

ANNEX 3

RULES FOR USE OF SFI® PRODUCT LABELS

RULES FOR USE OF SFI® OWNED CERTIFICATION MARKS

The Sustainable Forestry Initiative (SFI) program is the owner of the following certification marks:

Tree/Leaf design with SFI CERTIFIED PARTICIPANT (“Certified Participant mark”)

Certification mark. A certified participant means a primary producer or forest landowner that is a *program participant* and that has been third party certified as specified in Annex 1, *SFI Label Use & Fiber Sourcing Requirements*. The mark is available to primary producers and certified landowners only. (There is also an X% recovered fiber content tagline available.)



Tree/Leaf design with SFI CERTIFIED SOURCING (“Secondary Producer mark”)

Certification mark. Certified Sourcing means that a secondary producer, or primary producer outside the United States and Canada, has been certified as specified in Annex 1, *SFI Label Use & Fiber Sourcing Requirements*. (There is also an X% recovered fiber content tagline available.)



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 primary producers and landowners and qualified secondary producers (“Label User”) may use the above-listed marks provided the following conditions and limitations are strictly adhered to:

1. The Certified Participant mark is 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 mark is associated with the SFI program. The Certified Sourcing mark must be individually accompanied by an SM to indicate that the mark is associated with the SFI program.
2. The marks may not be combined with any other mark or image in such a way as to create a third mark or marks, except that the X% recovered fiber tagline may be used with a mark consistent with Appendix 1, the Art Rules, when authorized under Annex 1, *SFI Label Use & Fiber Sourcing Requirements*.
3. The tree/leaf design may not be displayed by itself, but must always be accompanied with either “SFI CERTIFIED PARTICIPANT” or “SFI CERTIFIED SOURCING”.
4. The Art Rules in Appendix 1 must be followed.
5. The marks shall not be displayed on generic business signs (e.g. office buildings and mill sites), on clothing and protective gear (such as uniforms, shirts and hard hats), on business cards or letterhead, or on company generic promotional material.
6. The marks may only be used:
 - a) 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 Annex 1, *SFI Label Use & Fiber Sourcing Requirements*.
 - b) in product/brochures or advertising for products that qualify to use one of the on-product marks subject to the following rules:
 - i. when discussing products produced by a qualified facility, the 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.
 - ii. when promoting the sale of trees/logs grown on qualifying land by landowners who have third-party certified the land to the SFI Standard, the usage is restricted to “Our [trees/logs] qualify to carry this label

 .”
 - iii. when referencing company’s products that bear the certification mark, if not all the mills that produce this product qualify to bear the certification mark, it must be so acknowledged (e.g. “only some of the mills producing “x” product have qualified to bear the certification mark.”)
 - iv. SFI certified program participants must use the following statement: “[COMPANY]’s use of [SFI LABEL] indicates that it is a participant in the SFI® program in good standing and that [COMPANY]’s operations have been certified to be in compliance with the SFI Standard (SFIS) and guidelines by an independent auditor. For more detailed information on the SFI program and the standards and guidelines, please visit, www.aboutsfi.org.
 - v. Label Users that are not SFI certified program participants must use the following statement: “[COMPANY]’s use of [SFI LABEL] indicates that the facility that produced the product bearing the mark has been certified under the Sustainable Forestry Initiative® Program’s Label Use & Fiber Sourcing Requirements Document. For more detailed information on the SFI® program and the standards and guidelines, please visit, www.aboutsfi.org.

7. Label Users should consult with their legal counsel during the preparation of product advertising that includes an SFI certification mark or any other reference to the SFI program. In general, Label Users, particularly those using the certification mark in point of purchase (POP) materials should comply with the following:
 - a) Avoid usage of environmental claims that can be tied to the product. Instead, the POP material 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, but rather that it focuses on managing forests. Label Users who are not SFI program participants should refer to the SFI program in a similar manner.
 - b) Avoid touting or promoting any specific attributes of the product(s) bearing the mark when discussing participation in the SFI program.
 - c) If discussing participation in the SFI program, draw examples from the core indicators applicable to management of fee, leased, and crown land, to outreach to landowners and wood suppliers, to other core indicators, and to the label guidelines applicable to your company's supply chain.
8. An SFI certified program participant may refer to the fact that its conformance to the SFI Standard has been independently, third party certified in company promotional advertising, annual reports or other documents generally describing the company and its operations. However, if all company facilities and/or acreage have not been certified, then the reference must be accurate as to the number of facilities and/or acreage that have been certified.
9. Label Users that are not SFI certified program participants may refer to the fact that they have one or more facilities "certified under the Sustainable Forestry Initiative® Program's Label Use & Fiber Sourcing Requirements Document" in promotional advertising, annual reports or other documents generally describing the company and its operations. However, if not all company facilities have not been certified, then the reference must be accurate as to the number of facilities.
10. All advertising material must be sent to the SFI Program's Office of Label Use & Licensing for review and approval. Staff in the Office of Label Use & Licensing are available to answer questions about the use of the marks and these rules.
11. The Office of Label Use & Licensing reserves the right to request samples of all uses of the Certification Marks from time to time.
12. If the Office of Label Use & 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 Annex 1, *SFI Label Use & Fiber Sourcing Requirements*, the Office of Label Use & Licensing will furnish the Label User with written notice specifying the inappropriate use(s) and allowing the Label User thirty (30) days in which to make a correction. Failure of the Label User to make the correction will result in revocation of the right to use the marks.
13. In the event a Label User should observe misuse of any of these marks, Label User shall immediately report such improper use to the *Office of Label Use & Licensing*.

Appendix 1:
SFI® Program Certification Mark (On-Product) — Art Rules.

(Only the fiber sourcing labels are depicted below for illustration purposes)

Certified Participant Mark
 1" minimum width for mark

Certified Sourcing Mark
 1" 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



Pixel/Ink Jet Mark

Use when applying mark via ink jetting. (Use ink jet version of marks only as a last resort.)



Pixel/Ink Jet Msrk



Recovered Fiber Tagline

The “X” percent recovered fiber tagline must be centered in the box under the logo and text. The tagline is black except on reverse.



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

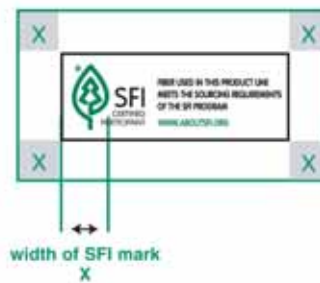


Web-Safe
R12 G68 B3E

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

- Do not combine mark 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 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. The font size remains in the same proportions as the mark provided in the camera-ready or electronic file form.
- The leaf/tree design may not be displayed by itself, but must always be accompanied with “SFI Certified Participant”, or “SFI Certified Sourcing” and by the appropriate claim.



Please read and follow the SFI Legal Guidelines for use of the certification marks (on-product label) entitled “Rules for Use of SFI Owned SFI® Certification Marks” before using these marks. 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.