

# AFS LOGO USAGE TOOLKIT

AUSTRALIAN FOREST CERTIFICATION SCHEME (AFCS)

Setting the standard for sustainable forest management in Australia

[www.forestrystandard.org.au](http://www.forestrystandard.org.au) Phone: +61 (0) 2 6122 9000 Email: [info@forestrystandard.org.au](mailto:info@forestrystandard.org.au)



Design and artwork by Quantum Ideas Bureau  
This product is from sustainably managed forests and controlled sources.  
If you choose to print this document, please ensure you use AFS Certified paper.

# INTRODUCTION

The Australian Forestry Standard (AFS) logo and labels are globally trusted marks, assisting businesses, consumers, forest owners and managers, and other stakeholders in identifying and promoting merchandise and goods from forests that are managed sustainably.

The demand for AFS certification has constantly increased over the past years, with the potential that forests can play in tackling societal challenges such as climate change gaining relevance with the public at large. Australian Forestry Standard Limited (AFSL) is a member of the Programme for the Endorsement of Forest Certification (PEFC), the world's largest forest certification scheme, producing mutual recognition of the AFS certification globally.

## PURPOSE OF THIS TOOLKIT

You are only permitted to use the logo and label if you have obtained a logo license. This document and AFS's Logo Usage Rules explain how to remain in accordance with the requirements.

It is of fundamental importance for AFSL to protect its trademark and ensure that the logo and label are used accurately and verifiably, and that any claims associated with it are relevant and non-misleading. The correct use of the logo on products and associated documentation and in any communication is essential in protecting AFS's credibility.

The AFS Logo Use Toolkit is designed to assist logo users in applying the logo and labels consistently in terms of design and layout, and in line with AFS's technical requirements and branding.

Using the logo and label enables companies and forest owners to:

- demonstrate commitment to sustainable development and corporate social responsibility
- attract environmentally and socially-minded customers and consumers
- help generate demand for products from AFS-certified forests
- highlight engagement in sustainable forest management

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This section contains all relevant information needed to use the AFS logo and labels correctly. It allows you to identify which Logo User Group you belong to and the corresponding Logo Use Options available. The AFS Logo, Label Elements and the Standard Labels are explained in detail in Design Specifications which is aimed at ensuring the AFS logo and label are used correctly and consistently to avoid commonly encountered infringements.

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# SECTION A:

## GENERAL LOGO AND LABEL USE REQUIREMENTS

## A.1. LOGO USER GROUPS

The AFS logo license is available for four different logo user groups: Chain of Custody (CoC) certified companies; sustainable forest management (SFM) certified forest owners/managers; non-certified entities; and authorised licensing agents. In addition, simplified licensing requirements exist for entities using the logo on a one-time basis for illustrative or educational purposes (off-product only).

### COC CERTIFIED COMPANIES

These are entities along the value chain of forest-based products that have obtained AS 4707 AFS Chain of Custody certification. Examples include: manufacturers; processing industries; procurement organisations; traders; distributors; and retailers. (AFS Logo User Group C)

### SFM CERTIFIED FOREST OWNERS/MANAGERS

These are entities owning/managing forests that have obtained AS 4708 AFS Sustainable Forest Management Certification. Examples include holders of multi-site or group certificates; other entities participating in group certification (e.g. contractors); and individual forest owners. (AFS Logo User Group B)

### NON-CERTIFIED ENTITIES

These are entities selling certified products without the requirement to obtain AFS certification (e.g. retailers or DIY shops as sellers of certified products, uniquely identifiable and labelled through suppliers) and others that strive to promote and educate about AFS certification (e.g. Government or Banks as final consumers of certified products; and organisations and associations communicating about AFS). (AFS Logo User Group D)

### AUTHORISED LICENSING AGENTS

These are entities authorised to issue AFS logo licenses on behalf of AFSL. (AFS Logo User Group A)

### ONE-TIME USERS

Simplified licensing requirements are available for entities using the logo on a one-time basis for illustrative or educational purposes (off-product only). Examples include media; newspapers; magazines; reports; and websites.

