



20 YEARS
CARING FOR
OUR FORESTS

CELEBRATING
20 YEARS OF PEFC (1999-2019)
LOGO GUIDELINES

v. 20/12/2018 C





We are all PEFC, and we all have something to celebrate: 20 years of PEFC! From the millions of PEFC-certified forest owners and tens of thousands of companies, to hundreds of people working directly for PEFC nationally and internationally, we all contribute to our common objective of safeguarding the world's forest.

The 30 June 1999 marks the birthday of our global movement with the establishment of PEFC by small-and private forest owners from all over Europe. Thanks to everyone involved, PEFC soon became the world's leading forest certification system.

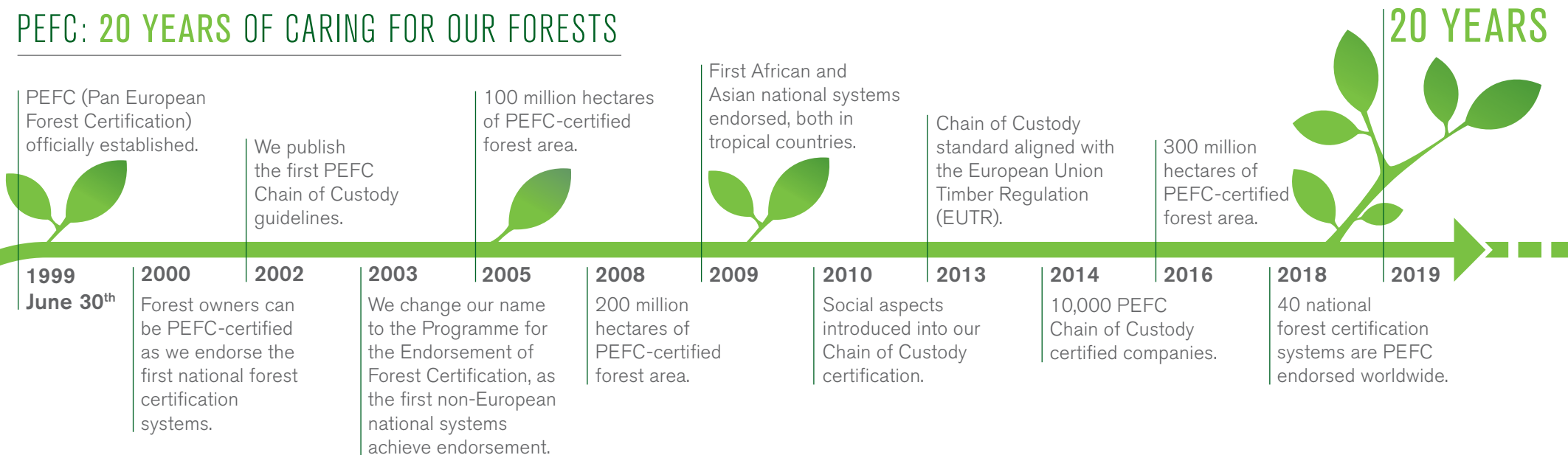
The year 2019 marks twenty successful years of our fast-growing global alliance.

Join fellow companies and forest owners from around the world in this unique opportunity to give additional visibility to your commitment to PEFC, from the forest to the marketplace, and to our achievements throughout 20 years of caring for our forests!

We will be celebrating our 20-year anniversary from January 2019 to June 2020 through a range of different activities, campaigns and events. From international photo contests to a special video series and a social media campaign, there is a lot to look forward to.

Throughout this celebration, we will be highlighting our anniversary with our distinctive PEFC 20-year logo. And this is where you come in, as a PEFC-certified company, you can get involved and use the PEFC 20-year logo on your promotional material!

PEFC: 20 YEARS OF CARING FOR OUR FORESTS



PEFC 20-year anniversary logo



Logo description

A dynamic ribbon-like number “twenty” gently wraps around PEFC into a new, celebratory logo to promote PEFC's 20th anniversary throughout the year 2019 and onwards. The resulting logo flows into a shape similar to an infinity symbol, representing sustainability and the fact that **PEFC is here to stay for a long, long time!**



Complementing, not replacing

The PEFC 20-year logo is a promotional logo and cannot be used on-product in order to demonstrate PEFC certification. It does not include any PEFC license number and **should not replace the official PEFC logos and labels**. It is intended as a separate, complementary visual to use on promotional materials, such as websites, brochures and social media.

The logo and you

Being PEFC-certified, you can use the PEFC 20-year logo on your promotional material. The logo is available on the Label Generator in a variety of formats suitable for different uses, and in a growing number of languages.

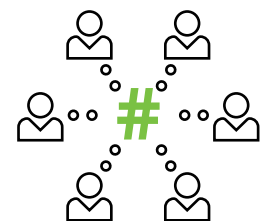
By using the PEFC 20-year logo on your promotional material, you can highlight the work we all have done over the past twenty years to promote the sustainable management of our forests. Wood is THE renewable material, and by choosing to source and work with PEFC-certified timber, you are demonstrating your commitment to sustainability and the longevity of our forests.

Certified companies have played a vital role over our twenty-year history. Without you, consumers are unaware of the sustainable origin of the products they choose, and forest owners don't have the same incentive to manage their forest sustainably.

You are part of our history and our future. In 2019, let's celebrate our achievements together with the help of the PEFC 20-year logo!

