



Logo Usage Rules



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Logo Usage Rules

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1. Scope

The document covers requirements for users of the KFCC Logo relating to ensure accurate, verifiable, relevant and non misleading usage of the KFCC Logo and related claims.

This document defines the legal protection of the KFCC Logo; rights to use the KFCC Logo; Logo usage categories and the requirements for on- and off-product usage of the KFCC Logo.

2. Normative references

The following referenced documents are indispensable for the application of this document. For both dated and undated references, the latest edition of the referenced document (including any amendment) applies.

Annex 1 of the KFCC Council Technical Document, Terms and Definitions

KFCC-S-03, Chain of custody of forest based products – requirements

ISO/IEC 14021:1999, Environmental labels and declarations -- Self-declared environmental claims (Type II environmental labelling)

3. Terms and Definitions

For the purposes of this document, the terms and definitions given in Annex 1 and Annex 4 of the KFCC Technical Document apply.

3.1. Off-product usage

the use other than on-product usage which is not referring to a specific product and the origin of raw material in KFCC certified forest.

3.2. On-product usage

the use of the KFCC Logo in connection with or referring to the KFCC certified products. This includes:

- a) the use directly on tangible products themselves (unpackaged products), products in individual packaging, containers, wrapping, etc. or on large boxes, crates, etc. used

for transportation of products;

- b) the use on documentation associated to the product (e.g. invoice, packaging list, advertisement, brochure, etc.) where the use of the KFCC Logo refers to the particular products.

NOTE: Any usage which can be received or understood by buyers or the public as referring to a specific product and/or origin of raw material included in the product is considered as on-product usage.

3.3. KFCC recognised certificate

is:

- a) a valid accredited forest management certificate issued by KFCC notified certification body against the forest management scheme which is endorsed by the PEFC,
- b) a valid accredited chain of custody certificate issued by KFCC notified certification body against KFCC international chain of custody standard together with KFCC recognised definition of the origin or
- c) a valid accredited chain of custody certificate issued by KFCC notified certification body against a scheme specific chain of custody standard which is endorsed by the KFCC.

NOTE: KFCC endorsed forest certification schemes and chain of custody standards may be found at the KFCC website, <https://kfcc.kofpi.or.kr/main.do>.

4. Coverage of the KFCC Logo

The KFCC Logo and related claims only concern the origin of forest based raw material used in the labelled products.

NOTE: The origin of forest based raw material covered by the KFCC claims is defined as sustainably managed forest for KFCC certified raw material, non-controversial sources for other than certified raw material and post-consumer recycled raw material.



5. Ownership and KFCC Logo usage rights

5.1. KFCC Logo ownership

The KFCC Logo is copyrighted material and is a registered trademark owned by the KFCC. The initials "KFCC" are covered by the copyright and are registered. Unauthorised use of this copyrighted material is prohibited and may lead to legal action.

5.2. KFCC Logo usage rights

The KFCC Logo shall be used under the authority of a KFCC Logo usage licence which is issued by the KFCC or other body authorised by the KFCC relevant to the country in which the KFCC Logo user is registered. The KFCC Logo licence applies to an individual legal entity. The authorised body is either a KFCC National Governing Body or other entity having permission from the KFCC to issue the licences on behalf of the KFCC. For the purposes of off-product KFCC Logo usage, the KFCC or other authorised body can also issue permission for one-off logo usage of the KFCC Logo.

5.3. Rights to use "KFCC" initials

"KFCC" initials shall be used with correct reference to the KFCC, KFCC members and their schemes. The usage of the "KFCC" initials referring to product or its raw material shall be supported by the KFCC recognised forest management or chain of custody certificate.

6. KFCC Logo users classification

6.1. KFCC Logo usage group A: National Governing Bodies

The KFCC National Governing Bodies or other entities which are authorised by contract by the KFCC to use the KFCC Logo for off-product purposes and to issue KFCC Logo usage licences to other entities on the KFCC's behalf.

6.2. KFCC Logo usage group B: Forest owners and managers

Forest owners and managers with KFCC recognised forest management certificates and all eligible entities participating in a region or group with KFCC recognised certificate.

The following entities are covered by group B:

- a) holders of a regional certificate;
- b) holders of a group certificate (group of forest owners);
- c) individual forest owners (as holders of individual certificate or members in regional or group certification);
- d) other entities participating in the regional or group forest certification (e.g.

contractors).

