



**Annex 3
RULES FOR USE OF
SFI ON-PRODUCT LABELS AND
SFI OFF-PRODUCT MARKS**

www.sfiprogram.org

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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, *responsible 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 *responsible fiber sources*. The SFI Responsible Fiber Sourcing Standard and Associated Labels (Annex 1) as well as the SFI Chain-of-Custody Standard and Associated Labels (Annex 2) 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 eco-labels 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.

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1. Rules for Use of SFI On-Product Labels

SFI Inc. owns the on-product labels shown in Appendix 2. All SFI marks are registered in the United States, Canada, European Union, China, Japan and South Korea.

The SFI program owns all right, title and interest in the foregoing marks and exercises legitimate control over the use of these marks.

Upon receiving written authorization from the SFI program, qualified organizations or companies may use the certification marks provided the following conditions and limitations are strictly adhered to:

1. All SFI labels are registered with both the U.S. Patent and Trademark Office and the Canadian Intellectual Property Office, and each mark must be individually accompanied by an ® to indicate that the on-product label is associated with the SFI program.
2. The on-product label may be combined with the Program for the Endorsement of Forest Certification schemes (PEFC) on the product label, assuming the organization has met all requirements under PEFC's Annex 4 and Annex 5.
3. The recycled mobius loop may only be used within the SFI label when the organization is certified to the SFI Chain-of-Custody Standard and Associated Labels (Annex 2), and can only be used to describe *post-consumer recycled content* as described in SFI Definitions (Annex 4).
4. The tree/leaf design may not be displayed by itself, and must always be accompanied with either "Sustainable Forestry Initiative" or "SFI", the claim associated with the label, and the SFI website (www.sfiprogram.org).
5. The on-product labels can be used in either horizontal or vertical styles.
6. The on-product labels can be used in English, French and Spanish, and translations are available.
7. Any public communication by *program participants* and *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.
8. The marks may be used on products, including shrink wrap and other product packaging, that have been produced by a primary or secondary producing facility, a publisher, a retailer, or a printer that has qualified for use of the appropriate mark pursuant to the criteria set out in SFI Annex 1 and/or SFI Annex 2.

9. The marks may be used in product/brochures or advertising for products that qualify to use one of the on-product marks subject to the following rules:
 - a) When discussing products produced by a qualified facility, the on-product usage is restricted to either, 1) the statement, “Look for this mark on (specified product)” or, 2) in a picture of a product with the mark on the product.
 - b) When promoting the sale of trees or logs grown on certified land by landowners who have the land third-party certified to the SFI Standard.
 - c) When referencing the products of a company with mills that do not all qualify for the certification mark, this fact must be communicated (e.g. “only some of the mills producing ‘x’ product are qualified to use the SFI on-product label”).
 - d) If all the products in a product line are not certified, the label must accurately state this (e.g. “this label only applies to the cover of this publication”).
 - e) When using the average percentage method, the “Promoting Sustainable Forest Management” label may be used provided a company with SFI chain-of-custody certification communicates the actual percentage of *certified content* to their customer per SFI Annex 2, section 3.5.2.d in the SFI Chain-of-Custody Standard and Associated Labels (Annex 2). This information can be communicated in the form of, but not limited to, an invoice, bill of lading, shipping document, letter, or other forms of communications between the organization and the customer.
 - f) Printers that are certified to the SFI Chain-of-Custody Standard and Associated Labels (Annex 2) may use their chain-of-custody procedures to account for product that is approved for the Certified Fiber Sourcing Label, and label that product with the Certified Fiber Sourcing Label. These organizations must obtain documentation from their suppliers that the product is approved for the Certified Fiber Sourcing Label.
 - g) Publishers can work with a certified printer and do not need a separate chain-of-custody certification unless they are actually printing the publication.
10. Any public communication by *program participants* and *label users* shall be accurate and consistent with applicable laws 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. *Label users* should consult with their legal counsel when preparing product advertising that includes an SFI on-product label or any other reference to the SFI program.
 - a) Point of purchase (POP) materials should avoid environmental claims that can be tied to the product. Rather, they should explain the SFI *program participant’s* voluntary participation in a program for sustainable forest management. Avoid references or suggestions that the SFI program preserves forests.