For further information about One-Time Users, please contact AFSL.

#### Obligatory approval:

All entities, both certificate holders and non-certificate holders in Australia, are required to obtain a Logo Usage License from AFSL before using the AFS logo and label.

## A.2. LOGO USE OPTIONS

Two logo use options exist: The use of the logo physically on a certified product and on stationary, brochures or other documentation linked to the product ('on-product'); and the use of the logo not linked to a product, for instance for promotional or educational purposes ('off-product').

### LABEL MATRIX

Logo User Groups/ Logo Use Options	On-product	Off-product
<ul style="list-style-type: none"> <li>CoC certified companies</li> <li>SFM certified forest owners/managers</li> </ul>	✓	✓
<ul style="list-style-type: none"> <li>Non-certified entities</li> <li>Authorised licensing agents</li> <li>One-time users</li> </ul>	X	✓

### 'ON-PRODUCT' USE (AVAILABLE FOR COC CERTIFIED COMPANIES AND SFM CERTIFIED FOREST OWNERS/MANAGERS)

Using the AFS logo on a product is an excellent means for AFS-certified entities to demonstrate their commitment to responsible forest management and to promote their environmental and social credentials. It indicates to businesses along the value chain and to consumers that the material used in the product is linked to AFS-certified forests, recycled and/or controlled sources, and provides consumers with responsible options when purchasing wood-based products.

On-product use includes the use on:

- tangible products themselves (unpackaged products), products in individual packaging, containers, wrapping, etc.; or on large boxes, crates, etc. used for transportation of products; and on
- documentation associated or referring to a particular AFS-certified product (e.g. invoices, packaging lists, advertisements, brochures, etc.)

*Note: Any use of the AFS logo and label that refers to – or can be perceived as referring to – a specific AFS-certified product and/or the origin of the raw material used in its production is considered 'on-product' use.*

### 'OFF-PRODUCT' USE (AVAILABLE FOR ALL LOGO USER GROUPS)

The AFS logo is highly credible and allows Companies, Organisations, Governments, Associations and others to communicate and promote their support for AFS-certified sustainable forest management. Off-product use does not refer to specific products or the origin of raw material from AFS-certified forests.

Off-product use includes the use of the AFS logo and labels to communicate AFS certification on/in:

- Annual Reports, CSR, Sustainability report; brochures; and other written material
- Information displays, posters in stores, at trade fairs
- Advertisements and flyers
- Websites

## A.3. AFS LOGO AND LABEL ELEMENTS



### REQUIRED ELEMENTS

- 1 The AFS logo consists of a circular motif surrounding the text 'AUSTRALIAN FORESTRY STANDARD'.
- 2 The AFS logo is a registered symbol and always needs to be accompanied by the ® symbol.
- 3 The AFS logo licence number uniquely identifies the logo licence holder.

*Note: The AFS logo licence number is NOT identical with the Sustainable Forest Management or Chain of Custody certificate number.*

### OPTIONAL ELEMENTS

- 4 The label name and label claim communicate the meaning of the logo.
- 5 The label recognition identifies the mutual alliance with PEFC.
- 6 AFSL website.



### Recycling symbol ('Mobius loop')

The recycling symbol, including the percentage of recycled material contained in the product, is an additional, required element of the 'AFS Certified and Recycled' label. The Mobius loop is used in accordance with ISO 14021:1999

### AFS Trademark

The AFS logo and the initials 'AFS' are the exclusive property of the AFSL and are registered trademarks.

### Abuse

As the trademarks are a visual cue that consumers are increasingly looking for, it is vital to correct misuse of the AFS trademarks, even if it is unintentional. We encourage anyone to report improper uses to allow us to investigate the matter properly.

For further information about AFS trademarks and to report suspected trademark or label misuse, please contact AFSL at [feedback@forestrystandard.org.au](mailto:feedback@forestrystandard.org.au)

## A.4. STANDARD LABELS

AFS differentiates between three types of labels. The 'AFS Certified' and 'AFS Certified and Recycled' labels are available for on-product use, while the 'Supporting Sustainable Forest Management' label is available for off-product use. The logo license number ('AFS/XX-XX-XX') is an important element of the AFS labels as it uniquely identifies the licensee.

