

**PEFC INTERNATIONAL STANDARD**  
Requirements for PEFC systems users

**PEFC ST 2001:201X**

**Enquiry Draft**  
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## **PEFC Trademarks Rules – Requirements**



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## **Foreword**

The PEFC Council (PEFC International) the Programme for the Endorsement of Forest Certification schemes) is the worldwide organisation promoting sustainable forest management through forest certification and labelling of forest based products. Products with PEFC claim and / or label deliver confidence that raw material originates in sustainably managed forest.

The PEFC Council provides endorsement of national forest certification systems which are required to comply with the PEFC Council requirements subject to regular evaluations.

The document had been developed in an open, transparent, consultative and consensus based process covering a broad range of stakeholders.

This document cancels and replaces PEFC ST 2001:2008, Second Edition of the PEFC Council Technical Document (PEFC Logo usage rules). For the PEFC logo users with PEFC logo licence issued before the publication of the document, a one year transition period applies from the requirements of PEFC ST 2001:2008 to those in this document.

## **Introduction**

The PEFC trademarks provide information relating to the origin of forest based product in sustainably managed forest and other non- controversial sources. Purchasers and potential purchasers can use this information in choosing the product based on environmental, as well as other considerations.

The overall goal of the PEFC trademarks usage is, through communication of accurate and verifiable information that is not misleading, to encourage demand for and supply of those products originating in sustainably managed forests and thereby stimulating the potential for market-driven continuous improvement of the world's forest resource.

The document is based on the general principles for environmental labels and declarations defined in ISO 14020:2000.

## 1 Scope

This document covers the requirements for users of the PEFC trademarks to ensure accurate, verifiable, relevant and non-misleading usage of the PEFC logo, the PEFC initials, related claims and/or declarations.

This document defines the legal protection of the PEFC trademarks; rights to use the PEFC trademarks; trademarks usage categories; and the requirements for on and off product usage of the PEFC trademarks, both technical and graphic.

## 2 Normative references

The following referenced documents are indispensable for the application of this document. For both dated and undated references, the latest edition of the referenced document (including any amendment) applies.

PEFC ST 2002, *Chain of Custody of Forest and Tree based Products – Requirements*

ISO/IEC 14021, *Environmental labels and declarations -- Self-declared environmental claims (Type II environmental labelling)*

## 3 Terms and definitions

For the purposes of this document, the terms and definitions given in *PEFC ST 2002 Chain of Custody of Forest and Tree based Products - Requirements* apply.

### 3.1 Finished product

The product obtained at the end of a manufacturing process, ready to be sold or distributed to consumers (but not yet sold or distributed).

### 3.2 Forest and tree based material

Material originating in **forests** or from other sources recognised by the PEFC Council as eligible for PEFC certification, such as trees outside forests.

Includes **recycled material** originally coming from those areas/sources. Includes wood based and non-wood based material, such as cork, mushrooms, berries etc.

### 3.3 Forest and tree based products

Products containing **forest and tree based material**, including measurable but non-tangible products, such as energy generated from **forest and tree based material**.

### 3.4 Off product usage

The use of the PEFC trademarks, other than on product usage, which is not referring to a specific product or the origin of raw material in a PEFC certified forest. See also section 5. Scope of the PEFC trademarks.

### 3.5 On product usage

The use of the PEFC trademarks in reference to the PEFC certified material of a product or which can be perceived or understood by buyers or the public as referring to PEFC certified material. On product usage can be direct (when the PEFC trademarks are placed in tangible products) or indirect (the trademarks refer to tangible products although they are not placed directly on the product).

See also section 5. Scope of the PEFC trademarks.

### 3.6 PEFC authorised body

The authorised body is an entity which has permission from the PEFC Council to issue PEFC trademarks licences on behalf of the PEFC Council. Usually the authorised bodies are the PEFC National Governing Bodies.

### 3.7 PEFC certified material

Material category for:

- a) **Forest and tree based material** delivered by a **supplier** covered by a **PEFC recognised certificate**, with the **PEFC claim** “x% PEFC certified”, or with another PEFC endorsed scheme claim.
- b) **Recycled material** (not delivered with the **PEFC claim** “x% PEFC certified”, or with another PEFC endorsed scheme claim).

