PEFC Use of Logo and Mark (PEFC ST 2001 – PEFC Trademarks Rules – Requirements)

Introduction

The PEFC trademarks provide information relating to the origin of forest based products in sustainably managed forest and other non-controversial sources. Trademarks information drives purchasers and potential purchasers to choose products based on environmental, as well as other considerations.

The overall goal of the PEFC trademarks usage is, through non-misleading communication of accurate and verifiable information, to encourage demand for and supply of products originating from sustainably managed forests and thereby stimulating the potential for market-driven continuous improvement of the world's forest resources.

Organisations can download the PEFC trademarks, with their own unique logo licence number, using the PEFC Label Generator. The PEFC Label Generator is a free to use, online tool that enables the quick and simple creation of PEFC trademarks. All organisations with a valid logo usage licence have access to the Label Generator.

Ownership of the PEFC Trademarks

- The PEFC logo and the PEFC initials are copyrighted material and are internationally registered trademarks owned by the PEFC Council. Unauthorised use of this copyrighted material is prohibited and may lead to legal action.
- The PEFC logo and the PEFC initials shall not be used accompanied by any symbols to indicate that they are registered trademarks, such as the ™ or the ®.

Scope of the PEFC Trademarks

- **General scope of the PEFC trademarks**
  - The PEFC trademarks and related claims indicate that the forest and tree based material contained in labelled and/or claimed products comes from sustainably managed forest, recycled and/or controlled sources.
  - The PEFC trademarks also show that the company that produces a product labelled or claimed as certified, is managed in compliance with a set of social requirements and has a management system in place.
  - In addition, the PEFC trademarks communicate an organisation's affiliation with PEFC or PEFC certification status.

- **Scope of the on-product usage of the PEFC trademarks**
  - The scope of the on-product usage of the PEFC trademarks covers:
    - Direct on-product usage of the trademarks referring to the PEFC certified material on tangible products or on their packaging.
    - Indirect on-product usage through any reference that can be

interpreted or understood as if the product itself is certified or contains PEFC certified material, such as on media or marketing materials to communicate that the product is PEFC certified.
    - Direct or indirect on-product usage in reference to the PEFC certified material used as part of the production process of a product.
  - The PEFC trademarks cover the complete forest and tree based product labelled or claimed and not only one of its parts. The packaging is not considered as part of the product. The packaging of a PEFC certified product may also include forest or tree based material and may also be eligible itself to carry the PEFC trademark. If both the product and the packaging are PEFC certified, the packaging may include two PEFC labels.

- **Scope of the off-product usage of the PEFC trademarks**
  - The scope of the off-product usage of the PEFC trademarks covers any usage of the PEFC trademarks that is not covered under the scope of on-product usage, such as:
    - communication on the PEFC endorsement of forest certification systems
    - communication on certified status (this usage refers to PEFC trademarks under Groups B and C,
    - according to the description of user groups under bullet 6.3 of this standard)
    - communication on PEFC recognition of certificates (certification bodies)
    - communication on PEFC accreditation activities (accreditation bodies)
    - communication on procurement of PEFC certified products or commitment to procurement of PEFC certified products (end users of PEFC certified products)
    - communication on membership in, or partnership with, PEFC (members and partners of PEFC Council and/or PEFC National Governing Bodies)
    - communication on projects and initiatives focused on development and promotion of PEFC systems and certifications
    - other educational and promotional usage of the PEFC trademarks (PEFC Council and national governing bodies, certified entities, certification bodies, accreditation bodies, non-certified organisations selling PEFC certified, etc.)
    - communication in general on the availability of PEFC certified products in store and/or online, without referring to a concrete product or the PEFC certified material included in a product.

PEFC Trademarks Usage Requirements

- **General**
  - The PEFC trademarks shall be used with correct reference to the PEFC Council,

PEFC members and their systems.