### ON-PRODUCT USE



**AFS Certified**  
(available for CoC Certified Companies  
and SFM Certified Forest Owners/Managers)

Claim: 'This product is from sustainably managed forests and controlled sources.'

This claim, indicates that the product includes:

- at least 70% of wood from AFS/PEFC-certified forests that meets or exceeds AFS's sustainability benchmark requirements; and
- wood from controlled sources.



**AFS Certified and Recycled**  
(available for CoC Certified Companies)

Claim: 'This product is from sustainably managed forests, recycled and controlled sources.'

This claim, indicates that the product includes:

- at least 70% of wood from AFS/PEFC-certified forests that meets or exceeds AFS's sustainability benchmark requirements and/or post consumer recycled material; and
- wood from controlled sources.

*Post-consumer recycled material must meet AFS's requirements for chemical and non-chemical contamination. The amount of post-consumer recycled material is specified within the recycling symbol.*

## A.4. STANDARD LABELS CONTINUED

### OFF-PRODUCT USE



#### Supporting Sustainable Forest Management (available for all Logo User Groups EXCEPT One-Time Users)

Claim: 'Supporting sustainable forest management in Australia and around the world.'

Designed for educational or promotional purposes, this label indicates support for sustainable forest management and AFS certification.

Non-certified organisations must apply for permission to use through the Group D Logo use category.

### ONE-TIME USE



#### Supporting Sustainable Forest Management (available for One-Time Users)

Claim: 'Supporting sustainable forest management in Australia and around the world.'

Designed for one-time use, special requirements govern the use of this label:

- Permission to use this label can only be given by AFSL.
- Only off-product use is allowed.
- The logo must be accompanied with the AFSL registration number 'AFS/01-10-01.'
- The claim 'Supporting Sustainable Forest management' and 'www.forestrystandard.org.au' must be used.
- The disclaimer 'Reproduced with permission of AFSL' must be included in close proximity of the label.

#### Third-party involvement in the use of the label

Licensees are fully responsible for compliance with the Logo Usage Contract. This also applies if a third-party is involved in the use of the logo (eg. by designers, printers, product advertisements in external catalogues). In such cases, a written agreement between the licensee and the 3rd party to ensure compliance with the logo usage rules is recommended.

## A.5. DESIGN SPECIFICATIONS

Logo users can customise the standard AFS logo and label by choosing the direction of the logo (portrait/landscape) and colour. Throughout this guide, the framed landscape green AFS Certified label is used for illustrative purposes. The same principles apply to all other labels.

### COLOUR OPTIONS/COLOUR REPRODUCTION



1. Green



2. Black

Colour reproduction specifications for green logo:

Pantone 371  
CMYK C 53 M 14 Y 89 K 56  
RGB R 83 G 104 B 43  
Web #53682B

### LOGO DIRECTION



Landscape



Portrait

### APPEARANCE



Framed



Un-Framed

Depending on preference.

### MINIMUM SIZE



The recommended minimum sizes to ensure that the label remains readable.

### CLEAR SPACE



Clear space surrounding the label ensures that the label remains uncluttered and is easily recognisable.

## A.6. INFRINGEMENTS

It is essential that the AFS labels are reproduced consistently and correctly. The labels must not be altered in anyway except for the insertion of the logo license number, scaling, and modifications as outlined in Section B. Proportions of the label shall not be changed when increasing or reducing the label size. If in doubt or if you have a special request: please call +61 (0) 2 6122 9000 or email [ContactUs@forestrystandard.org.au](mailto:ContactUs@forestrystandard.org.au)



Do not change the proportions of the label content in any way



Do not change the typeface of the label content



Do not stretch the label in any way



Do not change the colour of any of the label parts

# SECTION B:

## ALTERNATIVE LABEL AND DESIGN OPTIONS

## B.1. AFS CERTIFIED LABEL (ON-PRODUCT)

### STANDARD LABEL

The standard label consists of the claim 'This product is from sustainably managed forests and controlled sources' and the label elements as displayed below.