Note: PEFC endorsed scheme claims are published online on the PEFC website [www.pefc.org](http://www.pefc.org).

### 3.8 PEFC certified product

*Product sold/transferred by an **organisation** with the **PEFC claim** “x% PEFC certified”*

### 3.9 PEFC chain of custody

Processes of an **organisation** for handling **forest and tree based products** and information related to their **material category**, and making accurate and verifiable **PEFC claims**

### 3.10 PEFC controlled material

**Material category** covering **forest and tree based material** for which an **organisation** has determined through its **Due Diligence System** that there is “negligible risk” that the material is from **controversial sources**.

### 3.11 PEFC labels

The PEFC labels comprise the PEFC logo plus additional elements such as the label name, the message or the website, as defined by this standard. The additional elements complement the logo providing information about what the PEFC logo stands for. The PEFC logo shall be always used within the PEFC labels. Under certain circumstances described in this document, some elements of the PEFC labels may be omitted in such a way that the final design of the label is the PEFC logo itself, with no additional elements.

### 3.12 PEFC National Governing Bodies (PEFC NGBs)

The PEFC National Governing Bodies (PEFC NGB) are independent, national organisations established to develop and implement a PEFC system within their country. A list of the PEFC NGBs and their contact details can be found at the PEFC website. PEFC NGBs are often also the “PEFC authorised body”. See 3.6.

### 3.13 PEFC recognised certificate

- (a) A PEFC certificate is a valid accredited forest management certificate issued by a PEFC notified certification body against the forest management scheme/standard which is endorsed by PEFC,
- (b) a valid accredited chain of custody certificate issued by a PEFC notified certification body against this standard or another chain of custody standard which is endorsed by PEFC

Note 1: PEFC endorsed forest certification schemes and chain of custody standards are found at the PEFC Council website, [www.pefc.org](http://www.pefc.org).

Note 2: In case of a group or multi-site certificate where it is confirmed in a separate document, such as an appendix to the certificate or a sub-certificate, that a site or a group participant is covered by the certificate, the separate document and the certificate together are considered the site's/participant's PEFC recognised certificate.

### **3.14 PEFC trademarks**

The PEFC trademarks are symbols that represent the visual identity of PEFC. They are registered and belong to the PEFC Council. There are two PEFC trademarks:

- a) The initials "PEFC"
- b) The PEFC logo: It consists of the two trees surrounded by a sort of arrow in the shape of an ellipse and the initials PEFC underneath them. The PEFC logo shall be always used within the PEFC labels (See also 3.11, definition of PEFC Labels).



### **3.15 Retailer**

Entity procuring PEFC certified finished products from PEFC certified companies and selling them to consumers.

## **4 Ownership of the PEFC trademarks**

### **4.1 Ownership**

The PEFC logo and the PEFC initials are copyrighted material and are registered trademarks owned by the PEFC Council. Unauthorised use of this copyrighted material is prohibited and may lead to legal action.

## **5 Scope of the PEFC trademarks**

### **5.1 General scope of the PEFC trademarks**

5.1.1 The PEFC trademarks and related claims indicate that the forest and tree based material contained in labelled and/or claimed products comes from sustainably managed forest, recycled and/or controlled sources.

5.1.2 The PEFC trademarks also show that the company, which produces a product labelled or claimed as certified, is managed in compliance with a set of social requirements and has a management system in place.

5.1.3 In addition, the PEFC trademarks communicate an organisation's affiliation with PEFC or PEFC certification status.

### **5.2 Scope of the on product usage of the PEFC trademarks**

5.2.1 The scope of the on product usage of the PEFC trademarks covers:

- a) Direct on product usage of the trademarks referring to the PEFC certified material on tangible products or on their packaging;
- b) Indirect on product usage through any reference which can be interpreted or understood as if the product itself is certified or contains PEFC certified material, such as on media or marketing materials to communicate that the product is PEFC certified.

