wood's credibility.

The Responsible Wood 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 Responsible Wood'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 Responsible Wood-certified forests
- highlight engagement in sustainable forest management

Contents

PART ONE

General Logo and Label Use

This section contains all relevant information needed to use the Responsible Wood logo and labels correctly. It allows you to identify which Logo User Group you belong to and the corresponding Logo Use Options available. The Responsible Wood Logo, Label Elements and the Standard Labels are explained in detail in Design Specifications which is aimed at ensuring the Responsible Wood logo and label are used correctly and consistently to avoid commonly encountered infringements.

1.1 Logo User Group

1.2 Logo Use Options

1.3 Logo and Label Elements

1.4 Standard Labels

1.5 Design Specifications

1.6 Infringements

PART TWO

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 Responsible Wood Certified, Responsible Wood Certified and Recycled, and Supporting Responsible Wood Certification labels.

2.1 Responsible Wood Certified Label

2.2 Responsible Wood Certified and Recycled Label

2.3 Supporting Responsible Wood Certification Label

PART THREE

Label Creation and File Identification

All label files are available in EPS and JPEG 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 files are utilised and assists in locating the correct file.

3.1 File Specifications

3.2 File Identification

PART ONE

General Logo and Label Use Requirements

1.1 LOGO USER GROUPS

1.2 LOGO USE OPTIONS

1.3 RESPONSIBLE WOOD LOGO AND LABEL

1.4 STANDARD LABELS

1.5 DESIGN SPECIFICATIONS

1.6 INFRINGEMENTS

1.1
Logo User Groups

The Responsible Wood 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).

Obligatory approval:
All entities, both certificate holders and non-certificate holders in, are required to obtain a Logo Usage License from Responsible Wood before using the Responsible Wood logo and label.

COC Certified Companies
RESPONSIBLE WOOD LOGO USER GROUP C

These are entities along the value chain of forest-based products that have obtained AS 4707 Responsible Wood Chain of Custody certification. Examples include: manufacturers; processing industries; procurement organisations; traders; distributors; and retailers.

SFM Certified Forest Owners/Managers
RESPONSIBLE WOOD LOGO USER GROUP B

These are entities owning/managing forests that have obtained AS 4708 Responsible Wood Sustainable Forest Management Certification. Examples include holders of multi-site or group certificates; other entities participating in group certification (e.g. contractors); and individual forest owners.

Non-certified Entities
RESPONSIBLE WOOD LOGO USER GROUP D

These are entities selling certified products without the requirement to obtain Responsible Wood 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 Responsible Wood certification (e.g. Government or Banks as final consumers of certified products; and organisations and associations communicating about Responsible Wood).

Authorised Licensing Agents
RESPONSIBLE WOOD LOGO USER GROUP A

These are entities authorised to issue Responsible Wood logo licenses on behalf of Responsible Wood.

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 Responsible Wood.

1.2
Logo Use Options

Two logo use options exist: The use of the logo physically on a certified product and on stationery, 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	✗	✓

On-product Use
AVAILABLE FOR COC CERTIFIED COMPANIES AND SFM CERTIFIED FOREST OWNERS/MANAGERS

Using the Responsible Wood logo on a product is an excellent means for Responsible Wood-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 Responsible Wood-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 Responsible Wood-certified product (e.g. invoices, packaging lists, advertisements, brochures, etc.)

Off-product Use
AVAILABLE FOR ALL LOGO USER GROUPS

The Responsible Wood logo is highly credible and allows Companies, Organisations, Governments, Associations and others to communicate and promote their support for Responsible Wood-certified sustainable forest management. Off-product use does not refer to specific products or the origin of raw material from Responsible Wood-certified forests.

Off-product use includes the use of the Responsible Wood logo and labels to communicate Responsible Wood certification on/in:
- Annual Reports, CSR, Sustainability report; brochures; and other written material
- Information displays, posters in stores, at trade fairs
- Advertisements and flyers
- Websites

Note:
Any use of the Responsible Wood logo and label that refers to – or can be perceived as referring to – a specific Responsible Wood-certified product and/or the origin of the raw material used in its production is considered 'on-product' use.

1.3 Responsible Wood Logo and Label

Required

1. The Responsible Wood logo consists of the brand mark and logotype "Responsible Wood".
2. The Responsible Wood logo is a registered symbol and always needs to be accompanied by the ® symbol.
3. The Responsible Wood logo licence number uniquely identifies the logo licence holder.

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

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

   Note:
   Optional where the certified content is 100%

Optional

5. Responsible Wood website.
6. The label recognition identifies the mutual alliance with PEFC.

Responsible Wood Trademark

The Responsible Wood logo is the exclusive property of Responsible Wood and is a registered trademark.

