

SECTION 5.
RULES FOR USE OF SFI
OFF-PRODUCT MARKS



SUSTAINABLE
FORESTRY
INITIATIVE

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RULES FOR USE OF SFI OFF-PRODUCT MARKS

PREFACE

SFI Inc. is an independent, non-profit, charitable organization dedicated to promoting sustainable forest management in North America and supporting responsible procurement globally. The SFI Board is a three chamber Board of Directors representing environmental, social and economic interests equally, and the program addresses local needs through its grassroots network of 37 SFI Implementation Committees across North America. *SFI Inc.* directs all elements of the *SFI* program including the SFI forest standard, chain-of-custody certification, *fiber sourcing* requirements, labeling and marketing.

Consumers in growing numbers want assurance that their buying decisions represent a sound environmental choice. They are asking for proof that wood, paper and packaging products are made with raw materials sourced from *certified forest content* and *certified sourcing*. *Section 4 – Rules For Use Of SFI On-Product Labels* as well as the *SFI Chain-of-Custody Standard and Associated Labels* (Sections 3 and 4) deliver a reliable and credible mechanism so businesses can provide this assurance to their customers.

The *SFI* program meets guidelines on environmental claims in product advertising and communication issued by the U.S. Federal Trade Commission and guidelines on environmental labeling and advertising issued by the Competition Bureau of Canada.

Studies have shown that consumers appreciate the value of forest certification in helping them identify wood and paper products from legal, responsible sources. A 2008 survey by GfK Roper Public Affairs & Media and the Yale School of Forestry and Environmental Studies found that North American consumers believe it is important or essential to have eco-labels that describe the environmental impacts caused by the manufacture, use and disposal of products. Of 10 ecolabels tested in the United States, the SFI label had the highest familiarity rating of any forest certification program.

The fact that the *SFI* program can deliver a steady supply of fiber from well-managed forests is especially important at a time when there is increasing demand for green building and responsible paper purchasing, and only 10 percent of the world's forests are certified. The American Consumer Council says it supports the good work of the *SFI* program, and applauds the positive and progressive actions it is taking. A poll by TerraChoice Environmental Marketing found that procurement specialists included the SFI label on a list of the top 10 eco-labels they relied on frequently to make buying decisions.

RULES FOR USE OF SFI OFF-PRODUCT MARKS

SECTION 1: SFI LICENSED WORD MARKS	4
SECTION 2: SFI LICENSED LOGO MARKS – FOR CERTIFIED PROGRAM PARTICIPANTS	4
SECTION 3: GENERAL RULES – FOR ALL PROGRAM PARTICIPANTS	4
Appendix 1: SFI Off-Product Mark – Art Rules	7

In addition to its on-product labels, the *SFI* program has off-product marks to show participation in the program and to promote the program generally. *SFI Inc.* owns all right, title and interest in these marks, and exercises legitimate control over their use.

There are two licensed work marks and one tagline mark, as well as two logo marks.

1. SFI LICENSED WORD MARKS:

- SUSTAINABLE FORESTRY INITIATIVE®
- SFI®

SFI Licensed Tagline Mark:

- GOOD FOR YOU, GOOD FOR OUR FORESTS®

1. If a word mark is used in an advertisement or on the front page of a book, manual, report or other document, it should be distinguished by making it larger, bolder, in all caps or italics.
2. The first time a word mark is used in the text of a document, the words must be either in all caps, italics, bold or quotes. All caps, italics, and bold are preferred. Any subsequent uses can either continue with all caps, italics, bold, or quotes, or can be in initial caps (e.g. Sustainable Forestry Initiative).
3. The ® only needs to be included the first time “Sustainable Forestry Initiative” or “SFI” word marks appears in a document, whether it is in a title or in text. If both word marks are used, the correct format is: Sustainable Forestry Initiative® (SFI®) program.
4. A word mark must be an adjective, it cannot be a noun, so when it is used in text, the word **program** or **services** must appear after the mark. The mark should not be plural or possessive.
5. The tagline mark (Good For You, Good For Our Forests®) can be used in association with the word marks.
6. In addition to the uses described below in General Rules for all *Program Participants*, the word marks may be used as follows, provided the advertisement or brochure refers to the SFI website (www.sfiprogram.org) or the *Program Participant's* website with a hotlink to the SFI website:

- a. in advertisements which promote the *program participant's* products; and
- b. in sales brochures and other similar product promotional items.

Before using the word marks in the manner authorized by this paragraph, the material must be submitted for review and approval by the *SFI Office of Label Use and Licensing*.

2. SFI LICENSED LOGO MARKS — FOR CERTIFIED PROGRAM PARTICIPANTS

SFI Licensed Logo Marks



7. Logo marks may **only** be used by *Program Participants* in good standing whose operations have been **certified** by an *SFI certification body* to be in conformance with the *SFI 2010-2014 Standard, Section 4 – Rules For Use Of SFI On-Product Label* and/or the *SFI Chain-of-Custody Standard (Section 3)* of the SFI requirements document for all or a portion of their operations.
8. Logo marks may be used as described below under General Rules for all *Program Participants*.
9. Logo marks may **not** be used in advertisements that promote a *Program Participant's* products, in sales brochures or in any in-store material. This is only reserved for on-product labels.
10. The tagline mark (Good For You, Good For Our Forests®) may be placed beneath either logo mark.
11. *Certified Program Participants* must provide samples of the use of the logo marks annually to the *SFI Office of Label Use and Licensing*.