Example 1: Use of the PEFC trademarks in advertisements, on brochures, websites, or packing lists referring to actual products to indicate that they are PEFC certified.

Example 2: Reference to the certified status of the supplier or producer of a product as certified, such as: "This magazine was printed by a PEFC certified printer", or "our suppliers are PEFC certified".

- c) Direct or indirect on product usage in reference to the PEFC certified material used as part of the production process of a product.

Example: "This brandy was matured in oak barrels from sustainably managed forests, recycled and controlled sources" or "this plant was grown from seeds from sustainably managed forests and controlled sources".

5.2.2 The PEFC trademarks cover the complete forest and tree based product labelled or claimed and not only one of its parts. The packaging is not considered as part of the product. The packaging of a PEFC certified product may also include forest or tree based material and may be also eligible itself to carry the PEFC trademarks on. In these cases, the packaging may include two PEFC labels.

### **5.3 Scope of the off product usage of the PEFC trademarks**

5.3.1 The scope of the off product usage of the PEFC trademarks covers any usage of the PEFC trademarks which is not covered under the scope of on product usage, such as:

- (a) communication on the PEFC endorsement of forest certification systems;
- (b) communication on certified status (this usage refers to PEFC trademarks under group B and C, according to the description of user groups under bullet 6.3 of this standard);
- (c) communication on PEFC recognition of certificates (certification bodies);
- (d) communication on PEFC accreditation activities (accreditation bodies);
- (e) communication on procurement of PEFC certified products or commitment to procurement of PEFC certified products (end users of PEFC certified products);
- (f) communication on membership in, or partnership with, PEFC (members and partners of PEFC Council and/or PEFC National Governing Bodies);
- (g) communication on projects and initiatives focused on development and promotion of PEFC systems and certifications;
- (h) other educational and promotional usage of the PEFC trademarks (PEFC Council and national governing bodies, certified entities, certification bodies, accreditation bodies, non-certified organisations selling PEFC certified, etc.);
- (i) communication on the availability of PEFC certified products in store and/or online.

## **6 PEFC trademarks usage requirements**

### **6.1 General requirements**

6.1.1 The PEFC trademarks shall be used with correct reference to the PEFC Council, PEFC members and their systems.

6.1.2 The PEFC logo and labels shall be obtained from the PEFC Label Generator.

6.1.3 The PEFC trademarks or any of its elements shall not be used as part of, or integrated into, other trademarks or labels or in combination with other images, words or symbols in a way

which could create another mark or which could mislead the public as to what the PEFC trademarks stand for.

6.1.4 The PEFC trademarks shall not be used in a manner which could be misinterpreted or generate confusion with regard to PEFC systems, or that implies that PEFC participates in, supports, or is responsible for an activity by a certified entity outside the scope of its certification. The PEFC trademarks shall not be used neither in a manner that could result in erroneous interpretation or understanding of the entities operations with respect to its PEFC certifications, or diminished credibility of PEFC.

6.1.5 The PEFC trademarks shall not be used within product brand names, company names or website domain names, unless explicitly authorised by the PEFC Council.

6.1.6 The PEFC trademarks shall not be used together with other claims, messages or labels that can be misunderstood or misleading with regard to the qualities, characteristics, content, production process, etc. of the product they are accompanying, PEFC certification or PEFC in general.

6.1.7 If other messages, claims or labels are used on the same product as the PEFC trademarks, it shall be clearly identified which characteristics of the product the PEFC trademarks are referring to and which characteristics of the product are not covered by the PEFC certification.

6.1.8 The PEFC trademarks shall be used only with the messages provided by the PEFC Council. Any usage of the trademarks not foreseen in the PEFC Council documentation shall be approved by the PEFC Council.

6.1.9 Any usage of the PEFC trademarks shall be accurate and consistent with applicable legal requirements and law. Organisations are responsible for compliance with the applicable legislation when using the PEFC trademarks.

## **6.2 PEFC trademarks usage licence**

6.2.1 The PEFC trademarks shall be used under the authority of a PEFC trademarks usage licence which is issued by the PEFC Council or a PEFC authorised body. The PEFC trademark usage licence includes the issuance of a unique licence number.