Abuse

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

For further information about Responsible Wood trademarks and to report suspected trademark or label misuse, please contact Responsible Wood at feedback@responsiblewood.org.au

Logo and Label Requirements

Recycling symbol ("Mobius loop")

The recycling symbol, including the percentage of recycled material contained in the product, is an additional, required element of the "Responsible Wood Certified and Recycled" label. The Mobius loop is used in accordance with ISO 14021:2016

Recycling Symbol ("Mobius loop")

1.4.1
Standard Labels – On-product Use

Responsible Wood differentiates between three types of labels. The 'Responsible Wood Certified' and 'Responsible Wood Certified and Recycled' labels are available for on-product use, while the 'Supporting Sustainable Forest Management' label is available for off-product use. The logo license number ("RW/X-XX-X") is an important element of the Responsible Wood labels as it uniquely identifies the licensee.

Responsible Wood Certified
AVAILABLE FOR COC CERTIFIED COMPANIES AND SFM CERTIFIED FOREST OWNERS/MANAGERS

Claim 1

'This product is from sustainably managed forests.'

This claim indicates 100% certified content.

Claim 2

'This product is from sustainably managed forests and controlled sources.'

This claim indicates less than 100% certified content.

Note:
Controlled sources are those that have undergone due diligence and are not from controversial sources.

Responsible Wood Certified and Recycled
AVAILABLE FOR COC CERTIFIED COMPANIES

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

This claim, indicates that the product includes:
- at least 70% of wood from Responsible Wood/PEFC-certified forests that meets or exceeds Responsible Wood's sustainability benchmark requirements and/or post-consumer recycled material; and
- wood from controlled sources.

On-product Responsible Wood Certified Label

On-product Responsible Wood Certified and Recycled Label

Post-consumer recycled material must meet Responsible Wood's requirements for chemical and non-chemical contamination. The amount of post-consumer recycled material is specified wihin the recycling symbol.

1.4.2
Standard Labels – Off-product Use

Enabling Sustainable Forest Management
AVAILABLE FOR ALL LOGO USER GROUPS EXCEPT ONE-TIME USERS

Claim: 'Enabling sustainable forest management in Australia and around the world.'

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

Non-certified organisations must apply for permission to use through the Group D Logo use category.

Off-product Supporting Sustainable Forest Management Label

1.4.3
Standard Labels – One-time Use

Enabling Sustainable Forest Management
AVAILABLE FOR ONE-TIME USERS

Claim: 'Enabling sustainable forest management in Australia and around the world.'

Designed for one-time use, special requirements govern the use of this label:
- Permission to use this label can only be given by Responsible Wood.
- Only off-product use is allowed.
- The logo must be accompanied with the Responsible Wood registration number "RW/1-10-1".

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 (e.g. 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.

One-time use Supporting Sustainable Forest Management Label

1.5
Design Specifications

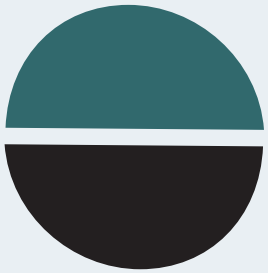
Logo users can customise the standard Responsible Wood label by choosing the direction of the logo (portrait/landscape) and colour. Throughout this guide, the landscape Eucalypt Responsible Wood label is used for illustrative purposes. The same principles apply to all other labels.

Colour Reproduction

The labels may be produced in either RW Eucalypt (see colour section for details) or black.

Label direction

The labels may be formatted to landscape or portrait, as can be seen to the right.



RW Eucalypt
CMYK 62 0 24 73
RGB 14 81 84
PMS 3302 C
HEX #004346

Black
CMYK 0 0 0 100
RGB 0 0 0
PMS --
HEX #000000

Colour reproduction

Landscape and portrait orientations

1.5
Design Specifications (cont.)

Minimum Size

The labels should always be created from original, digital artwork and must not be recreated or redrawn. Landscape labels should not be any smaller than 27mm in width, and portrait labels should not be any smaller than 15mm in width.

All elements within the logo must remain at their fixed proportions and should not be scaled, re-positioned, or altered in any way.

Clear Space

The clear space margin for the labels is based on the height of the “ R” in the logotype. This is true for all of the labels.