- b) Avoid promoting any specific attributes of the product(s) bearing the mark when discussing participation in the SFI program, other than those related to forest management.
 - c) Organizations can make claims about other certified processes (e.g. soy ink or alternate power sources) as long as it is clear that this is not associated with the SFI certification.
11. A *certified program participant* may refer to its conformance to the SFI Standard and its third-party certification in company promotional advertising, annual reports or other documents generally describing the company and its operations. However, if all company facilities and/or acreage/hectares have not been certified, then the reference must be accurate as to the number of facilities and/or acreage/hectares that have been certified.
 12. *Label users* that are not *certified program participants* may refer to the fact that they have one or more facilities certified to the SFI chain-of-custody or fiber sourcing certifications in promotional advertising, annual reports or other documents generally describing the company and its operations. However, unless all company facilities have been certified, the reference must be accurate as to the number of facilities.
 13. All advertising material must be sent to the SFI program's *Office of Label Use and Licensing* for review and approval. SFI staff are available to answer questions about the use of the marks and these rules.
 14. The *Office of Label Use and Licensing* reserves the right to request samples of all uses of the Certification Marks from time to time.
 15. If the *Office of Label Use and Licensing* determines that a *label user* is not using the marks as provided in these rules, which may be amended from time to time, or no longer meets the criteria set out in SFI Responsible Fiber Sourcing Standard and Associated Labels (Annex 1), it will send a written notice to the *label user* specifying the inappropriate use(s) and allow thirty (30) days in which to make a correction. If the *label user* fails to make the correction, the right to use the marks will be revoked.
 16. *Label users* who observe misuse of any of these marks shall report this immediately to the *Office of Label Use and Licensing*.
 17. When selling product as SFI chain-of-custody certified, the SFI chain-of-custody number must be added to one of the following documents: the label wrap, invoices, bill of lading, shipping documents, or letters during sale of product to the customer.
 18. When using the SFI chain-of-custody X% content labels, the following rules must be taken into consideration:
 - i. The X% content label must equal all parts to 100%.
 - ii. If a specific attribute does not apply (e.g. *post-consumer recycled content*), the company must remove that tagline from the label.
 - iii. If a company wishes to make a 100% certified fiber sourcing claim, the certified fiber sourcing label must be used.
 - iv. The 100% *certified forest content* claim can be made only when the physical separation method has been used throughout the chain-of-custody process.

19. The organization approved to use the SFI on-product label can use either the color, black and white, or reversed style labels. Where one-color print is being used, the SFI label may be the same color as the rest of the product.
20. The size of the label can be determined by the certified company approved to use the SFI label.
21. If the label is being used on a small product (e.g. pencils) and the claim may not be legible, a company may apply to the *SFI Office of Label Use and Licensing* for additional exceptions on applying the SFI on-product label.
22. The following taglines can be used in combination with SFI on-product labels and with promotional materials that may or may not include the SFI label. The SFI website (www.sfiprogram.org) can be added to any of these taglines.
 - i. The Sustainable Forestry Initiative® program promotes sustainable forest management.
 - ii. The Sustainable Forestry Initiative® program integrates the perpetual growing and harvesting of trees with the protection of wildlife, plants, soils, and water.
 - iii. This product is from a renewable, responsibly managed forest.
 - iv. The independent Sustainable Forestry Initiative® program is a North American standard committed to sustainable forest management.
 - v. The independent Sustainable Forestry Initiative® program is a non-profit charitable organization committed to the sustainable management of North American forests.
23. The following geographic taglines can be used in combination with the SFI on-product labels and with promotional materials that may or may not include the SFI label. A *certified program participant, primary or secondary producer* can only use these taglines if they successfully demonstrated to the *SFI certification body* conducting the SFI Annex 2 chain-of-custody audit that they have tracked the sources of their supply, and that the wood fiber is sourced in North America in a manner consistent with the geographic tagline suggested. If a company sources any of its raw materials outside of North American, these claims can only be used if physical separation is employed. A 5% de minimus is acceptable.
 - i. This wood is from a responsibly managed [North American/U.S./Canadian] forest.
 - ii. The fiber in this paper/packaging product is from a responsibly managed [North American/U.S./Canadian] forest.
 - iii. The fiber in this product meets the requirements of the independent Sustainable Forestry Initiative® program, delivering assurance that it comes from a responsibly managed [North American/U.S./Canadian] forest.
24. 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."