- The PEFC logo and labels shall be obtained from the PEFC Label Generator.
- The PEFC trademarks or any of its elements shall not be used as part of, or integrated into, other trademarks or labels or in combination with other images, words or symbols in a way that could create another mark or that could mislead the public as to what the PEFC trademarks stand for.
- The PEFC trademarks shall not be used in a manner that could be misinterpreted or generate confusion with regard to PEFC systems, or that implies that PEFC participates in, supports, or is responsible for an activity by a certified entity outside the scope of its certification. The PEFC trademarks shall not be used in a manner that could result in erroneous interpretation or understanding of the entities operations with respect to its PEFC certificate, or diminished credibility of PEFC.
- The PEFC trademarks shall not be used within product brand names, company names or website domain names, unless explicitly authorised by the PEFC Council.
- The PEFC trademarks shall not be used together with other claims, messages or labels that can be misunderstood or misleading with regard to the qualities, characteristics, content, production process, etc. of the product they are accompanying, PEFC certification or PEFC in general.
- If other messages, claims or labels are used on the same product as the PEFC trademarks, it shall be clearly identified which characteristics of the product the PEFC trademarks refer to.
- The PEFC trademarks shall be used only with the messages provided by the PEFC Council. Any usage of the trademarks not foreseen in the PEFC Council documentation shall be approved by the PEFC Council.
- Any usage of the PEFC trademarks shall be accurate and consistent with applicable legal requirements and law. Organisations are responsible for compliance with the applicable legislation when using the PEFC trademarks.
- EFC Council reserves the right to refuse the use of any PEFC trademarks that does not align with PEFC's strategic vision and mission.

- **PEFC trademarks usage licence**
  - The PEFC trademarks shall be used under the authority of a PEFC trademarks usage licence that is issued by the PEFC Council or a PEFC authorised body. The PEFC trademarks usage licence includes the issuance of a unique licence number.
  - The licence shall be obtained through the signature of a licencing agreement (trademarks usage contract) between the organisation applying for trademarks usage and the PEFC Council or a PEFC authorised body.
  - The licence number of the organisation using the PEFC trademarks shall accompany the PEFC trademarks whenever they are used, except for certified organisations when passing on claims for the implementation of the PEFC chain of custody.
  - For the purposes of off-product PEFC trademarks usage, the PEFC Council or

the corresponding PEFC authorised body may issue permission for one-off trademarks usage. This licence shall be limited to one use. The disclaimer: "Reproduced with the permission of [authorised body]" shall be visibly placed together with the PEFC trademarks.

- The PEFC labels may be used exceptionally without the licence number, with prior approval by the PEFC authorised body that issued the licence, under the following circumstances:
  - where the size of the PEFC label would result in the licence number being illegible
  - the applied technology would not allow the licence number to be used together with the PEFC label
  - in addition to that, for on-product usage, where:
    - the PEFC trademarks with the licence number is used on other parts of the product (e.g. packaging, larger boxes, a leaflet or manual on the product)
    - the user of the PEFC trademarks can be clearly and unambiguously identified from other on-product information

- **PEFC trademarks users classification**
  - **Group A: National Governing Bodies and PEFC authorised bodies**
    - The PEFC National Governing Bodies or other PEFC authorised bodies are authorised to use the PEFC trademarks only for off-product purposes.
  - **Group B: Entities certified against a PEFC endorsed sustainable forest management (SFM) standard**
    - Any entity eligible for SFM certification shall hold a valid forest management certificate in order to obtain a PEFC trademarks licence.
    - Group B entities with a PEFC recognised certificate are authorised to use the PEFC trademarks only for off-product purposes, unless they are also certified against the PEFC Chain of Custody standard.
    - If the certification is suspended, withdrawn or terminated, the PEFC trademarks licence will be automatically suspended (until the suspension is lifted) or terminated.
  - **Group C: Entities certified against the PEFC International Chain of Custody standard or a chain of custody standard endorsed by PEFC**
    - Any entity eligible for PEFC chain of custody certification shall hold a PEFC recognized certificate for chain of custody (see definition of PEFC recognised certificate: 3.13) that is valid, in order to obtain a PEFC trademarks licence.
    - Group C trademarks users are authorised to use the PEFC trademarks for off and non-product purposes.
    - If the certification is suspended, withdrawn or terminated, the PEFC trademarks licence will be automatically suspended (until the suspension is lifted) or terminated.
  - **Group D: Other users**

