PEFC Logo usage rules
Client Guide
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Ressources

PEFC International Standard: 
PEFC ST 2001:2008
Second Edition (2010-11-26)

PEFC Logo Usage Toolkit
Second Edition (December 2010)
General rules - approvals

No formal approvals are required

• The PEFC system does not require formal approval of standard PEFC logo or trademark usage. However NEPCon auditors will check conformacy with the rules at the annual audit.

• If companies submit examples including both FSC and PEFC trademark usage for FSC approval, trademark agents will evaluate basic compliance with the PEFC trademark usage as well.
General rules – PEFC trademarks

PEFC protected trademarks are:

• PEFC logo
• PEFC initials

Std. 5.1:
"The PEFC Logo is copyrighted material and is a registered trademark owned by the PEFC Council. The initials "PEFC" are covered by the copyright and are registered. Unauthorised use of this copyrighted material is prohibited and may lead to legal action."
General rules – PEFC Logo usage license

• A **logo license** is required for using the PEFC logo and labels. Please contact your local PEFC office if you wish to obtain a logo license.

• The logo must **always** be accompanied by the company’s unique PEFC logo license code

(The code can be omitted in very special cases. Official approval for this can be obtained from the PEFC licensing authority.)

"PEFC/09-44-02" is NEPCon’s PEFC logo license code
General rules – two types of logo usage

• “On-product”
Use of logos/labels directly on the product or it’s packaging, or:
Std. 3.2, Note: ”Any usage which can be received or understood by buyers or the public as referring to a specific product (and/or origin of raw material included in the product) is considered as on-product usage.”

• “Off-product” or “promotional” usage
Any general promotion of certified products or the company’s PEFC certificate is considered promotional usage.
E.g. on websites, sales documents, brochures, business cards, trade fairs, news letters etc.
On-product rules

The basic structure of the PEFC label

A: PEFC Logo
- The logo consists of a circle with two trees + the initials “PEFC”

B: TM sign
- Shall always be used with the PEFC Logo

C: PEFC Logo license number
- Shall always be used with the PEFC Logo

D: % of PEFC certified raw material
- NOTE: Always optional element

E: Label name
- NOTE: Sometimes optional element

F: Label claim
- NOTE: Sometimes optional element

G: PEFC website
- Can be replaced with the website of the PEFC National Governing Body or other body, which is authorised to issue the PEFC Logo usage licences.
- NOTE: Sometimes optional element
On-product rules – 2 types of labels

PEFC Certified

PEFC Recycled
On-product rules – PEFC Certified label

Definition:
- Minimum content of certified material: 70%
- Maximum content of recycled material: 85%

Optional elements IF there is lack of space:
- Label name
- Label claim
- Website

NOTE:
- Where the product does not include recycled material, the label claim shall be used without the word "recycled".
On-product rules – PEFC Recycled label

Definition:
• Minimum content of certified material: 70%
• Minimum content of recycled material: 70%

Optional elements IF there is lack of space:
• Label claim
• Website

NOTE:
• The PEFC Recycled label shall always be used with the label name ”PEFC Recycled”
• The Mobius Loop is always optional!
Off-product rules – label or logo?

For promotional purposes it is **always optional** to use either the off-product label or the PEFC logo.
(The claim and/or website address are always optional!)
Graphic rules – Color options

Green on solid white

White on solid black

Black on solid white

3D
### Graphic rules – direction and appearance

#### Direction

**Portrait:**
- PEFC Certified
- This product is from sustainably managed forests, recycled and controlled sources
- www.pefc.org

**Landscape:**
- PEFC Certified
- This product is from sustainably managed forests, recycled and controlled sources
- www.pefc.org

#### Appearance

**Framed:**
- PEFC Certified
- This product is from sustainably managed forests, recycled and controlled sources
- www.pefc.org

**Unframed:**
- PEFC Certified
- This product is from sustainably managed forests, recycled and controlled sources
- www.pefc.org
Graphic rules – minimum sizes

Labels

Portrait: 15 mm

Landscape: 27 mm

If a label is used without the frame, the elements of the label shall still be the same minimum size, as if the frame was still there.

Logos

The PEFC-logo has to measure at least 0.9 cm in width (between the letter P and the M in the small TM in superscript)
Graphic rules – Clear space

Always ensure clear space around the label frame or the logo/label elements corresponding to minimum the height of the letters PEFC.
Graphic rules – infringements

**Label content:**
Do not change the proportions of the label content in any way

**Proportions:**
Do not stretch the label in any way

**Font:**
Do not change the typeface of the label content

**Color:**
Do not change the color of any of the label parts
Graphic rules - infringements

The logo (and label) shall be clear, readable AND include the trademark symbol "TM"

It is not allowed to use other colors without special approval from the PEFC licensing authority.
Can the PEFC logo be used together with the FSC logo/label and RAC™ Seal?

- NONE of the PEFC trademarks are allowed on products carrying the FSC trademarks.

- The logos may be used together off-products, however:
  - The FSC logo may not seem ‘at a disadvantage’ to the PEFC trademarks (e.g. PEFC logo can not be bigger or placed in a more visible place)
  - The PEFC and FSC schemes may not be described as ‘similar’ in terms of consumer guarantee.
  - The RAC seal shall be placed so that it is clear that it is connected with FSC – not PEFC.
PEFC, FSC and RAC™ Seal used together – correct off-product usage
PEFC, FSC and RAC™ Seal used together – correct off-product usage
PEFC, FSC and RAC™ Seal used together – correct off-product usage
Thank you!

Name
Position
Email | tel

NEPCon works to ensure responsible use of natural resources and secure sustainable livelihoods by transforming land-use, business practices and consumer behaviour.