Clear space

Minimum size

1.6
Infringements

It is essential that the Responsible Wood 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 Part 2. 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
– change the typeface of the label content
– stretch the label
– change the colour of any of the label parts

If in doubt or if you have a special request,
please call +61 7 3359 1758 or
ContactUs@responsiblewood.org.au

Infringement examples

PART TWO

Alternative Label and Design

2.1 RESPONSIBLE WOOD CERTIFIED LABEL

2.2 RESPONSIBLE WOOD CERTIFIED AND RECYLED LABEL

2.3 SUPPORTING RESPONSIBLE WOOD CERTIFICATION LABEL

2.1
On-product Responsible Wood Certified Label

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

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

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.

Modifications to colour, text or other elements
Using the Responsible Wood label in non-standard colours, with modified claims or any other adjustments, requires prior approval by Responsible Wood.

Exceptional use
With prior approval from Responsible Wood, the Responsible Wood 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 Responsible Wood logo with license number is displayed on other parts of the product, or
– the licensee of the Responsible Wood logo can clearly and unambiguously be identified through alternative means.

Contact ContactUs@responsiblewood.org.au for further information.

Alternative claims and highlighting certified material

Omission of optional elements

2.2
On-product Responsible Wood Certfied and Recycled Label

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.

Modifications to colour, text, or other elements
Using the Responsible Wood label in non-standard colours, with modified claims or any other adjustments, requires prior approval by Responsible Wood.

Exceptional use
With prior approval from Responsible Wood the Responsible Wood 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 Responsible Wood logo with license number is displayed on other parts of the product, or
– the licensee of the Responsible Wood logo can clearly and unambiguously be identified through alternative means.

Contact ContactUs@responsiblewood.org.au for further information.

Alternative claims

Omission of optional elements

2.3
Off-product Supporting Responsible Wood Certification Label

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 Responsible Wood-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 Responsible Wood forest management certification' or '[Certification body] is accredited for Responsible Wood chain of custody certification'

ENTITIES PROCURING RESPONSIBLE WOOD-CERTIFIED PRODUCTS
– '[Name of company] buys Responsible Wood certified products' or '[Name of company] procures Responsible Wood certified products'

RETAILERS
– '[Company] offers Responsible Wood-certified products'

Omission of optional elements
The website (responsiblewood.org.au) 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 Responsible Wood label in non-standard colours, with modified claims or any other adjustments, requires prior approval by Responsible Wood.

Exceptional use
With prior approval from Responsible Wood, the Responsible Wood 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' (Section 1.5) for further information.

Contact ContactUs@responsiblewood.org.au for further information.

PART THREE

Label Creation and File Identification

3.1 FILE SPECIFICATIONS

3.2 FILE INDENTIFICATIONS

3.1
File Specifications

All label files are available in EPS and JPEG. It is highly recommended to use the EPS format for the creation of the label to ensure full consistency with this Toolkit. JPEG files can be edited.

Specific issues concerning JPEG files

To ensure consistency take the following into account:

– Various Echo fonts should be used whenever available. Corbel can be used as a substitute.

– The type sizes below are given for the logo at 100% as shown in the diagram. For all other sizes the type should be scaled appropriately:

1. The certification number must appear in: Echo Regular, 24pt, Eucalypt Green or black.
2. The label name, claim, recognition and website together should be either centred vertically or left-aligned depending on the label orientation (portrait or landscape). Equal space should be given between the label name, claim, recognition and website.
3. The label name should be in: Echo Bold, small caps, 30pt, RW Eucalypt or black.
4. The label claim should be in: Echo Regular, 30 pt, 36pt leading, RW Eucalypt or black.
5. The website address should be in: Echo Bold, small caps, 30pt, RW Eucalypt or black.
6. The label recognition should be in: Echo Regular, 20pt, 24pt leading, RW Eucalypt or black.

– Recycled material: Centre the percentage within the Mobius loop; leave sufficient space between the percentage and the Mobius loop. The percentage should be in: Helvetica Neue 55 Roman, 35pt, RW Eucalypt or black.

File specifications

Recycling symbol specifications

3.2
File Identification

Responsible Wood provides all Standard Labels in electronic format. The chart to the right demonstrates the naming conventions used for the classification of the label files. Responsible Wood highly recommends the use of the editable EPS, AI or PDF file to ensure consistency and quality of reproduction.

RW-CER-B-L.eps

1 2 3 4

1. **CER** Responsible Wood-Certified Standard Label (On-Product)
   REC Responsible Wood Certified and Recycled Standard Label (On-Product)
   OFFPRO Responsible Wood Promotional Standard Label (Off-Product)
   XX-XX-XX Responsible Wood Logo (incl. licence number)

2. **E** RW Eucalypt
   B Black

3. **P** Portrait
   L Landscape
   (CER & REC only)

4. **eps** eps (editable file)
   jpg jpeg
   ai Adobe Illustrator file
   pdf Adobe Acrobat file