- Organisations and other entities not classified under PEFC trademarks Groups A, B and C.
- Group D covers organisations such as trade and industry associations, retailers, research and educational institutions, certification bodies, accreditation bodies, governmental organisations, NGOs, etc. Group D also covers organisations within the forest and tree based products chain, where the chain of custody certification does not apply as they are end users of forest and tree based products or are selling the products with claims and/or labels placed on the product by their suppliers.
- Group D trademarks users are authorised to use the PEFC trademarks only for off-product purposes.
- Retailers under trademarks user Group D that procure PEFC certified finished products and sell he finished products directly to consumers without manipulating the product in any way, changing the wrapping or mixing the products with non-certified products, may exceptionally use the PEFC trademarks indirectly on-product to promote PEFC certified products according to the following requirements:
  - Hold a PEFC trademarks licence for trademarks user Group D.
  - The PEFC promotional label shall be used at least once with the label message: “The products marked with the PEFC trademarks can be provided as PEFC certified”. It shall be placed in a visible place in order for the public to clearly understand and identify what the PEFC trademarks stand for within the catalogue, brochure or price list.
  - The PEFC trademarks may be used without the organisation’s licence number throughout the catalogue, brochure or product list next to those products that can be provided as PEFC certified.
  - The products shall include physically the PEFC trademarks on-product along with the licence number of the PEFC certified supplier.
  - his first usage shall be approved by the PEFC Council or the PEFC authorised body, and afterwards PEFC Council or the PEFC authorised body shall approve it in an annual basis or issue a new approval whenever the design changes in any way.
  - The PEFC trademarks shall be always used according to this standard and any other PEFC related documentation.

Table 1: Overview of the Usage

PEFC Trademarks User	On-Product Usage	Off-Product Usage
Group A: National Governing Bodies	**No**	**Yes**
Group B: Sustainable forest management (SFM) certified entities	**No**	**Yes**
Group C: Chain of custody certified entities	**Yes**	**Yes**
Group D: Other users	**No**	**Yes**

PEFC Trademarks Technical Requirements

- **Technical requirements for the usage of the PEFC trademarks on-product**
  - **General requirements**
    - The product the PEFC trademarks refer to shall be clearly identified. If the product cannot be clearly identified, the label message or at least the name of the product shall clarify the link between trademarks and product.
    - To determine the percentage of certified material contained in a product to be eligible to carry the PEFC trademarks, the complete product shall be considered.
    - Indirect on-product usage in reference to the PEFC certified material used as part of the production process of a product shall be approved by the PEFC Council.
  - **The PEFC on-product labels**
    - **The PEFC certified label**
      - The PEFC certified label is the generic label to be used on-product:



      - The PEFC certified label may be used whenever at least 70% of the forest and tree based aterial included in the product is PEFC certified material and the content of recycled material is lower than 100%.
      - The label message that shall accompany the PEFC certified label is: “[This product] is from sustainably managed forests,

recycled and controlled sources". The wording [this product] may be replaced by the name of the certified product or the certified material included in the product to which the label refers, using the PEFC Label Generator.

- Where the product does not include PEFC certified material from recycled sources, the label message may be used without the word "recycled".



- Where the product includes only material from PEFC certified forests, i.e. material delivered with the claim "100% PEFC Origin", the label message may be used with the wording: "[This product] is from sustainably managed forests".



- For PEFC certified projects, the wording "this product" shall be replaced by "the forest and tree based material used in this project is". The word "project" may be replaced by the type of project (pavilion, tower, etc.).

- **The PEFC on-product labels**
  - **The PEFC recycled label**
    - The PEFC recycled label shall be used when the product includes only recycled material. The label name is "PEFC Recycled" and the label message: "[This product] is from recycled sources". The wording [this product] may be replaced by the name of the certified product or the certified material included in the product to which the label refers, using the PEFC Label Generator.



Table 2: Overview of the Options of Usage of the PEFC On-Product Labels

		
Label Name	**PEFC Certified**	**PEFC Recycled**
Requirements of Usage	**Minimum 70% PEFC certified material content and less than 100% recycled material content**	**100% recycled material content**
Generic Label Messages	**"[This product] is from sustainably managed forests, recycled and controlled sources"** **"This product" shall be replaced by the name of the certified product or certified material when it is not clear to what the label refers** **Where the product does not include recycled material, the label message may be used without the word recycled"** **Where the product only includes material from PEFC certified forests, the label message may be used without "recycled and controlled sources"**	**"[This product] is from recycled sources"** **"This product" shall be replaced by the name of the certified product or certified material when it is not clear to what the label refers**

- **The PEFC initials**
  - The PEFC initials may be used directly on a product whenever the product contains a minimum of 70% PEFC certified material.
  - The PEFC trademarks licence number of the organisation shall always be used with the PEFC initials whenever the product does not carry a PEFC label with the licence number in the same product.
  - The certified product or the certified material included in the product to which the PEFC initials refer shall be clearly identified. When it is not clear what product the PEFC initials refer to, the product shall be specified.
  - Any usage of the PEFC initials on-product different from that mentioned above shall be approved by the PEFC Council.
  - The requirements outlined in this section are not applicable for the usage of the PEFC initials with the purpose of passing on chain of custody claims by certified organisations as described in and in compliance with the PEFC Chain of Custody Standard, PEFC ST 2002.

