



# PEFC Logo usage rules

## Client Guide



# Content

## Slide/page

- Ressources 3
- General rules 4-7
- On-product rules 8-11
- Off-product rules 12
- Graphic rules 13-18
- PEFC<sup>TM</sup> + FSC<sup>TM</sup> + RAC<sup>TM</sup> Seal 19-22



# Ressources

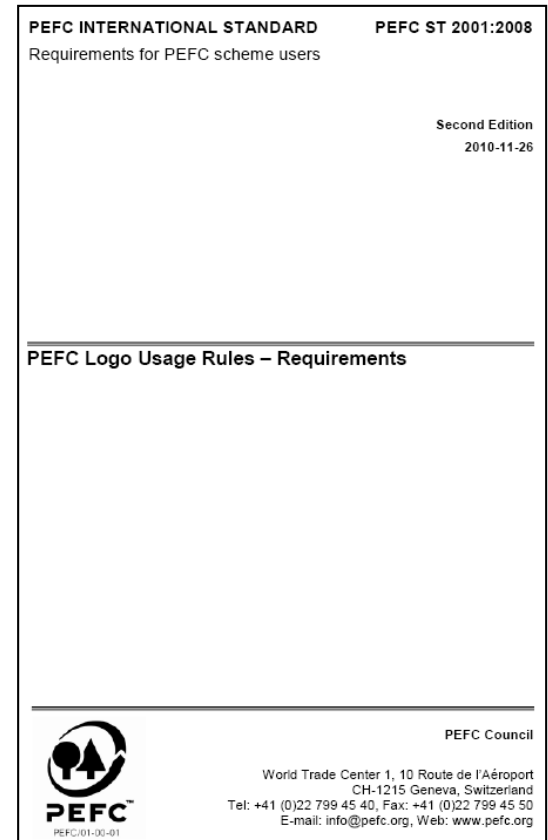
PEFC International Standard:

**PEFC ST 2001:2008**

Second Edition (2010-11-26)

**PEFC Logo Usage Toolkit**

Second Edition (December 2010)





## General rules - approvals

### No formal approvals are required

- The PEFC system does not require formal approval of standard PEFC logo or trademark usage. However NEPCon auditors will check conformity with the rules at the annual audit.
- If companies submit examples including both FSC and PEFC trademark usage for FSC approval, trademark agents will evaluate basic compliance with the PEFC trademark usage as well.



## General rules – PEFC trademarks

### PEFC protected trademarks are:

- PEFC logo
- PEFC initials



### Std. 5.1:

”The PEFC Logo is copyrighted material and is a registered trademark owned by the PEFC Council. The initials ”PEFC” are covered by the copyright and are registered. Unauthorised use of this copyrighted material is prohibited and may lead to legal action.”



## General rules – PEFC Logo usage license

- A **logo license** is required for using the PEFC logo and labels. Please contact your local PEFC office if you wish to obtain a logo license.
- The logo must **always** be accompanied by the company's unique PEFC logo license code

(The code can be omitted in very special cases. Official approval for this can be obtained from the PEFC licensing authority.)



"PEFC/09-44-02" is NEPCon's

PEFC logo license code



## General rules – two types of logo usage

- "On-product"

Use of logos/labels directly on the product or it's packaging, or:

Std. 3.2, Note: "Any usage which can be received or understood by buyers or the public as referring to a specific product (and/or origin of raw material included in the product) is considered as on-product usage."

- "Off-product" or "promotional" usage

Any general promotion of certified products or the company's PEFC certificate is considered promotional usage.

E.g. on websites, sales documents, brochures, business cards, trade fairs, news letters etc.