### ALTERNATIVE CLAIMS

The claim 'Name of product is from sustainably managed forests and controlled sources' may be used as an alternative to the standard claim (replace text in italics with product name).



### OMISSION OF OPTIONAL ELEMENTS

The following elements may be omitted if they were to be unreadable or if placing them on the product would not be feasible:

- logo name, and/or
- logo claim, and/or
- website.



### HIGHLIGHTING CERTIFIED MATERIAL

The percentage of certified material in the product may be added.



#### Modifications to colour, text or other elements

Using the AFS label in non-standard colours, with modified claims or any other adjustments, requires prior approval by AFSL. Contact [ContactUs@forestrystandard.org.au](mailto:ContactUs@forestrystandard.org.au) for further information.

#### Exceptional use

With prior approval from AFSL, the AFS logo may be used without the licensing number where the license number would not be readable or placing the licence number on the product would not be feasible, if

- the AFS logo with license number is displayed on other parts of the product, or
- the licensee of the AFS logo can clearly and unambiguously be identified through alternative means.

Contact [ContactUs@forestrystandard.org.au](mailto:ContactUs@forestrystandard.org.au) for further information.

## B.2. AFS CERTIFIED AND RECYCLED LABEL (ON-PRODUCT)

### STANDARD LABEL

The standard label consists of the claim 'This product is from sustainably managed forests, recycled and controlled sources' and the label elements as displayed below.



### ALTERNATIVE CLAIMS

The claim 'Name of product is from sustainably managed forests, recycled and controlled sources' may be used as an alternative to the standard claim (replace text in *italics* with product name).



### OMISSION OF OPTIONAL ELEMENTS

The following elements may be omitted if they were to be unreadable or if placing them on the product would not be feasible:

- logo name, and/or
- logo claim, and/or
- website.



#### Modifications to colour, text, or other elements

Using the AFS label in non-standard colours, with modified claims or any other adjustments, requires prior approval by AFSL. Contact [ContactUs@forestrystandard.org.au](mailto:ContactUs@forestrystandard.org.au) for further information.

#### Exceptional use

With prior approval from AFSL the AFS logo may be used without the licensing number where it would not be readable or placing the licence number on the product would not be feasible, if

- the AFS logo with license number is displayed on other parts of the product, or
- the licensee of the AFS logo can clearly and unambiguously be identified through alternative means.

Contact [ContactUs@forestrystandard.org.au](mailto:ContactUs@forestrystandard.org.au) for further information.

## B.3. SUPPORTING AFS CERTIFICATION LABEL (OFF-PRODUCT)

### STANDARD LABEL

The standard label consists of the claim 'Supporting sustainable forest management in Australia and around the world.' and the label elements as displayed below.



### ALTERNATIVE CLAIMS

The claims listed below may be used as alternatives to the standard label by the respective logo users (modify text in italics with appropriate term)

#### CoC Certified Companies

- '[Company] has a certified Chain of Custody'
- '[Company] offers AFS-certified products'

#### SFM Certified Forest Owners/Managers

- '[Name of forest] is certified'
- 'This forest is certified'

#### Non-Certified Entities

##### *Certification bodies*

- '[Certification body] is accredited for AFS forest management certification' or '[Certification body] is accredited for AFS chain of custody certification'

##### *Entities procuring AFS-certified products*

- '[Name of company] buys AFS certified products' or '[Name of company] procures AFS certified products'

##### *Retailers*

- '[Company] offers AFS-certified products'

### OMISSION OF OPTIONAL ELEMENTS

The website ('www.forestrystandard.org.au') may be omitted if it were to be unreadable or if placing it on the product would not be feasible.

#### Modifications to colour, text, or other elements

Using the AFS label in non-standard colours, with modified claims or any other adjustments, requires prior approval by AFSL. Contact [ContactUs@forestrystandard.org.au](mailto:ContactUs@forestrystandard.org.au) for further information.