- **Technical requirements for the usage of the PEFC trademarks off-product**
  - **The PEFC off-product label**
    - The PEFC promotional label is:



    - The generic label message that shall accompany the PEFC promotional label is: “Promoting Sustainable Forest Management”.
    - Additional label messages for promotional purposes can be found on the Appendix A of PEC ST 2001.
    - The PEFC off-product label messages may be used for promotional purposes without the PEFC label under the same requirements as the label. In those cases, and whenever the PEFC label is not used close to the message, the PEFC trademarks licence number shall be placed next to the message.
    - Organisations holding a PEFC forest management or PEFC chain of custody recognized certificate (PEFC trademarks user Groups B and C) may use the PEFC promotional label on:
      - Letterheads, catalogues or any other promotional material, as long as there is no ambiguity as to what is certified.
      - Invoices or delivery documents. The products that are delivered with a PEFC claim shall be clearly identified.

- The PEFC label may be used for promotional purposes on non-commercial products. It shall be clear what the PEFC label refers to on the non-commercial products. The promotional label message shall be included.

- **The PEFC initials**
  - The usage of the PEFC initials off-product is allowed under the same conditions and requirements as the PEFC promotional label. It shall always be accurate and refer to PEFC in the correct terms.

Graphic Requirements of the PEFC Labels

- **Elements of the PEFC label**



- **PEFC logo (A)**
  - The PEFC logo consists of two trees surrounded by an arrow and the "PEFC" initials placed underneath it.
- **PEFC trademarks licence number (B)**
  - In order to identify the organisation using the PEFC trademarks, the PEFC logo shall be used together with the organisation's PEFC licence number.
- **Label name (C)**
  - The label name communicates the meaning of the logo.
  - The official PEFC label names are in English. Translations shall be obtained from the PEFC Label Generator.
  - The PEFC label may include the label name in more than one language. Different options are provided in the PEFC Label Generator.
- **Label message (D)**
  - The label message communicates the meaning of the logo.
  - 8.1.4.2 The official PEFC label messages are in English. Translations of the official label messages into other languages shall be obtained from the PEFC Label Generator.
  - 8.1.4.3 The PEFC label may include the label message in more than one language. Different options are provided in the PEFC Label Generator.
- **PEFC website (E)**
  - The PEFC Council website www.pefc.org may be replaced with the website of a PEFC authorised body.
- **PEFC label frame (F)**

- When using the frame, the frame shall always respect the proportions and dimensions within the different elements of the label.

- **Graphic specifications**
  - **Colours**
    - The PEFC labels may be used in three colours: green, black and white and always with a single and contrasting colour background.
    - The PEFC label in green shall have the frame in the same green colour, with the PEFC label name, message and PEFC website in black. For the colours black and white, all the elements of the PEFC label shall appear in the same colour. The PEFC label name for the three labels must be in bold.



  - **Label orientation**
    - The PEFC label may be used in portrait or landscape orientation.



  - **Dimensions**
    - The ratio between height and width shall always be maintained. The proportions between the different elements of the PEFC label shall also be respected.
  - **Minimum size**
    - The minimum size of the PEFC label shall be:



- **Placement**
  - Clear space shall surround the PEFC label in order to ensure that it remains uncluttered and is easily recognisable. The minimum amount of clear space shall be equivalent to the height of the letter "P" of the PEFC logo used in the label.





- **Optional usage of the label**
  - The following elements may optionally be omitted from the PEFC labels:

Table 3: Optional Elements of the PEFC Labels

	PEFC Certified Label	PEFC Recycled Label	PEFC Off-Product Label
PEFC Logo	**No**	**No**	**No**
Label Name	**Yes**	**No**	**N/A**
Label Message	**Yes***	**Yes***	**Yes***
PEFC Website	**Yes**	**Yes**	**Yes**
Frame	**Yes**	**Yes**	**Yes**

  - When using the PEFC labels without the message, the label may include the name of the product, as in the example below.