Don't forget to share!

We would love to see how you are using our special 20-year logo! Post your use of the logo on social media with the hashtag **#20yearsofcaring**.





To reinforce recognition and consistency, the PEFC 20-year logo exists in one design, and is available in an increasing number of language versions.

Our preferred use of the PEFC 20-year logo is in PEFC Green on a white background. However, for flexibility, the logo may also be used in white, and in exceptional circumstances where technical colour restrictions apply, a black version of the logo may be used instead.



PEFC 20-year colour logo (default version)

The colour logo on a white background should be used whenever possible.



Caution: Please avoid positioning the PEFC 20-year logo onto a photograph, as this will compromise legibility and recognition of the logo. In exceptional layout design circumstances where a large PEFC 20-year logo functions well on a specific photograph, please ensure that the photograph's area corresponding to the logo's clear space is sufficiently and consistently white or tonally light. The logo must remain visually clearly defined and legible at all times.



Alternative 1: White logo

The white logo should be used on a solid background, and contrast between logo and background must be sufficient to ensure good legibility.



Alternative 2: Black logo

In **exceptional circumstances** where print/colour restrictions apply, a black version of the logo may be used to ensure sufficient legibility.



The PEFC 20-year logo is available for PEFC-certified companies for reproduction on all media, including print and screen.

For print use, the logo file in EPS (CMYK colour mode) format can be directly printed or imported into design software for creating layouts, etc.

For screen use, the same logo file in EPS (CMYK colour mode) format can be imported into screen design software including Adobe Photoshop for integration into a screen-based design. For integration into Microsoft Word, PowerPoint and other Microsoft Office software, logo images will be made available in PNG format at different sizes.



Caution: The default PEFC 20-year logo includes two solid colours and a transitional gradient between them. For print production, please check with your print supplier that the colour gradient can be rendered accurately before actual production. This may require a pre-production colour proof. Always ask your printer for a print proof for your review and approval before production.

Logo clear space (or exclusion zone)



A clear space area (or exclusion zone) must be left around the logo at all times.

To preserve the PEFC 20-year logo's integrity and to ensure that it be recognisable at all times, no other visual element should appear inside the virtual area defined by the outer dotted line.

The PEFC logo's rectangular clear space is defined by projecting the height of the letter "P" from the wordmark "PEFC" all around the actual edges of the logo.



No visual element should appear inside the logo's clear space defined by the outer dotted line rectangle.

Logo size



The PEFC 20-year logo was designed for visual impact, as a proud team celebration of PEFC's 20-year achievements for the world's forests. It is intended to be given high visibility where appropriate. However, it also retains excellent legibility even at very small sizes.

The examples below show how the default full-colour version retains good legibility even when considerably scaled down in size.

Minimum print width allowed:

Width of emblem
= 25 mm



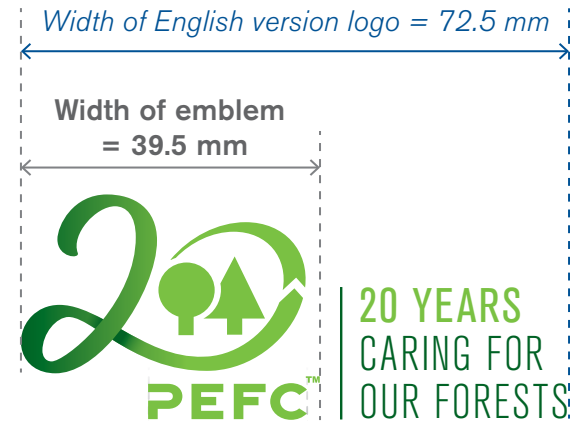
Minimum on-screen width allowed:

Width of emblem
= 100 pixels



Preferred logo size as reproduced on A4 front cover literature = 39.5 mm (width of the PEFC 20-year logo emblem)

Widths are measured with reference to the PEFC 20-year logo emblem, as the overall width of PEFC 20-year logos may vary depending on the language versions used in the supporting message (e.g. "20 years caring for our forests" in English).



Ensuring that the logo does not appear too small:

Are all thin lines equally visible? Is all text clearly readable, including the full supporting message? Is the small "™" appearing after "PEFC" recognisable as a trademark symbol? If you answer "no" to one of these questions, logo usage may be too small. In terms of readability, these considerations apply across all formats, including print, on-screen use, and on any other display formats. Please also remember that different print qualities and screen qualities will affect the sharpness and therefore the readability of the logo. Always ask your printer for a print proof for your review and approval before production.



Note: The calculations for the preferred size above are based on the preferred size of the standard PEFC logo on A4 front cover literature, to ensure a sufficiently large size in the lettering "PEFC".

Logo usage and contact details

Logo usage rights

The rights of the PEFC 20-year logo are owned by PEFC International. The PEFC 20-year logo is available for certified entities through the PEFC Label Generator. Uncertified entities can apply for an one-off license through their respective national PEFC member organisations.

Queries and information

For additional information about the use of the PEFC 20-year logo, please contact PEFC International:

Thorsten Arndt

Head of Communications

+41 22 799 45 42

thorsten.arndt@pefc.org

PEFC International

ICC Building C

Route de Pré-Bois 20

1215 Geneva 15

Switzerland



20 YEARS
CARING FOR
OUR FORESTS