6.2.2 The licence shall be obtained through the signature of a licencing agreement (trademarks usage contract) between the organisation applying for trademarks usage and the PEFC Council or a PEFC authorised body.

6.2.3 The licence number of the organisation using the PEFC trademarks shall accompany the PEFC trademarks whenever they are used, except when passing on claims for the implementation of the PEFC chain of custody.

6.2.4 The licence may be suspended or terminated with immediate effect while a suspicion of contravention of the PEFC trademarks rules is being investigated.

6.2.5 Under exceptional circumstances, trademarks users group C can apply for private trademarks licence numbers (licences which do not permit to identify the certified organisation producing the certified product when searching for its details on the PEFC database) to use on product. In order to use a PEFC private trademarks licence number, the following conditions apply:

- a) Trademarks use is in compliance with the PEFC requirements.
- b) It shall only be used for PEFC finished products which are sold directly to consumers or non-certified organisations selling directly to consumers
- c) The usage shall be limited to direct on product usage of the trademarks referring to the PEFC certified material on tangible products or on their packaging (as defined on 5.2.1.a).

- d) The certified organisation shall request prior approval from the PEFC Council or the PEFC authorised body who issued the licence before using the licence at least for the first usage and for each new product.
- e) The certified organisation shall inform the auditor in order for this usage to be covered during the PEFC chain of custody audit.

6.2.6 For the purposes of off product PEFC trademarks usage, the PEFC Council or the corresponding PEFC authorised body may issue permission for one-off trademarks usage. This licence shall be limited to one use. The disclaimer: "Reproduced with the permission of the [authorised body]" shall be visibly placed together with the PEFC trademarks.

6.2.7 The PEFC labels may be used exceptionally without the licence number, with prior approval by the PEFC authorised body that issued the licence, under the following circumstances:

- a) where the size of the PEFC label would result in the licence number being illegible or;
- b) the applied technology would not allow the licence number to be used together with the PEFC label;
- c) and in addition to that, for on product usage, where:
  - the PEFC trademarks with the licence number is used on other parts of the product (e.g. packaging, larger boxes, a leaflet or manual on the product) or;
  - the user of the PEFC trademarks can be clearly and unambiguously identified from other on product information.

### **6.3 PEFC trademarks users classification**

#### **6.3.1 Group A: National Governing Bodies and PEFC authorised bodies**

6.3.1.1 The PEFC National Governing Bodies or other PEFC authorised bodies are authorised to use the PEFC trademarks only for off product purposes.

#### **6.3.2 Group B: Entities certified against a PEFC endorsed sustainable forest management (SFM) standard**

6.3.2.1 Any entity eligible for SFM certification shall hold a valid forest management certificate in order to obtain a PEFC trademark licence.

6.3.2.2 Group B entities with a PEFC recognised certificate are authorised to use the PEFC trademarks only for off product purposes, unless they are also certified against the PEFC chain of custody standard.

6.3.2.3 If the certification is suspended, withdrawn or terminated, the PEFC trademarks licence will be automatically suspended (until the suspension is lifted) or terminated.

#### **6.3.3 Group C: Entities certified against the PEFC international chain of custody standard or a chain of custody standard endorsed by PEFC**

6.3.3.1 Any entity eligible for PEFC CoC certification shall hold a valid PEFC CoC certificate in order to obtain a PEFC trademark licence.

6.3.3.2 Group C trademarks users are authorised to use the PEFC trademarks for off and on product purposes

6.3.3.3 If the certification is suspended, withdrawn or terminated, the PEFC trademarks licence will be automatically suspended (until the suspension is lifted) or terminated.

#### **6.3.4 Group D: Other users**

6.3.4.1 Organisations and other entities not classified under PEFC trademarks groups A, B and C.

6.3.4.2 Group D covers organisations such as trade and industry associations, retailers, research and educational institutions, certification bodies, accreditation bodies, governmental organisations, NGOs, etc. Group D also covers organisations within the forest and tree based products chain, where the chain of custody certification does not apply as they are end users of forest and tree based products or are selling the products with claims and/or labels placed on the product by their suppliers.