# On-product rules

The basic structure of the PEFC label



## A: PEFC Logo

- The logo consists of a circle with two trees + the initials "PEFC"

## B: TM sign

- Shall always be used with the PEFC Logo

## C: PEFC Logo license number

- Shall always be used with the PEFC Logo

## D: % of PEFC certified raw material

- NOTE: Always optional element

## E: Label name

- NOTE: Sometimes optional element

## F: Label claim

- NOTE: Sometimes optional element

## G: PEFC website

- Can be replaced with the website of the PEFC National Governing Body or other body, which is authorised to issue the PEFC Logo usage licences.
- NOTE: Sometimes optional element





## On-product rules – 2 types of labels

### PEFC Certified



### PEFC Recycled





## On-product rules – PEFC Certified label

### Definition:

- Minimum content of certified material: 70%
- Maximum content of recycled material: 85%



Optional elements IF there is lack of space:

- Label name
- Label claim
- Website

### NOTE:

- Where the product does not include recycled material, the label claim shall be used without the word "recycled".



# On-product rules – PEFC Recycled label

## Definition:

- Minimum content of certified material: 70%
- Minimum content of recycled material: 70%



Optional elements IF there is lack of space:

- Label claim
- Website



## NOTE:

- The PEFC Recycled label shall always be used with the label name "PEFC Recycled"
- The Mobius Loop is always optional!



## Off-product rules – label or logo?

For promotional purposes it is always optional to use either the off-product label or the PEFC logo.

(The claim and/or website address are always optional!)





# Graphic rules – Color options



Green on solid white



Black on solid white



White on solid black



3D



# Graphic rules – direction and appearance

## Direction

Portrait:



Landscape:



## Appearance

Framed:



Unframed:





# Graphic rules – minimum sizes

## Labels

Portrait:



Landscape:



If a label is used without the frame, the elements of the label shall still be the same minimum size, as if the frame was still there.

## Logos



The PEFC-logo has to measure at least 0.9 cm in width (between the letter P and the M in the small TM in superscript)



## Graphic rules – Clear space



Always ensure clear space around the label frame or the logo/label elements corresponding to minimum the height of the letters PEFC.





# Graphic rules – infringements

## Label content:



Do not change the proportions of the label content in any way

## Proportions:



Do not stretch the label in any way

## Font:



Do not change the typeface of the label content

## Color:



Do not change the color of any of the label parts



## Graphic rules - infringements



The logo (and label) shall be clear, readable AND include the trademark symbol "TM"

It is not allowed to use other colors without special approval from the PEFC licensing authority.



## Can the PEFC logo be used together with the FSC logo/label and RAC™ Seal?

- NONE of the PEFC trademarks are allowed on products carrying the FSC trademarks.
- The logos may be used together off-products, however:
  - The FSC logo may not seem 'at a disadvantage' to the PEFC trademarks (e.g. PEFC logo can not be bigger or placed in a more visible place)
  - The PEFC and FSC schemes may not be described as 'similar' in terms of consumer guarantee.
  - The RAC seal shall be placed so that it is clear that it is connected with FSC – not PEFC.



# PEFC, FSC and RAC™ Seal used together – correct off-product usage

**Nørhaven**  
 Agerlandsvej 3  
 DK-8800 Viborg  
 Tlf. +45 8725 8000  
 info@nørhaven.com  
 CVR-nr. 33379978

Fakta  
 Hvem er vi?  
 Opskriften på en god bog  
 Miljø  
 Nyheder  
 Jobmuligheder  
 FTP

Nørhaven A/S har en Chain of custody-certificering fra FSC® (Forest Stewardship Council®), der er en global mærkningsordning. FSC sikrer, at der er sporbarehed i hele kæden fra skoven til slutbrugeren. Når du køber et FSC-mærket produkt, støtter du mennesker, dyr og planter over hele kloden. FSC er en garanti for at der ikke fældes mere træ, end skoven reproducerer. Samtidig sikrer FSC, at skovarbejderne får en uddannelse, sikkerhedsudstyr og ordentlig løn. Derfor opfordrer vi til, at du går efter FSC-mærket og gør en forskel!

Vores FSC-certifikat er udstedt af Rainforest Alliance – en amerikansk NGO (Non-governmental organization) der bl.a. arbejder med certificering af bæredygtige skov- og landbrug verdens over. Det giver os mulighed for at tilbyde vore kunder at mærke FSC-certificerede tryksager med det velkendte Rainforest Alliance Certified™-mærke sammen med FSC-produktmærket.

