

## APPENDIX 3 - SFI OFF-PRODUCT MARK

### Horizontal Mark

1 1/2" minimum width for mark



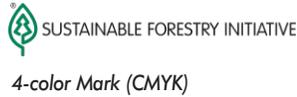
### Stacked Mark

3/4" minimum width for mark



#### 4-color SFI Mark

Use CMYK color palette specs whenever four-color printing is available. Materials that fall into this category include advertising, collateral and sales materials, POS, and press materials.



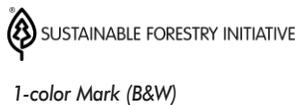
#### 2-color SFI Mark

Use PMS 348 CVC and black when PMS color is available for materials such as brochures and catalogs.



#### 1-color SFI Mark

Use B&W version of the marks when printing in black and white for materials such as laser print documents, and black and white ads.



#### Web-Safe Mark

Use jpeg or tiff for all website applications and PowerPoint presentations.



#### Reverse Mark

Use reverse version of the marks when applying them to dark backgrounds or over dark photographic images.



Reverse Mark



#### Typography

The SFI tagline text typeface is Garamond3 IT Italic, and the website text typeface is Universe. To maintain consistency, use only these fonts in all external communications.

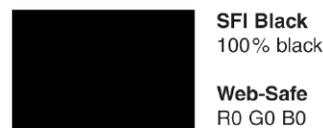
*Good for you. Good for our forests.<sup>SM</sup>*

[www.sfiprogram.org](http://www.sfiprogram.org)

#### Color Palette

The primary color palette consists of PMS 348 CVC and Black. Always match print jobs to color swatches to maintain consistency.

Use Web-safe specs for PowerPoint presentations and website graphics.



### 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.

#### Horizontal Mark

1 1/2" minimum width for mark



#### Stacked Mark

3/4" minimum width for mark



### 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".