2. SFI On-Product Label Guide

2.1 SFI-Certified Forest Content Labels

The SFI program has two chain-of-custody labels, each showing that some or all of the product's fiber content comes from forests that are third-party certified to *acceptable forest management standards* such as SFI, the Canadian Standards Association (CAN /CSA-Z809) and/or the American Tree Farm System (ATFS).

2.1.1 Promoting Sustainable Forest Management Label

This label may be used by any chain-of-custody certified *primary producer* that uses either the volume credit or average percentage chain-of-custody method. Chain-of-custody certified *secondary producers* may also use this label once they obtain all the information under 3.5 in SFI Annex 2.



2.1.2 X% Content Label

This label may be used by any chain-of-custody certified *primary producer* that uses the average percentage chain-of-custody method. Chain-of-custody certified *secondary producers* may also use this label once they obtain all information under 3.5 in SFI Annex 2.



2.1.3 Chain-of-Custody Labels with Mobius Loop

Either of the chain-of-custody labels above can include a mobius loop stating the percentage of *post-consumer recycled content* in the product, as illustrated below.



2.2 SFI Certified Fiber Sourcing Label

This Certified Fiber Sourcing Label shows that the paper manufacturer has been certified by a third-party *SFI certification body* to objectives 8-13 in the SFI 2005-2009 Standard and/or is certified to SFI Responsible Fiber Sourcing Standard and Associated Labels (Annex 1). Fiber sourcing labels do not make claims about *certified forest content*.



2.3 Other items for consideration

All projects with the SFI label must be sent to the *SFI Office of Label Use and Licensing* prior to press. There are no size or color restrictions on the label, but if the certified printer uses the above green/black version, the PMS color is 348.

3. Rules for Use of SFI-Owned Off-Product Marks

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.

3.1 SFI Licensed Word Marks:

- SUSTAINABLE FORESTRY INITIATIVE®
- SFI®

SFI Licensed Tagline Mark:

- GOOD FOR YOU, GOOD FOR OUR FORESTSSM

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 ForestsSM) 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*.

3.2 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 2005-2009 Standard, SFI Responsible Fiber Sourcing Standard (Annex 1) and/or the SFI Chain-of-Custody Standard (Annex 2) 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 ForestsSM) 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*.

3.3 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 owned 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 3.1 and 3.2 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 AFI Annexes 1, 2, 3 and 4. 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 correction 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.

For more information, contact Jason Metnick, Director, Market Access and Product Labeling, at 602-374-6539 or Jason.Metnick@sfiprogram.org

APPENDIX 1 - SFI PROGRAM CERTIFICATION MARK (ON-PRODUCT) – ART RULES

(Only the Promoting Sustainable Forest Management label is depicted below for illustrative purposes)

Vertical Mark

1" minimum width for mark



Horizontal Mark

1 1/2" minimum width for mark



4-color Mark

Use CMYK color palette specs whenever four-color printing is available.



4-color Mark (CMYK)



2-color Mark

Use PMS 348 CVC and black when PMS color is available.



2-color Mark (PMS 348)



1-color Mark

Use B&W version of the marks when printing in black and white.



1-color Mark (B&W)



Web-Safe Mark

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



Web-Safe Mark (jpg & tiff)



Reverse Mark

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



Reverse Mark



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.