Hvis du ønsker flere informationer om FSC kan du anvende dette link [www.fsc.org](http://www.fsc.org)

Ved at vælge et svanemærket trykkeri som Nørhaven A/S, vælger du et trykkeri, som bidrager til et renere miljø, et sundere arbejdsmiljø for de ansatte og en sundere fremtid for os alle.

Nørhaven A/S lever op til Svanemærkets skrappe krav når det gælder:

- Brug af miljørigtigt papir
- Brug af vegetabiliske og vandbaserede trykfarver
- Genanvendelse af tryksager
- Minimering af papirspild og andet affald
- Energieffektivitet og brug af vedvarende energi
- Hensyn til det kemiske arbejdsmiljø





Hvis du ønsker flere informationer om Svanemærket kan du anvende dette link <http://www.nordic-ecolabel.org/>


**Nørhaven A/S er PEFC-certificeret**

Som et supplement til vores FSC-certificering, har Nørhaven A/S implementeret PEFC-sporbarheds-certificering (The Programme for the Endorsement of Forest Certifications schemes). PEFC Council blev stiftet i 1999. PEFC er et privat initiativ, der har til formål at skabe et internationalt troværdigt netværk for skovcertificeringsordninger, som fremmer bæredygtig skovdrift. Den danske ordning har til formål at dokumentere og fremme en bæredygtig drift af skovene samt sikre, at det er muligt at følge det certificerede træ gennem hele forarbejdningskæden fra skoven til forbrugeren.

Se også mere på: <http://www.pefc.dk/>


Som ved FSC vil vi kunne vi tilbyde en lang række PEFC-certificerede karton- og papirkvaliteter, der modsvarer ikke-certificerede kvaliteter.










**FSC**  
www.fsc.org  
FSC® C104608

The mark of responsible forestry





541-568  
Svanemærket trykkeri



**PEFC™**  
PEFC/09-31046

Website – environmental page from Nørhaven Paperbacks A/S



# PEFC, FSC and RAC™ Seal used together – correct off-product usage

"The 4 steps" Products Showrooms References News [About Duba-B8](#) Download

Danish | English | Norwegian




**duba-b8 at work**

**Office furniture of sustainable wood**

Creating freedom at work – for the environment and our surroundings, too – is an integral part of our corporate mission. Since we received certification according to the ISO 14001 standard in 1998, we have worked continuously to challenge ourselves and make increasingly stringent demands in the fields of the environment and sustainability.

Over the years, we have also made requirements on our suppliers to ensure that the wood we purchase comes from forests that operate replanting programmes. That is why it was a natural next step to require documentation for the origin of the wood – i.e. a guarantee of sustainable forestry – that we can pass on to our customers. It is for this reason that we have been FSC® and PEFC™ certified since the start of 2011.

**Duba-B8 has:**  
 FSC® licence code: FSC® C104600  
 and PEFC licence code: PEFC/09-31-044

There are two global certification systems which ensure that forestry is carried out in a long sustainable manner: PEFC™ (Programme for Endorsement of Forest Certification™) and (Forest Stewardship Council®).  
 Whereas PEFC™ was established on the initiative of a range of forest owners and the tin




History

Vision / mission

Jobs with Duba-B8

✦ Quality & environment

• FSC & PEFC

Website –  
environmental page  
from Duba-B8 A/S



# PEFC, FSC and RAC™ Seal used together

– correct off-product usage



Brochure – from Grøset Trykk AS



# ***Thank you!***

**Name**

**Position**

**Email | tel**

PEFC/09-44-02 | FSC-SECR-0047 | Presentation © NEPCon

**CERTIFIED  
WOOD  
UPDATE**

[www.nepcon.net/newsletter](http://www.nepcon.net/newsletter)

*NEPCon works to ensure responsible use of natural resources and secure sustainable livelihoods by transforming land-use, business practises and consumer behaviour.*