- When it is not clear what the PEFC label refers to, the label message may be replaced by the name of the product.
- The PEFC label can be used without the label message for promotional purposes whenever it is clear from the context in which the label appears what PEFC stands for.
- Where the design does not allow the usage of the normal PEFC label designs, the PEFC label may be optionally used as follows, with prior approval by the PEFC authorised body that issued the licence. When used for on-product purposes, the product or material the PEFC label refers to shall be clear. When used for promotional purposes, it shall be clear what PEFC stands for.
    - With the PEFC logo split into the two trees surrounded by an arrow and the trademarks licence number and placed beside each other. The minimum size of this format of the PEFC label shall ensure that the licence number is readable.



    - With the PEFC logo split into the two trees surrounded by an arrow and the PEFC initials, and the trademarks licence number underneath the PEFC initials. The minimum size of this format of the PEFC label shall ensure that the PEFC initials and licence number are readable.



- **Modifications**
    - The PEFC labels obtained from the PEFC Label Generator shall not be altered or re-created.
    - Using the PEFC label in non-standard colours or any other adjustments requires prior approval by the PEFC Council.

Appendix 1 (Normative):

- **Alternative promotional label messages**

Table 3: Optional Elements of the PEFC Labels

Trademarks User Group	Message
Group B	• **Promoting Sustainable Forest Management** • **[Company name] has a PEFC sustainable forest management certificate** • **[Company name] manages this forest according to PEFC certification requirements** • **Our forest management is PEFC certified**
Group C	• **Promoting Sustainable Forest Management** • **[Company name] has a PEFC certified chain of custody** • **[Company name] offers PEFC certified products** • **By sourcing PEFC, [we/company name] are supporting sustainably managed forests globally** • **By sourcing PEFC [wood/paper/packaging], [we/company name] are supporting sustainably managed forests globally** • **The PEFC logo on our products ensures that our [wood/paper/packaging] comes from sustainably managed forests, recycled and controlled sources. Every purchase of a PEFC-labelled product makes a difference for forests and forest communities across the world.**
Group D: Certification Bodies	• **Promoting Sustainable Forest Management** • **[Certification body] is accredited for PEFC forest management certification** • **[Certification body] is accredited for PEFC chain of custody certification** • **[Certification body] is accredited for PEFC forest management and chain of custody certification**
Group D: Accreditation Bodies	• **Promoting Sustainable Forest Management** • **[Accreditation Body name] provides PEFC forest management accreditation** • **[Accreditation Body name] provides PEFC chain of custody accreditation** • **[Accreditation Body name] provides PEFC forest management and chain of custody accreditation**
Group D: Non-Certified Organisations Procuring PEFC Certified Finished Products	• **Promoting Sustainable Forest Management** • **[Company name] offers PEFC certified products** • **By sourcing PEFC, [we/company name] are supporting sustainably managed forests globally**

	• **By sourcing PEFC [wood/paper/packaging], [we/company name] are supporting sustainably managed forests globally** • **The PEFC logo on our products ensures that our [wood/paper/packaging] comes from sustainably managed forests, recycled and controlled sources. Every purchase of a PEFC-labelled product makes a difference for forests and forest communities across the world.**
Group D: PEFC International Stakeholder Members	• **Promoting Sustainable Forest Management** • **[Company name] is a PEFC Stakeholder member** • **By sourcing PEFC, [we/company name] are supporting sustainably managed forests globally** • **By sourcing PEFC [wood/paper/packaging], [we/company name] are supporting sustainably managed forests globally** • **The PEFC logo on our products ensures that our [wood/paper/packaging] comes from sustainably managed forests, recycled and controlled sources. Every purchase of a PEFC-labelled product makes a difference for forests and forest communities across the world.**
Group D: Any other organisations belonging to Group D that are not mentioned above	• **Promoting Sustainable Forest Management**

Appendix 1 (Normative):

- **Examples of wrong PEFC label usages**






PEFC Certified
This product is from sustainably managed forests, recycled and controlled sources
www.pefc.org
PEFC
PEFC/XX-XX-XX
PEFC
Promoting Sustainable Forest Management
www.pefc.org


PEFC
PEFC/XX-XX-XX
PEFC Certified
This product is from sustainably managed forests, recycled and controlled sources
www.pefc.org
PEFC/XX-XX-XX
Promoting Sustainable Forest Management
www.pefc.org