SFI Black
100% black
Web-Safe
R0 G0 B0



CMYK
C 94.12%
M 22.74%
Y 80.78%
K 8.63%



PMS
348 CVC



Web-Safe
R12 G68 B3E

Area of Isolation

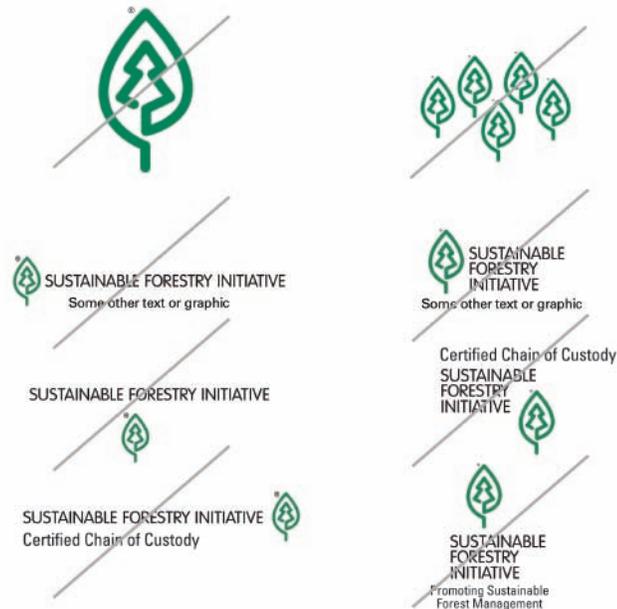
To maintain clean, uncluttered layouts and to maximize the impact and recognition of the marks, always maintain an area of isolation all around the marks as shown.

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



Mark Violations

- To maintain consistency, do not modify or alter marks.
- Do not violate area of isolation with text or other graphics.
- Do not create a pattern with mark graphics.
- Do not alter the positioning of mark graphics or re-position, recrop, break apart or otherwise alter marks in any way. The mark may not be recreated using any fonts or styles other than the Vag Rounded Light or Univers 57 Condensed for the “claim” and website. The font size remains in the same proportions as the mark provided in the electronic file form.
- The tree/leaf design may not be displayed by itself, but must always be accompanied with the words “Sustainable Forestry Initiative” or “SFI”, the “claim” and the website www.sfiprogram.org.



Please consult with legal counsel, as well as the SFI Office of Label Use & Licensing, during preparation of all materials that include these marks. All uses of the marks should be sent to SFI for review prior to using. In the event a Label User should observe misuse of any of these marks, Label User shall immediately report such improper use.

APPENDIX 2 - SFI ON-PRODUCT LABELS

PRODUCT LABELLING GUIDE VERTICAL LABEL ARTWORK OPT #1

FOLDER:
SFI_Labels_Vertical

SUB FOLDER:
SFI_Labels_VC
(VC: Vertical, Color)



SFI_CFS_A_VC.ai
SFI_CFS_A_VC.tif
SFI_CFS_A_VC.jpg



SFI_COC_A_VC.ai
SFI_COC_A_VC.tif
SFI_COC_A_VC.jpg



SFI_COC_B_VC.ai
SFI_COC_B_VC.tif
SFI_COC_B_VC.jpg



SFI_COCX_A_VC.ai
SFI_COCX_A_VC.tif
SFI_COCX_A_VC.jpg



SFI_COCX_B_VC.ai
SFI_COCX_B_VC.tif
SFI_COCX_B_VC.jpg

SUB FOLDER:
SFI_Labels_VBW
(VBW: Vertical, Black & White)



SFI_CFS_A_VBW.ai
SFI_CFS_A_VBW.tif
SFI_CFS_A_VBW.jpg



SFI_COC_A_VBW.ai
SFI_COC_A_VBW.tif
SFI_COC_A_VBW.jpg



SFI_COC_B_VBW.ai
SFI_COC_B_VBW.tif
SFI_COC_B_VBW.jpg



SFI_COCX_A_VBW.ai
SFI_COCX_A_VBW.tif
SFI_COCX_A_VBW.jpg



SFI_COCX_B_VBW.ai
SFI_COCX_B_VBW.tif
SFI_COCX_B_VBW.jpg

SUB FOLDER:
SFI_Labels_VR
(VR: Vertical, Reversed)