6.3. KFCC Logo usage group C: Forest related industries

Forest related industries (e.g. wood procurement organisations, wood manufacturers and wood processing industries, wood traders, distributors, retailers, etc.) with KFCC recognised chain of custody certificate, including sites covered by KFCC recognised chain of custody certificates.

6.4. KFCC Logo usage group D: Other users

Organisations and other entities other than those classified under KFCC Logo groups A, B and C which are using the KFCC Logo off-product for promotional and education purposes.

NOTE: The KFCC Logo usage group D also covers a broad range of entities which intend to use the KFCC Logo for promotional or educational purposes and ranges from trade and industry associations, research and educational institutions, governmental organisations, NGOs, etc. Group D also covers organisations within the forest products chain, where the chain of custody certification does not apply as they are consumers of forest based products (e.g. governments, banks) or are selling the products with claims and/or labels which are placed on the product by their suppliers.

7. KFCC Logo usage

7.1. General requirements

The KFCC Logo can be used in relation with product referring to the origin of forest based raw material (on-product usage) or referring to the KFCC scheme or user's engagement with the KFCC scheme (off-product usage).

<Table 1>

KFCC Logo User/KFCC Logo Usage	On-product usage	Off-product usage
Group A: National Governing Bodies	No	Yes
Group B: Forest Owners/managers	Yes	Yes
Group C: Forest related industry	Yes	Yes
Group D: Other users	No	Yes

7.2. On-product usage

7.2.1. Eligibility requirements for the on-product usage

The KFCC Logo can be used on-product by a KFCC Logo user with valid KFCC Logo usage licence for group B (forest owners and managers) and group C (forest related industries).

7.2.2. Basic structure of KFCC labels

The KFCC Logo can be used on-product as a part of KFCC labels with the following structure and general requirements:



Ⓐ KFCC Logo

The KFCC Logo consists of circle with two trees and the initials "KFCC". Colour: KFCC Logo may be used in three colours (black, green and 3D). The KFCC Logo may also be used in the white colour in other single colour's background.

Dimension: The ratio between the height and width shall be maintained.

Ⓑ TM sign

The KFCC trademark notifier (™) shall always be used together with the KFCC Logo.

Ⓒ KFCC Logo licence number

The KFCC Logo licence number issued to the KFCC Logo user shall be used together with the KFCC Logo.

Ⓓ Percentage of KFCC certified raw material

The percentage which indicates the content of the KFCC certified raw material in the product can be used as a part of the "KFCC certified" label (see chapter 7.2.3).

Ⓔ Label name and label claim

The official KFCC label names and label claims are in English. KFCC label names and label claims in any other language shall be based on the relevant language version of this document translated by the KFCC or a KFCC National Governing Body following the copyright claim of this document.

Ⓖ KFCC website

The KFCC Council website can be replaced with the website of the KFCC National Governing Body or other body which is authorised to issue the KFCC Logo usage licences.

Details on the KFCC label usage options are described in detail in the KFCC Logo usage toolkit.

7.2.3. Specific requirements for KFCC labels

7.2.3.1. "KFCC certified" label


<Table 2>

	
Label name	KFCC certified
Label description	<p>The product includes minimum of 70% of "KFCC certified" material from forest which has been certified against a KFCC endorsed forest certification scheme as sustainably managed or from recycled material. The content of recycled material is lower than 85%.</p> <p>The content of "KFCC certified" material is verified through the KFCC recognised chain of custody standard. Both forest management and chain of custody have been certified by third party certification body accredited by an IAF(International Accreditation Forum) member accreditation body.</p> <p>Where the product does not include recycled material, the label claim shall be used without the word "recycled".</p>
Definition of the raw material origin	Appendix 1 of KFCC-S-03 or definition of a scheme specific claim and material origin endorsed by the KFCC as compatible with Appendix 1 of KFCC-S-03
Min. content of KFCC certified material	70%
Max. content of recycled material	85%
Requirements for controlled sources	Non-certified raw material shall be controlled as not originating from controversial sources.
Optional usage of the label	<p>The KFCC label can optionally be used:</p> <p>a. without the label name and/or label claim and/or KFCC website</p>