6.3.4.3 Group D trademarks users are authorised to use the PEFC trademarks only for off product purposes.

Table 1: Overview of the usage

PEFC trademarks user	On product usage	Off product usage
<b>Group A:</b> National Governing Bodies	No	Yes
<b>Group B:</b> Sustainable forest management (SFM) certified entities	No	Yes
<b>Group C:</b> Chain of custody certified entities	Yes	Yes
<b>Group D:</b> Other users	No	Yes

Note: Additional off product messages to be used, for instance, as forest signs, are suggested in Appendix C to be used by trademarks users group B.

## 7 PEFC trademarks technical requirements

### 7.1 Technical requirements for the usage of the PEFC trademarks on product

#### 7.1.1 General requirements

7.1.1.1 The product the PEFC trademarks are referring to shall be clear. If the product cannot be clearly identified, the label message shall clarify the link between trademarks and product.

Example: If PEFC certified pencils are wrapped on a packaging made by forest based material not PEFC certified, the PEFC label message which accompanies the logo in the packaging clarifies which product the logo refers to replacing “this product” by “these pencils” in the label message.

7.1.1.2 To determine the percentage of certified material contained in a product to be eligible to carry the PEFC trademarks, the complete product shall be considered. See also 5.2.2.

Example: A book may carry the PEFC trademarks whenever the complete book (the pages plus the covers) contains at least 70% of certified material.

7.1.1.3 Indirect on product usage in reference to the PEFC certified material used as part of the production process of a product (as described in Clause 5.2.1, section d) shall be approved by the PEFC Council.

Note: To obtain PEFC Council’s approval organisations can contact the PEFC authorised body which issued their licence.

#### 7.1.2 The PEFC certified labels

7.1.2.1 The PEFC certified label is the generic label to be used on product:



7.1.2.2 The “PEFC certified” label:

- a) May be used whenever at least 70% of the forest and tree based material included in the product is PEFC certified material and the content of recycled material is lower than 100%.

Note: Recycled content is included in forest and tree based products material categories. See definition 3.7.

- b) The label message that shall accompany the PEFC certified label is: “This product is from sustainably managed forests, recycled and controlled sources”.
- c) Where the product does not include PEFC certified material from recycled sources, the label message may be used without the word “recycled”.
- d) For PEFC certified projects, the word “this product” shall be replaced by “the forest and tree based material used in this project is”. The word “project” may be replaced by the type of project (pavilion, tower, etc.).

7.1.2.3 Where the product includes only material classified as 100% PEFC Recycled, the label name shall be “PEFC Recycled” and the label message: “This product is from recycled sources”.



7.1.2.4 Where the product includes only material from PEFC certified forests, i.e. material delivered with the claim “100% PEFC Pure”, the label name may be “PEFC Pure”. In those cases, the label message shall be used without the wording “recycled and controlled sources”. The word “pure” shall be added to the label name, as follows:



Table 2: Overview of the options of usage of the PEFC certified label

			
Label name	PEFC Certified	PEFC Recycled	PEFC Pure
Requirements of usage	Minimum 70% content of PEFC certified material and less than 100% from recycled sources	100% content from recycled sources	100% content from sustainably managed forests
Generic label messages	<p>“This product is from sustainably managed forests, recycled and controlled sources”</p> <p>Where the product does not include recycled material, the label message may be used without the word “recycled”</p> <p>“This product” shall be replaced by the name of the product when it is not clear what the label refers to</p>	<p>“This product is from recycled sources”.</p> <p>“This product” shall be replaced by the name of the product when it is not clear what the label refers to</p>	<p>“This product is from sustainably managed forests”.</p> <p>“This product” shall be replaced by the name of the product when it is not clear what the label refers to</p>

### 7.1.3 The PEFC initials

7.1.3.1 The PEFC initials may be used directly on a product whenever the product contains a minimum of 70% PEFC certified material. The percentage of PEFC certified material contained in the product shall be always indicated.

