



# **LegalSource™**

## **Claims & Communications Procedure**



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- You must credit NEPCon and include a visible link to our website [www.nepcon.net](http://www.nepcon.net).
- You must share the work on similar terms and clearly reference the license conditions.
- The name ‘LegalSource™ and the claim ‘LegalSource™ Certified’ are trademarks owned by NEPCon. Any usage of these claims requires approval from NEPCon.

Please share any questions, comments, and suggestions for improvements of this guide with us by writing to [legalsource@nepcon.net](mailto:legalsource@nepcon.net).

# LegalSource™ Claims & Communications Procedures

These procedures serve to protect the value and integrity of NEPCon's LegalSource brand and the LegalSource Certified mark.

## 1. Who is eligible to use the LegalSource Certified mark and claims?

The NEPCon LegalSource Certified mark and LegalSource claims may be used by companies certified against the LegalSource Standard.

All usage requires prior approval by NEPCon on a case by case basis. Detailed requirements pertaining to the approval process are provided at the end of this document.

## 2. Using the LegalSource Certified Mark

The certification mark can only be used off-product. It may be used for marketing and public information materials.

Examples of off-product promotional materials:

- Calendars
- Advertisements – print and TV
- Posters
- Newsletters
- Promotional materials
- Brochures
- Web sites

No one under any circumstance may copy, reproduce or otherwise use the certification mark without receiving prior written approval from NEPCon.

Unauthorised use of the NEPCon LegalSource Certified mark is strictly prohibited. NEPCon reserves the right to take legal action against any party that reproduces or copies the NEPCon LegalSource Certified mark without prior written authorisation.

## 3. The LegalSource Certified Mark: graphic requirements

The NEPCon LegalSource Certified mark and LegalSource claims may be used by companies certified against the LegalSource standard.

All public use of the LegalSource trademarks by certified companies shall be reviewed and approved by an approved Trademark Agent. The LegalSource certification mark can only be used on off-product marketing and public information materials.

The LegalSource trademarks are:

- The name "LegalSource™"
- The words "LegalSource™ Certified"
- The LegalSource promotional logo (Figure 1)

**Figure 1: LegalSource promotional logos**



1. The NEPCon LegalSource Certified mark is a proprietary, single graphic unit that must never be altered from its original form. No element of the mark may be used to stand alone as a graphic image.
2. To ensure that the NEPCon LegalSource Certified mark is never compromised, it shall not compete with existing text, graphics or images, including certification seals.
3. The mark shall not appear in a position where it might be confused with a company or product brand name.
4. Clear space around the verification mark shall be minimum 20% of the height of the mark. No other elements may appear in this space.
5. Labels shall be large enough that all of the text is legible.
6. Labels are available in the following three colours: black; "NEPCon green"; and white on NEPCon green.

**NOTE:** All label designs are subject to further development by NEPCon Marketing and Communications department.

## 4. Principles for off-product label use

NEPCon off-product LegalSource Certified mark labels shall only be used provided the following principles are followed:

1. Off-product labels may be applied for promotional use, such as websites, letterheads, catalogues, email signatures, annual reports and CSR reports.
2. Off-product labels shall be accompanied by a pre-approved claim (see below).
3. Off-product labels shall meet all requirements of Section 9 of the LegalSource standard.
4. Off-product labels communicating LegalSource certification shall only be used after organisation has demonstrated compliance to the LegalSource standard

## 5. Pre-approved statements

Organisations that have received LegalSource Certification shall use the following statement in conjunction with the LegalSource Certified label and as part of any off-product claims:

1. [COMPANY] holds LegalSource™ certification demonstrating that our due diligence system meets the LegalSource requirements. [precondition for using this claim: the organisation is LegalSource certified with the scope covering all EUTR relevant products]
2. [COMPANY] holds LegalSource™ certification covering [SCOPE]. The certification demonstrates that [SPECIFY PRODUCTS] are covered by a due diligence system that meets all LegalSource Requirements". [precondition for using this claim: all products in scope are covered by the certification scope and meets LS standard requirements]
3. Our LegalSource™ certification demonstrates that our due diligence system conforms to EUTR requirements. [precondition for using this claim: the scope covers all EUTR relevant products]
4. Our LegalSource™ certification documents that [COMPANY] is exercising due diligence in line with the EUTR requirements, effectively minimising the risk of placing illegally harvested timber on the EU market. [precondition for using this claim: the scope covers all EUTR relevant products]

Organisations that have received LegalSource certification AND will use NEPCon as a Monitoring Organisation under the EU Timber Regulation may use the following statement:

1. [COMPANY] is certified against the LegalSource standard and use NEPCon as EUTR Monitoring Organisation. [precondition for using this claim: the scope covers all EUTR relevant products and the company is signed on to use NEPCon as MO]



## **6. Additional off-product statements and claims**

Additional off-product statements and claims referencing LegalSource may be permitted, providing:

- They are not misleading in any way.
- Any presentation of the scope or assurance of the LegalSource certificate is presented accurately.
- Any additional off-product statements and claims are submitted for review and approval, as outlined in Section 7.

## **7. Submission & Review Procedures**

Certified organisations shall always send a draft of the promotional item including any LegalSource claims and/or the NEPCon LegalSource Certified mark via email to NEPCon for review and approval prior to publication.

1. Certification holder sends a draft of the promotional item including any LegalSource claims and/or the NEPCon LegalSource Certified mark via email to NEPCon for review.
2. The draft is reviewed using the following procedure:
  - a. NEPCon makes every effort to approve submissions that meet these guidelines within five (5) days or sooner.
  - b. If any trademark use is deemed incorrect, the certification holder is notified by a NEPCon trademark expert via email (via fax or telephone if email is not available).

## **8. Exceptions**

Special exceptions to the guidelines outlined in this document may be considered and depend on the circumstances. For such requests or for questions regarding these guidelines, please contact your local NEPCon representative.

## About NEPCon

NEPCon is an international, non-profit organisation that works to ensure responsible use of natural resources and secure sustainable livelihoods worldwide. We aim to transform land-use, business practice and consumer behaviour through the delivery of third-party certification services and engagement in innovation projects.

NEPCon is recognised by the European Commission to operate as a Monitoring Organisation under the EU Timber Regulation.

By engaging with corporate and public sector organisations as well as NGOs, we empower people to be part of the solution in tackling some of the greatest environmental threats facing mankind - including climate change and biodiversity loss. Our services enable our customers to communicate sustainability commitments to their clients and the public.

FSC®, SmartLogging and carbon forest verification services are provided in collaboration with the Rainforest Alliance. PEFC Chain of Custody services are provided through our own accreditation (DANAK reg.no. 7029). LegalSource certification and Carbon Footprint Management certification are provided based on certification standards developed and owned by NEPCon.

## Contact

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