	<p>where those element would not be readable or their placing on the product would not be feasible.</p> <p>b. with the certification percentage element,</p> <p>c. with the KFCC Logo being split into KFCC circle and KFCC words and placed beside each other.</p> <p>More details are specified in the KFCC Logo usage toolkit.</p>
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7.2.3.2. "KFCC recycled" label

<Table 3>

	
Label name	KFCC recycled
Label description	The product includes a minimum of 70% of "KFCC certified" material from recycled sources. The content of recycled material is calculated based on ISO/IEC14021.
Definition of the raw material origin	Appendix 1 of KFCC-S-03 or definition of a scheme specific claim and material origin endorsed by the KFCC as compatible with Appendix 1 of KFCC-S-03
Requirements for KFCC recycled material	Recycled material as defined by KFCC-S-03.
Requirements for controlled sources	Non-certified raw material shall be controlled as not originating from controversial sources.
Min. content of KFCC certified material	70%
Min. content of recycled material	70%
Optional usage of the label	<p>The KFCC label can optionally be used without label claim and/or KFCC website where those element would not be readable or their placing on the product would not be feasible. The "KFCC recycled" label shall always be used with the label name "KFCC recycled".</p> <p>The KFCC label can optionally be used with Mobius loop in compliance with ISO/IEC14021.</p> <p>For more details see the KFCC Logo usage toolkit.</p>

7.2.4. Exceptional usage of KFCC Label

7.2.4.1. Usage of the KFCC Logo without the licence number

KFCC Logo without the KFCC Logo licence number can be used in exceptional circumstances, subject to the approval by the organisation which has issued the licence, where the size of the KFCC Logo / label would result in the licence not being readable or placing the licence number on the product would not be feasible and

- a) the KFCC Logo with the licence number is used on other parts of the product (e.g. packaging, larger boxes, a leaflet or manual to the product) or
- b) the user of the KFCC Logo can be clearly and unambiguously identified from other on product information.

7.3. Off-product usage

7.3.1. Coverage of the off-product usage

The off-product KFCC Logo usage covers

- (a) communication on the KFCC endorsement of forest certification schemes,
- (b) communication on certified status (KFCC Logo users under group B and C),
- (c) communication on KFCC recognition of certificates (certification bodies)
- (d) communication on procurement of KFCC certified products or commitment to procurement of KFCC certified products (consumers of KFCC certified products),
- (e) communication on membership in or partnership with KFCC (members and partners of KFCC and/or KFCC National Governing Bodies),
- (f) communication on projects and initiatives focused on development and promotion of KFCC schemes and certifications,
- (g) other educational and promotional usage of KFCC Logo (KFCC and national governing bodies, certified entities, certification bodies, sellers of KFCC certified products not covered by chain of custody, etc.).

7.3.2. Eligibility requirements for the off-product usage

KFCC Logo can only be used for off-product purposes by a KFCC Logo user with valid KFCC Logo usage licence within any of the KFCC Logo users groups.

7.3.3. General requirements for off-product usage

The KFCC Logo consists of the circle with two trees and the initials "KFCC".



Colour: KFCC Logo can be used in three colours (black, green and 3D). The KFCC Logo can also be used in the white colour in other single colour's background.

Dimension: The ratio between the high and width shall be maintained.

TM sign: The KFCC trademark notifier (TM) shall always be used together with the KFCC Logo.

KFCC Logo licence number: The KFCC Logo licence number issued to the user shall be used together with the KFCC Logo.

KFCC claim: The KFCC Logo can be used with or without the KFCC claim and the KFCC website. The official KFCC claim for off-product usage is "Promoting sustainable forest management". The KFCC claim in any other language shall be based on the relevant language version of this document translated by the KFCC or a KFCC National Governing Body following the copyright claim of this document.

Additional claims for specific KFCC Logo users are defined in the KFCC Logo usage toolkit.

7.3.4. Exceptional usage

7.3.4.1. Usage of the KFCC Logo without the licence number

KFCC Logo without the KFCC licence registration number can be used in exceptional circumstances where the size of the KFCC Logo / label would result in the licence not being legible or the applied technology would not allow the licence number to be used together with the KFCC Logo.

The usage of the KFCC Logo without the licence number shall be approved in advance by

the organisation which has issued the licence.