Example 1 This product is made with wood 75% PEFC certified (PEFC/XX-XX-XXX)

Example 2 This journal was printed on 80% PEFC certified paper (PEFC/XX-XX-XXX)

7.1.3.2 The PEFC trademarks licence number of the organisation shall always be used with the PEFC initials whenever the product does not carry a PEFC label with the licence number in the same product.

7.1.3.3 When it is not clear what product the PEFC initials are referring to, the product shall be specified. See requirement 7.1.1.1.

7.1.3.4 Any usage of the PEFC initials on product different from that mentioned above shall be approved by the PEFC Council.

Note: To obtain PEFC Council’s approval organisations can contact the PEFC authorised body that issued their licence.

7.1.3.5 The requirements outlined in this section are not applicable for the usage of the PEFC initials with the purpose of passing on chain of custody claims as described in and in compliance with the PEFC Chain of Custody Standard, PEFC ST 2002.

## **7.2 Technical requirements for the promotional usage (off product) of the PEFC trademarks**

### **7.2.1 The PEFC promotional label**

7.2.1.1 The PEFC promotional label is:



7.2.1.2 The generic label message that shall accompany the PEFC promotional label is: “Promoting Sustainable Forest Management”.

7.2.1.3 Additional label messages for promotional purposes can be found on the Annex C to this standard.

7.2.1.4 The PEFC off product label messages may be used for promotional purposes without the PEFC labels under the same requirements as the label. In those cases and whenever the PEFC logo is not used close to the message, the PEFC trademarks licence shall be placed next to the message.

7.2.1.5 PEFC SFM and CoC certified companies (PEFC trademarks users group B and C) may use the PEFC promotional label on letterheads, catalogues or any other promotional material, as long as there is no ambiguity as to what is certified. When the PEFC promotional label is used on promotional products which are eligible to be PEFC certified, the label message shall be included. When using the PEFC promotional label on invoices and delivery documents, the following statement shall be used next to it: “Only the products accompanied by a PEFC claim for certified material are PEFC certified”.

7.2.1.6 For PEFC trademarks users group D, any usage of the PEFC promotional label on products which include forest or tree based material is considered on product usage, except from specific cases as defined by this standard.

7.2.1.7 PEFC stakeholder members, certification bodies or accreditation bodies under PEFC trademarks user group D may use the PEFC promotional label to promote their participation within the PEFC system. When the PEFC promotional label is used on products which are eligible to be PEFC certified, the label message shall be included.

7.2.1.8 Retailers procuring PEFC certified finished products and selling the finished products directly to consumers without manipulating the product in any way, changing the wrapping or mixing the products with non-certified products, may use the PEFC promotional label with their licence number in printed or online catalogues, brochures, and price lists (see requirement 5.2.1.b) to promote PEFC certified products according to the following requirements:

- a) Hold a PEFC trademarks licence for trademarks users group D

- b) The PEFC promotional label shall be used at least once with the label message: “The products marked with the PEFC trademarks can be provided as PEFC certified”. It shall be placed in a visible place in order for the public to clearly understand and identify what the PEFC trademarks stand for within the catalogue, brochure or price list.
- c) The PEFC trademarks may be used without the organisation’s licence number throughout the catalogue, brochure or product list next to those products which can be provided as PEFC certified.
- d) The products shall include physically the PEFC trademarks on the product along with the licence number of the PEFC certified supplier.
- e) This first usage shall be approved by the PEFC International or the PEFC authorised body, and afterwards PEFC International or the PEFC authorised body shall approve it in an annual basis or issue a new approval whenever the design changes in any way.
- f) The PEFC trademarks shall be always used according to this standard and any other PEFC related documentation.

## 7.2.2 The PEFC initials

7.2.2.1 The usage of the PEFC initials off product is allowed under the same conditions as the PEFC promotional label. It shall always be accurate and refer to PEFC in the correct terms. When the label message of the PEFC promotional label shall be included, the usage of the initials for promotional purposes shall be accompanied by the label message.

## 8 Graphic requirements of the PEFC labels

### 8.1 Elements of the PEFC label



#### 8.1.1 PEFC logo (A)

8.1.1.1 The PEFC logo consists of an ellipse with two trees and the initials “PEFC”.

#### 8.1.2 PEFC trademarks licence number (B)

8.1.2.1 In order to identify the organisation using the PEFC trademarks, the PEFC logo shall be used together with the organisation’s PEFC licence number. See requirement 6.2.1.