#### Exceptional use

With prior approval from AFSL, the AFS logo may be used without the license number if the license number would not be readable.

#### One-Time users

There are no alternative label and design options available for one-time users. See 'Special Requirements for One-Time Users' (page 8) for further information.

# SECTION C:

# LABEL CREATION AND FILE IDENTIFICATION

## C.1. FILE SPECIFICATIONS

All label files are available in EPS and JPEG. It is highly recommended to use the EPS format for the creation of the label to ensure full consistency with this Toolkit. JPEG files can be edited.

### SPECIFIC ISSUES CONCERNING JPEG FILES

To ensure consistency with the Logo User Toolkit please take the following into account:

- The various Helvetica Neue fonts described below should be used whenever available. Arial can be used as a substitute.
  - The type sizes below are given for the logo at 100% as shown in the diagram to the right. For all other sizes the type should be scaled appropriately:
- 1 The certification number must appear in: **Helvetica Neue 67 Medium Condensed**, 11 pt, AFS green.
  - 2 The logo name, logo claim and logo recognition together should be centred vertically inside frame as shown to the right. Equal space should be given between the logo name, logo claim and logo recognition. The website should be centred vertically inside the green block base of the logo.
  - 2 The logo name should be in: **Helvetica Neue 67 Medium Condensed**, 10 pt, Black.
  - 4 The logo claim should be in: **Helvetica Neue 57 Medium Condensed**, 9 pt, 11 pt leading, Black.
  - 5 The logo recognition should be in: *Helvetica Neue 57 Medium Condensed Oblique*, 8 pt, 10 pt leading, Black.
  - 6 The website address should be in: **Helvetica Neue 67 Medium Condensed**, 9 pt, White.

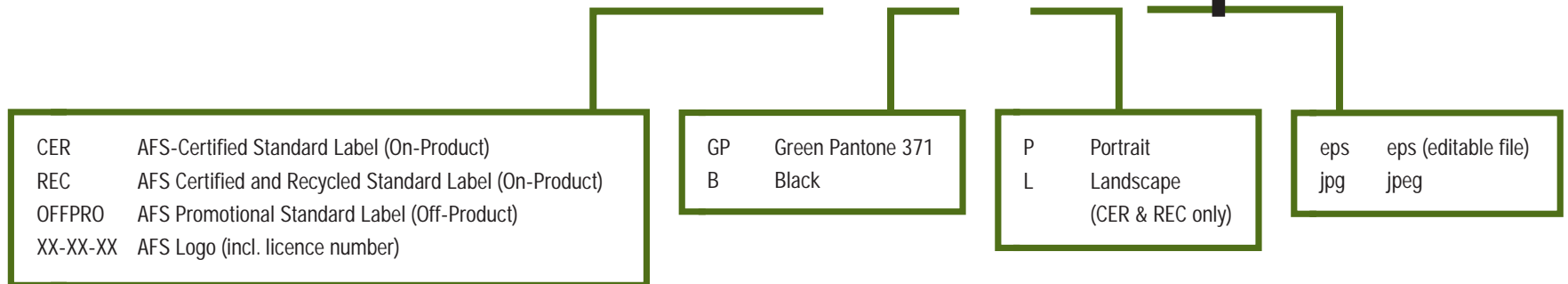


- Recycled material: Centre the percentage within the Mobius loop; leave sufficient space between the percentage and the Mobius loop. The percentage should be in: **Arial Regular**, 10 pt, AFS green.

## C.2. FILE IDENTIFICATION

AFSL provides all Standard Labels in electronic format. The chart below demonstrates the naming conventions used for the classification of the label files. AFSL highly recommends the use of the editable EPS file to ensure consistency.

# AFS-CER-B-L.eps



Australian Forestry Standard Limited  
PO Box 7031  
Yarralumla ACT 2600  
  
Phone: +61 (0) 2 6122 9000  
Fax: +61 (0) 2 6281 3455  
Email: [info@forestrystandard.org.au](mailto:info@forestrystandard.org.au)  
[www.forestrystandard.org.au](http://www.forestrystandard.org.au)

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