3. GENERAL RULES — FOR ALL PROGRAM PARTICIPANTS

12. The logo and word marks may be used, subject to the rules in Parts A and B, as follows:

- a. In image advertising that focuses on a summary of company accomplishments or values, on company people, on company financial results or stock performance, on company community activities, or any combination of the above. Except as provided in paragraph 6 of these rules, such advertising must not promote specific products, tout product attributes, or make value propositions, although generic products may be shown.
 - b. In communications which explain and/or promote the Sustainable Forestry Initiative program's services and a company's participation in the *SFI* program, both to employees and to those outside of the organization.
 - c. On business letterhead, business cards, and invoices.
 - d. In annual reports, provided there is a reference to the *SFI* program website (www.sfiprogram.org).
 - e. On generic business signs (e.g. vehicles, forest stands, office buildings, and mill sites that are owed or held on a long-term exclusive lease). Vehicles or facilities must be under the certified company's direct control and must prominently display the company's name. If the vehicle or facility is sold or the lease terminated, the marks must be removed before the title is transferred or the occupancy ends.
 - f. On clothing and protective gear (e.g. uniforms, shirts and hard hats), in conjunction with, but not attached to, the company's name or logo.
 - g. On a company website with a hotlink to the SFI website (www.sfiprogram.org).
13. If any of the marks are used in written communications, the following statement must be included in an appropriate location (e.g., bottom of the page or on the back of a brochure) "(set out Marks used) are registered marks owned by Sustainable Forestry Initiative Inc."
 14. In addition to the references to the SFI website required above, companies should consider including a reference to the SFI website in any document where a logo or word mark is displayed.
 15. The tagline mark can only be used as specified in Number 1 (SFI Licensed Word Marks) and Number 2 (SFI Licensed Logo Marks — For Certified *Program Participants*) of these rules.
 16. Each mark is registered with the U.S. Patent and Trademark Office and in Canada, the European Union, Japan, China and South Korea, and must be accompanied by an ® to indicate that *SFI Inc.* owns it, unless otherwise authorized in these rules.
 17. Any public communication by *Program Participants* or *label users* shall be accurate and consistent with applicable law and requirements for SFI logo use. *Program Participants* and *label users* are encouraged to consult the U.S. Federal Trade Commission's guidelines on environmental claims in product advertising and communication and the guidelines on environmental labeling and advertising issued by the Fair Business Practices Branch of Industry Canada's Competition Bureau, as appropriate, and to seek additional information and direction from national accreditation bodies, national standards bodies and national, state and provincial consumer protection and competition laws. Legal counsel, as well as with the SFI *Office of Label Use and Licensing*, should be consulted during the preparation of any material that uses the marks and describes or makes claims about the *SFI* program and a company's participation.
 18. The *Office of Label Use and Licensing* reserves the right to refuse any label use that does not align with *SFI Inc.*'s strategic objective, which is to "ensure the SFI Standard is strong, grounded in science, progressive and based on integrity and proven through conservation collaboration resulting in wide market acceptance."
 19. *SFI Inc.* reserves the right to request samples of all uses of the marks from time to time, and has the right to disapprove any use of a mark that does not meet the requirements indicated in SFI Sections 3, 4 and 5. Each *Program Participant* will be asked to identify a contact so *SFI Inc.* can direct inquiries and requests for sample use to that individual.
 20. If *SFI Inc.* determines marks are not being used as provided in these rules, it will send a written

notice specifying the inappropriate use(s) and allow thirty (30) days in which to make a correction. If corrections are not made, the right to use the marks will be revoked.

21. Any observed misuse of any of these marks should be reported immediately to the SFI *Office of Label Use and Licensing*.
22. The SFI program has marketing materials available on the members-only section of the SFI website (www.sfiprogram.org). Please contact the SFI *Office of Label Use and Licensing* for access to this section.



Mark Lock-Ups

These mark lock-ups were created to maintain consistency when using the mark with secondary type information.

Do not alter the spacing or positioning of any items in these lock-ups.



Area of Isolation

To maintain clean, uncluttered layouts and to maximize the impact and recognition of the marks, always maintain an area of isolation all around the marks as shown.

Note: marks may appear within a photographic image or illustration given that an area of isolation is maintained as noted.



Examples of Mark Violations

Do not use mark graphic by itself or to create a pattern.

Do not combine with any other logo or image as to create a third logo or mark.

To maintain consistency, do not modify or alter marks.

Do not violate area of isolation with text or other graphics.

Do not alter the positioning of mark graphics or reposition, recrop, break apart or otherwise alter marks in any way.

The leaf/tree design may not be displayed by itself, but must always be accompanied by "SUSTAINABLE FORESTRY INITIATIVE".