SFI_CFS_A_VR.ai
SFI_CFS_A_VR.tif
SFI_CFS_A_VR.jpg



SFI_COC_A_VR.ai
SFI_COC_A_VR.tif
SFI_COC_A_VR.jpg



SFI_COC_B_VR.ai
SFI_COC_B_VR.tif
SFI_COC_B_VR.jpg



SFI_COCX_A_VR.ai
SFI_COCX_A_VR.tif
SFI_COCX_A_VR.jpg



SFI_COCX_B_VR.ai
SFI_COCX_B_VR.tif
SFI_COCX_B_VR.jpg

PRODUCT LABELLING GUIDE HORIZONTAL LABEL ARTWORK OPT #1

FOLDER:
SFI_Labels_Horizontal

SUB FOLDER:
SFI_Labels_HC
(HC: Horizontal, Color)



SFI_CFS_A_HC.ai
SFI_CFS_A_HC.tif
SFI_CFS_A_HC.jpg



SFI_COC_A_HC.ai
SFI_COC_A_HC.tif
SFI_COC_A_HC.jpg



SFI_COC_B_HC.ai
SFI_COC_B_HC.tif
SFI_COC_B_HC.jpg



SFI_COCX_A_HC.ai
SFI_COCX_A_HC.tif
SFI_COCX_A_HC.jpg



SFI_COCX_B_HC.ai
SFI_COCX_B_HC.tif
SFI_COCX_B_HC.jpg

SUB FOLDER:
SFI_Labels_HBW
(HBW: Horizontal, Black & White)



SFI_CFS_A_HBW.ai
SFI_CFS_A_HBW.tif
SFI_CFS_A_HBW.jpg



SFI_COC_A_HBW.ai
SFI_COC_A_HBW.tif
SFI_COC_A_HBW.jpg



SFI_COC_B_HBW.ai
SFI_COC_B_HBW.tif
SFI_COC_B_HBW.jpg



SFI_COCX_A_HBW.ai
SFI_COCX_A_HBW.tif
SFI_COCX_A_HBW.jpg



SFI_COCX_B_HBW.ai
SFI_COCX_B_HBW.tif
SFI_COCX_B_HBW.jpg

SUB FOLDER:
SFI_Labels_HR
(HR: Horizontal, Reversed)



SFI_CFS_A_HR.ai
SFI_CFS_A_HR.tif
SFI_CFS_A_HR.jpg



SFI_COC_A_HR.ai
SFI_COC_A_HR.tif
SFI_COC_A_HR.jpg



SFI_COC_B_HR.ai
SFI_COC_B_HR.tif
SFI_COC_B_HR.jpg



SFI_COCX_A_HR.ai
SFI_COCX_A_HR.tif
SFI_COCX_A_HR.jpg



SFI_COCX_B_HR.ai
SFI_COCX_B_HR.tif
SFI_COCX_B_HR.jpg

PRODUCT LABELLING GUIDE VERTICAL LABEL ARTWORK OPT #2

FOLDER:
SF12_Labels_Vertical

SUB FOLDER:
SF12_Labels_VC
(VC: Vertical, Color)



SF12_CFS_A_VC.ai
SF12_CFS_A_VC.tif
SF12_CFS_A_VC.jpg



SF12_COC_A_VC.ai
SF12_COC_A_VC.tif
SF12_COC_A_VC.jpg



SF12_COC_B_VC.ai
SF12_COC_B_VC.tif
SF12_COC_B_VC.jpg



SF12_COCX_A_VC.ai
SF12_COCX_A_VC.tif
SF12_COCX_A_VC.jpg



SF12_COCX_B_VC.ai
SF12_COCX_B_VC.tif
SF12_COCX_B_VC.jpg

SUB FOLDER:
SF12_Labels_VBW
(VBW: Vertical, Black & White)



