PEFC AUSTRALIA
LOGO USAGE TOOLKIT

for the use of the PEFC Logo in Australia

PEFC™

PEFC/21-1-1

INTRODUCTION

The Programme for the Endorsement of Forest Certification (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 forest certification scheme with over 220 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

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) explain how to remain in accordance with the requirements.

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 correct use of the logo on products and associated documentation and in any communication is essential in protecting PEFC's credibility.

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

CONTENTS

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 organisations; 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 multi-site or group certificates; other entities participating in 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 organisations 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 (eg: Australian Forestry Standard Limited) 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 Australia.

Obligatory approval:

All entities, both certificate holders and non-certificate holders in Australia, are required to obtain a Logo Usage License from PEFC Australia 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, Organisations, 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 or 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 Reports, 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

PEFC Certified

This product is from sustainably managed forests and controlled sources

Recognised in Australia through the Australian Forestry Standard

www.pefc.org.au

PEFC/XX-XX-XX

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

5   The label recognition identifies the mutual alliance in Australia.

6   PEFC Australia website.

Recycling symbol ('Mobius loop')

The recycling symbol, including the percentage of recycled material contained in the product, is an additional, required element of the 'PEFC Certified and Recycled' label. The Mobius loop is used in accordance with ISO 14021:1999

PEFC Trademark

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

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 Australia at feedback@forestrystandard.org.au

A.4. STANDARD LABELS

PEFC differentiates between three types of labels. The 'PEFC Certified' and 'PEFC Certified and Recycled' labels are available for on-product use, while the 'Promoting PEFC Sustainable Forest Management (SFM)' 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 and controlled sources.'

This claim indicates that the product includes:

- at least 70% of wood from PEFC/AFS-certified forests that meets or exceeds PEFC's sustainability benchmark requirements; and

- wood from controlled sources.

PEFC 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 PEFC/AFS-certified forests that meets or exceeds PEFC's sustainability benchmark requirements and/or post consumer recycled material; and

- wood from controlled sources.

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

A.4. STANDARD LABELS continued

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

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 Australia.

- Only off-product use is allowed.

- The logo must be accompanied with the PEFC Australia registration number 'PEFC/21-1-1.'

- The claim 'Promoting Sustainable Forest management' and 'www.pefc.org.au' must be used.

- The disclaimer 'Reproduced with permission of PEFC Australia' 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) and colour. 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

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

LOGO DIRECTION

Landscape

Portrait

APPEARANCE

Framed

Un-Framed

Depending on preference.

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.

If in doubt or if you have a special request please call +61 (0) 2 6122 9000
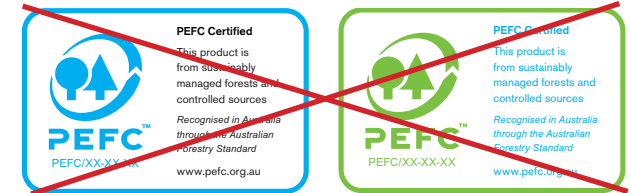or email ContactUs@forestrystandard.org.au

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

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 and controlled sources' and the label elements as displayed below.

PEFC Certified
This product is from sustainably managed forests and controlled sources
Recognised in Australia through the Australian Forestry Standard
PEFC/XX-XX-XX
www.pefc.org.au

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).

PEFC Certified
Name of product is from sustainably managed forests and controlled sources
Recognised in Australia through the Australian Forestry Standard
PEFC/XX-XX-XX
www.pefc.org.au

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.

PEFC/XX-XX-XX
This product is from sustainably managed forests and controlled sources
www.pefc.org.au

PEFC/XX-XX-XX
PEFC Certified
www.pefc.org.au

PEFC/XX-XX-XX

HIGHLIGHTING CERTIFIED MATERIAL

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

XX%
PEFC Certified
This product is from sustainably managed forests and controlled sources
PEFC/XX-XX-XX
www.pefc.org.au

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 Australia. Contact ContactUs@forestrystandard.org.au for further information.

Exceptional use

With prior approval from PEFC Australia, 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 ContactUs@forestrystandard.org.au for further information.

B.2. PEFC CERTIFIED AND RECYCLED 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.

PEFC Certified and Recycled
This product is from sustainably managed forests, recycled and controlled sources
Recognised in Australia through the Australian Forestry Standard
www.pefc.org.au
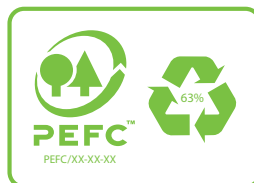
PEFC/XX-XX-XX

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).

PEFC Certified and Recycled
Name of product is from sustainably managed forests, recycled and controlled sources
Recognised in Australia through the Australian Forestry Standard
www.pefc.org.au

PEFC/XX-XX-XX

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.

PEFC Certified and Recycled
www.pefc.org.au

PEFC/XX-XX-XX

PEFC/XX-XX-XX

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 Australia. Contact ContactUs@forestrystandard.org.au for further information.

Exceptional use

With prior approval from PEFC Australia, 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 ContactUs@forestrystandard.org.au for further information.

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.

PEFC™

PEFC/XX-XX-XX

Promoting Sustainable
Forest Management

www.pefc.org.au

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'

OMISSION OF OPTIONAL ELEMENTS

The website ('www.pefc.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 PEFC label in non-standard colours, with modified claims or any other adjustments, requires prior approval by PEFC Australia. Contact ContactUs@forestrystandard.org.au for further information.

Exceptional use

With prior approval from PEFC Australia, 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 8) for further information.

SECTION C:
LABEL CREATION AND FILE IDENTIFICATION

C.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 with the Logo User Toolkit please take the following 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 certification number must appear in Arial Regular, 9 pt, PEFC green

(2) The logo name, logo claim, logo recognition and website together should be centred vertically inside frame as shown to the right. Equal space should be given between the logo name, logo claim, logo recognition and website.

(3) The logo name should be in Akzidenz Grotesk Bold, 9 pt

(4) The logo claim should be in Akzidenz Grotesk Roman, 9 pt, 11 pt leading

(5) The logo recognition should be in Arial Italic, 9 pt, 11 pt leading

(6) The website address should be in Akzidenz Grotesk Roman, Black, 9 pt

PEFC Certified (3)

This product is from sustainably managed forests and controlled sources (4)

Recognised in Australia through the Australian Forestry Standard (5)

www.pefc.org.au (6)

(1) PEFC/XX-XX-XX

(2)

70%   70%   70%

- Recycled material: Centre the percentage within the Mobius loop; leave sufficient space between the percentage and the Mobius loop. The percentage should be in Arial Regular, 10 pt, PEFC green.

C.2. FILE IDENTIFICATION

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

PEFC-CER-B-L.eps

CER	PEFC-Certified Standard Label (On-Product)
REC	PEFC Certified and Recycled Standard Label (On-Product)
OFFPRO	PEFC Promotional Standard Label (Off-Product)
XX-XX-XX	PEFC Trademark (incl. licence number)
3D	PEFC 3D Trademark (incl. licence number)

| GP | Green Pantone 368 |
| B | Black |

P	Portrait
L	Landscape
	(CER & REC only)

| eps | eps (editable file) |
| jpg | jpeg |

APPENDIX:

EXAMPLES OF LABEL APPLICATIONS

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