#### 8.1.3 Label name (C)

8.1.3.1 The label name communicates the meaning of the logo.

8.1.3.2 The official PEFC label names are in English. Translations shall be obtained from the PEFC Label Generator.

8.1.3.3 The PEFC label may include the label name in more than one language. Different options are provided in the PEFC Label Generator.

#### **8.1.4 Label message (D)**

8.1.4.1 The label message communicates the meaning of the logo.

8.1.4.2 The official PEFC label messages are in English. Translations of the official label messages into other languages shall be obtained from the PEFC Label Generator.

8.1.4.3 The PEFC label may include the label message in more than one language. Different options are provided in the PEFC Label Generator.

8.1.4.4 When the design does not permit to have the PEFC label with the label message, the label message may also be placed outside the label, but next to it. It shall be always clear that the message relates to the label. The message graphic design shall follow the same requirements as it would do it placed inside the label (font, type, colour, etc.).



This product is from  
sustainably managed forests  
and controlled sources

#### **8.1.5 PEFC website (E)**

8.1.5.1 The PEFC Council website [www.pefc.org](http://www.pefc.org) may be replaced with the website of a PEFC authorised body.

#### **8.1.6 PEFC label frame (F)**

8.1.6.1 The frame shall always respect the proportions and dimensions within the different elements of the label.

### **8.2 Graphic specifications**

Note: For the purposes of describing the graphic specifications, the framed landscape green PEFC certified label is used. The same principles apply to all the other labels.

#### **8.2.1 Colours**

8.2.1.1 The PEFC labels may be used in three colours: green, black and white and always with a single and contrasting colour background.

8.2.1.2 Colour reproduction specifications for the green logo:

Pantone 368

CMYK C 57 M 00 Y 100 K 00

RGB R 123 G 193 B 27

Web #7BC143

8.2.1.3 The PEFC label in green shall have the frame in the same green colour as well and the PEFC label name, message and PEFC website in black. For the colours black and white, all the elements of the PEFC label shall appear in the same colour. The PEFC label name for the three labels must be in bold.



## 8.2.2 Label orientation

8.2.2.1 The PEFC label may be used in portrait or landscape orientation.



Landscape

Portrait

## 8.2.3 Font type and sizes

8.2.3.1 The font type "Arial" shall be used.

8.2.3.2 For the label at 100% (as obtained from the label generator) in landscape the type sizes below shall be:

- The PEFC trademarks licence number in Arial Regular, 9 pt;
- The label name shall be in Arial Bold, 9;
- The label message in Arial Regular, 9 pt, 12 pt leading;
- The website in Arial Regular, Black, 9 pt;
- The label name, message and website together shall measure the same height as the PEFC logo and PEFC trademarks licence. With equal space between the label name and label claim, and the label claim and website.

8.2.3.3 For all other sizes the type should be scaled appropriately.

8.2.3.4 For the label at 100% in portrait the type sizes are the same as for the landscape version, with equal space between the trademarks licence number and the label name.

8.2.3.5 If any of the elements of the labels are omitted, the different elements of the label shall always keep equal space between them.

## 8.2.4 Dimensions

8.2.4.1 The ratio between height and width shall always be maintained. The proportions between the different elements of the PEFC label shall also be respected.

**8.2.5 Minimum size**

8.2.5.1 The minimum size of the label shall be:



**8.2.6 Placement**

8.2.6.1 Clear space shall surround the label in order to ensure that it remains uncluttered and is easily recognisable. The minimum amount of clear space shall be equivalent to the size of the P in the PEFC initials underneath the logo.



**8.3 Optional usage of the label**

8.3.1 The following elements may optionally be omitted from the PEFC labels:

	PEFC certified label	PEFC recycled and pure labels	PEFC off product label
PEFC logo	No	No	No
Label name	Yes	No	N/A
Label message	Yes*	Yes*	Yes*
PEFC website	Yes	Yes	Yes
Frame	Yes	Yes	Yes

\* The usage shall always comply with the requirement 7.1.1.1.