SF12_CFS_A_VBW.ai
SF12_CFS_A_VBW.tif
SF12_CFS_A_VBW.jpg



SF12_COC_A_VBW.ai
SF12_COC_A_VBW.tif
SF12_COC_A_VBW.jpg



SF12_COC_B_VBW.ai
SF12_COC_B_VBW.tif
SF12_COC_B_VBW.jpg



SF12_COCX_A_VBW.ai
SF12_COCX_A_VBW.tif
SF12_COCX_A_VBW.jpg



SF12_COCX_B_VBW.ai
SF12_COCX_B_VBW.tif
SF12_COCX_B_VBW.jpg

SUB FOLDER:
SF12_Labels_VR
(VR: Vertical, Reversed)



SF12_CFS_A_VR.ai
SF12_CFS_A_VR.tif
SF12_CFS_A_VR.jpg



SF12_COC_A_VR.ai
SF12_COC_A_VR.tif
SF12_COC_A_VR.jpg



SF12_COC_B_VR.ai
SF12_COC_B_VR.tif
SF12_COC_B_VR.jpg



SF12_COCX_A_VR.ai
SF12_COCX_A_VR.tif
SF12_COCX_A_VR.jpg



SF12_COCX_B_VR.ai
SF12_COCX_B_VR.tif
SF12_COCX_B_VR.jpg

PRODUCT LABELLING GUIDE HORIZONTAL LABEL ARTWORK OPT #2

FOLDER:
SFI2_Labels_Horizontal

SUB FOLDER:
SFI2_Labels_HC
(HC: Horizontal, Color)



SFI2_CFS_A_HC.ai
SFI2_CFS_A_HC.tif
SFI2_CFS_A_HC.jpg



SFI2_COC_A_HC.ai
SFI2_COC_A_HC.tif
SFI2_COC_A_HC.jpg



SFI2_COC_B_HC.ai
SFI2_COC_B_HC.tif
SFI2_COC_B_HC.jpg



SFI2_COCX_A_HC.ai
SFI2_COCX_A_HC.tif
SFI2_COCX_A_HC.jpg



SFI2_COCX_B_HC.ai
SFI2_COCX_B_HC.tif
SFI2_COCX_B_HC.jpg

SUB FOLDER:
SFI2_Labels_HBW
(HBW: Horizontal, Black & White)



SFI2_CFS_A_HBW.ai
SFI2_CFS_A_HBW.tif
SFI2_CFS_A_HBW.jpg



SFI2_COC_A_HBW.ai
SFI2_COC_A_HBW.tif
SFI2_COC_A_HBW.jpg



SFI2_COC_B_HBW.ai
SFI2_COC_B_HBW.tif
SFI2_COC_B_HBW.jpg



SFI2_COCX_A_HBW.ai
SFI2_COCX_A_HBW.tif
SFI2_COCX_A_HBW.jpg



SFI2_COCX_B_HBW.ai
SFI2_COCX_B_HBW.tif
SFI2_COCX_B_HBW.jpg

SUB FOLDER:
SFI2_Labels_HR
(HR: Horizontal, Reversed)



SFI2_CFS_A_HR.ai
SFI2_CFS_A_HR.tif
SFI2_CFS_A_HR.jpg



SFI2_COC_A_HR.ai
SFI2_COC_A_HR.tif
SFI2_COC_A_HR.jpg



SFI2_COC_B_HR.ai
SFI2_COC_B_HR.tif
SFI2_COC_B_HR.jpg



SFI2_COCX_A_HR.ai
SFI2_COCX_A_HR.tif
SFI2_COCX_A_HR.jpg



SFI2_COCX_B_HR.ai
SFI2_COCX_B_HR.tif
SFI2_COCX_B_HR.jpg

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.



4-color Mark (CMYK)



2-color SFI Mark

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



2-color Mark (PMS 348)



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.



1-color Mark (B&W)



Web-Safe Mark

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



Web-Safe Mark (jpg & tif)



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.SM

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.



SFI Black
100% black

Web-Safe
R0 G0 B0



CMYK
C 94.12%
M 22.74%
Y 80.78%
K 8.63%



PMS
348 CVC



Web-Safe
R12 G68 B3E

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".

