Promotional Use of Third-Party Certification Trademarks

These guidelines are designed to provide information about the use of third-party certification logos. **Logos are not intended for on-product labeling. They are only to be used for promotional purposes such as advertisements, collateral and online.** If you are interested in making on-product claims about the certification status of a particular product, then an on-product label should be used. Use of on-product labels requires approval from the company’s Sustainability Team.

All questions about labeling should be directed to the company’s Sustainability Team.

As an important part of our commitment to sustainability, International Paper supports all credible third-party certification programs including: the Forest Stewardship Council® (FSC®), the Programme for the Endorsement of Forest Certification (PEFC) and the Sustainable Forestry Initiative® (SFI).

To promote our support of these third-party certification programs it is encouraged to use the appropriate logos on all external promotional materials. Following are the approved logos which in most cases can be placed on the back side of printed collateral. Please note that all certification bodies have specific brand guidelines that must be followed. For specific information about these usage rights contact the company’s Sustainability Team, at 901-419-7831.

_Note: All uses of third-party certification logos must be approved by the company’s Sustainability Team, who will obtain approvals from the governing bodies. Allow two-weeks for approvals. Non compliance to this process will result in a violation against the company’s certification._
Forest Stewardship Council® (FSC®) is a globally recognized system that uses regionally developed forest management standards and includes chain-of-custody.

FSC® Trademark

Some International Paper facilities are Forest Stewardship Council® (FSC®) certified as well as SFI® certified. For some businesses it is important to indicate the support of both third-party certification programs on their print promotions. The Forest Stewardship Council® has just one trademark option and very strict guidelines for use.

Note: All uses of third-party certification logos must be approved by the company’s Sustainability Team, who will obtain approvals from the governing bodies. Allow two-weeks for approvals. Non compliance to this process will result in a violation against the company’s certification.

Please use the appropriate business specific license code (e.g., CO14786 for IP, CO109858 for Foodservice, etc.)

For Usage in a Sentence

If using the words in a sentence as text, a registration mark (®) is required after the words “Forest Stewardship Council®” and a registration mark (®) after the abbreviation FSC®.
FSC® Trademark Language

In addition to the actual trademark, the following trademark line should be added following the International Paper copyright:

“Forest Stewardship Council, FSC and the FSC logo are trademarks of Forest Stewardship Council.”

FSC® Color Palette

The FSC® logo can be reproduced in black or in green using the colors specified below.
Pantone: PMS 626C
Process: C: 100%, M: 60%, Y: 100%, K: 20%
RGB: R50, G80, B60
Programme for the Endorsement of Forest Certification (PEFC) is a global umbrella organization that certifies national and regional certification standards and supports the promotion of sustainable forest management and chain-of-custody.

PEFC Trademark

Being a global company, International Paper has facilities worldwide including presence in Europe, Asia and South America. In addition, several of the U.S. based businesses participate in global sales (e.g. Pulp and Coated Paperboard). Therefore including the PEFC trademark may be very valuable in our messaging to customers. The trademark can be used either independently or with SFI® and FSC® trademarks. Questions about the appropriateness of this trademark should be directed to the company’s Sustainability Team.

Note: All uses of third-party certification logos must be approved by the company’s Sustainability Team, who will obtain approvals from the governing bodies. Allow two-weeks for approvals. Non compliance to this process will result in a violation against the company’s certification.

Please use the appropriate business specific license code (e.g., 29-31-11 for IP, 29-31-242 for Foodservice, etc.)

PEFC Trademark Language

In addition to the actual trademark, the following trademark line should be added following the International Paper copyright.

“PEFC and the PEFC logo are registered trademarks of the PEFC Council.”
PEFC Color Palette

The primary color palette for the PEFC trademark is green or black. Please use one of the following:
Pantone: PMS 368
Process: C: 57%, M: 00%, Y: 100%, K:00%
RGB: R123, G193, B27
Web: #7BC143
Sustainable Forestry Initiative® (SFI) is a North American standard which includes provisions for forest management, fiber procurement and chain-of-custody, and is internationally recognized by PEFC.

SFI® Logos

SFI Inc. provides a number of options for representing the logo on promotional materials. They include the logo with and without the tagline, and horizontal or vertical orientation. Select the orientation that best suits the print layout considering the available space, orientation of each piece, and the specific business needs.

Note: All uses of third-party certification logos must be approved by the company’s Sustainability Team, who will obtain approvals from the governing bodies. Allow two-weeks for approvals. Non compliance to this process will result in a violation against the company’s certification.

Please use the appropriate business specific label ID number (e.g., SFI-0006 for IP, SFI-01277 for Foodservice, etc.).

For Usage in a Sentence

If using the words in a sentence as text a registration mark (®) is required after the words “Sustainable Forestry Initiative®”. If the abbreviation SFI® is used in a stand alone (®) is required.

SFI® Trademark Language

In addition to the actual logo, the following trademark line should be added following the International Paper copyright:

SFI marks are registered marks owned by Sustainable Forestry Initiative Inc.”

Continued on next page.
SFI® Trademark Language continued.

Tagline Usage: If using the tagline “Good for you. Good for our forests.”, use the following statement: “Sustainable Forestry Initiative, SFI, the SFI logo and “Good for you. Good for our forests.” are registered marks owned by Sustainable Forestry Initiative Inc.”

SFI® Color Palette

The primary color palette for the SFI® logo is all black, reverse mark or green symbol with black text. Please use one of the following:

Pantone: PMS 348 CVC
Process: C: 94.12%, M: 22.74%, Y: 80.78%, K: 8.63%
RGB: R12, G68, B3E
Recommendations for Using Third-Party Certification Logos

Use all three logos:
When a business wants to promote all three certifications as potentially available (e.g., advertisement, catalog).

On the back cover of brochures, catalogs, etc. to indicate International Paper holds all three certifications.

In a portfolio piece showcasing products that hold the certification(s) of the logos used (e.g., stock book).

Note: For a specific product piece, only use the logos for which the product is certified.

When using all three certifications list in alphabetical order in trademark language as well as placement of logos.
Trademark/Copyright Language Example

Recommended sequence of trademark/copyright language:
1. Copyright
2. Printed in USA
3. Brand/tagline trademark
4. Third-party certification
5. Print code
6. Printed on

Note: If the SFI tagline - “Good for you. Good for our forests.” is used, you must add that into the list of items that are marks owned by Sustainable Forestry Initiative Inc.

071510 is a print code specific to each print project. This number is optional. Please see below for guidelines. See also Trademarks and Copyrights guidelines on IPNet/Business Tools/Brand Guidelines.

Printed on is recommended to be on a separate line but can be above or below the trademark/copyright language.

Print Code Guidelines

071210
07 represents the month printed
12 represents the year printed
10 represents the quantity printed
(10,000 in this example)

If your quantity is below 10,000:
Example for 1,000 - 061201
Example for 500 - 0612005
Example for 550 - 0612005.5