8.3.2 Where the design does not allow the usage of the normal PEFC label designs, the PEFC label may be optionally used as follows. This usage shall always comply with the requirements of this standard:

- a) with the PEFC logo split into the PEFC circle and the PEFC words and trademarks licence number and placed beside each other. The minimum size of this format of the label shall ensure that the PEFC initials and the licence number are readable.



- b) with the PEFC logo split into the PEFC circle and the PEFC words and the trademarks licence number underneath the PEFC initials. The minimum size of this format of the label shall ensure that the PEFC initials and licence number are readable.



#### 8.4 Modifications

8.4.1 The PEFC labels obtained from the PEFC Label Generator shall not be altered or re-created.

8.4.2 Using the PEFC label in non-standard colours or any other adjustments requires prior approval by the PEFC Council.

Note: To obtain PEFC Council's approval organisations can contact the PEFC authorised body that issued their licence.

## Annex A (normative): Alternative promotional label messages

Trademarks user group	Message
Group B	<ul style="list-style-type: none"> <li>Promoting Sustainable Forest Management</li> <li>[Company] has a PEFC sustainable forest management certificate</li> <li>We/Company name manage/s our (or this) forest(s) according to PEFC certification requirements</li> <li>Our forest management is PEFC certified</li> </ul>
Group C	<ul style="list-style-type: none"> <li>Promoting Sustainable Forest Management</li> <li>[Company] has a PEFC certified Chain of Custody</li> <li>[Company] offers PEFC certified products</li> <li>By sourcing PEFC, we/Company name are supporting sustainably managed forests globally</li> <li>By sourcing PEFC wood/paper/packageging, we/ Company name are supporting sustainably managed forests globally.</li> <li>The PEFC logo on our products ensures that our wood/paper/packageging comes from sustainably managed forests, recycled and controlled sources. Every purchase of a PEFC-labelled product makes a difference for forests and forest communities across the world.</li> </ul>
Group D: certification bodies	<ul style="list-style-type: none"> <li>Promoting Sustainable Forest Management</li> <li>[Certification body] is accredited for PEFC forest management certification</li> <li>[Certification body] is accredited for PEFC chain of custody certification</li> <li>[Certification body] is accredited for PEFC forest management and chain of custody certification</li> </ul>
Group D: non-certified organisations procuring PEFC certified finished products	<ul style="list-style-type: none"> <li>Promoting Sustainable Forest Management</li> <li>[Company] offers PEFC certified products</li> <li>By sourcing PEFC, we/Company name are supporting sustainably managed forests globally</li> <li>By sourcing PEFC wood/paper/packageging, we/ Company name are supporting sustainably managed forests globally.</li> <li>The PEFC logo on our products ensures that our wood/paper/packageging comes from sustainably managed forests, recycled and controlled sources. Every purchase of a PEFC-labelled product makes a difference for forests and forest communities across the world.</li> </ul>
Group D: PEFC International stakeholder members	<ul style="list-style-type: none"> <li>Promoting Sustainable Forest Management</li> <li>[Entity] is a PEFC Stakeholder member</li> <li>By sourcing PEFC, we/Company name are supporting sustainably managed forests globally</li> <li>By sourcing PEFC wood/paper/packageging, we/ Company name are supporting sustainably managed forests globally.</li> </ul>

	<ul style="list-style-type: none"> <li>The PEFC logo on our products ensures that our wood/paper/packaging comes from sustainably managed forests, recycled and controlled sources. Every purchase of a PEFC-labelled product makes a difference for forests and forest communities across the world.</li> </ul>
<p>Group D: any other organisations belonging to Group D which are not mentioned above</p>	<ul style="list-style-type: none"> <li>Promoting Sustainable Forest Management</li> </ul>

Note: Organizations belonging to more than group may use the label messages for any of the user group they belong (for instance, international stakeholder members which are also certified companies can use either the label messages described for Group D: stakeholder members or Group C: certified companies).

## Annex B (informative): Examples of wrong PEFC label usages



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