



# SFI LOGOS & LABELS: A FACT SHEET FOR PLT COORDINATORS

**Please note:** Use of both the SFI promotional logo and the SFI on-product label by your organization is voluntary.

**The SFI promotional logo** can be used by any organization, such as a State PLT program, that wants to promote their affiliation with SFI. It is typically used in communications and marketing, for example in newsletters, on websites and social media, on teaching materials, workshop flyers, and other similar spots.

**The SFI On-Product label** indicates the paper comes from a company certified to the SFI standard. It is typically used on professionally printed brochures, catalogs, books, flyers, and other paper products that are sourced from certified forests, recycled content, and material certified to the SFI Fiber Sourcing Standard.

## HOW TO USE A SFI PROMOTIONAL LOGO ON YOUR IN-HOUSE PROMOTIONAL PRODUCTS

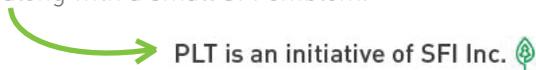
1. Get your SFI promotional logo from SFI with your unique SFI label ID number.

**NOTE:** The SFI Label ID number is specific to your organization.



2. Consider placing the SFI promotional logo alongside the PLT logo in your communications and marketing materials. Include the statement: PLT is an initiative of SFI Inc.

**NOTE:** At the minimum we request you display the PLT logo in your communications and outreach materials and include this statement in the footer: "PLT is an initiative of the Sustainable Forestry Initiative" or "PLT is an initiative of SFI Inc." along with a small SFI emblem.



3. Send your (near) final copy of material that includes the SFI logo to SFI's Office of Label Use & Licensing for trademark approval.

## HOW TO USE AN SFI ON-PRODUCT LABEL ON PROFESSIONALLY PRINTED MATERIALS

1. Find out if your printer has SFI Chain of Custody certification.

- **Yes?** Go directly to step 2 below.
- **No?** Tell your printer about SFI and ask SFI's Office of Label Use & Licensing to share certification steps with them.
- **Need to find a printer?** Go to: [sfidatabase.org/PublicSearch/SearchCertificate.aspx](http://sfidatabase.org/PublicSearch/SearchCertificate.aspx)

**NOTE:** If you know of a large printshop in your area without SFI certification, let us know! SFI can work with them to get certified.

2. Ask the printer to use the SFI on-product label.

**NOTE:** The SFI Label ID number is specific to a particular organization responsible for logo use - in this case the printer uses THEIR number.

3. Know that the printer will get approval for the SFI label directly from SFI's Office of Label Use & Licensing.

**Note:** PLT loves to know what you are doing to promote both PLT and SFI. Please share your examples of how you are using the PLT and SFI logos in your communications and marketing with Vanessa Bullwinkle, [vbullwinkle@plt.org](mailto:vbullwinkle@plt.org) so she can encourage others to do the same!

## WHY USE THE SFI LOGO AND LABEL?

Because YOU are part of the SFI community! SFI is proud of what its label represents and that PLT is part of its community. Wherever possible SFI encourages its friends and partners to use the SFI label. By spreading the word and using SFI labelled products, you are showing you support responsible forestry and responsible sourcing of forest products. Forests certified to SFI contribute to multiple conservation objectives; are living labs for forest research; sources of clean water, biodiversity and carbon storage; and places for recreation and education. These forests contribute to our shared quality of life.

## ABOUT SFI AND PLT

You may use any statements about SFI and PLT from PLT's curriculum or from the SFI or PLT websites, brochures, fact sheets, and other marketing collateral.

Here are some sample statements:

1. Project Learning Tree® (PLT) is an award-winning environmental education initiative designed for teachers and other educators, parents, and community leaders working with youth from preschool through grade 12.
2. Project Learning Tree® (PLT) provides educators with high-quality professional development, hands-on activities, and multi-disciplinary supplemental curriculum that can be easily integrated into lesson plans for all grades and subject areas to help teach youth about trees, forests, and the environment.
3. Project Learning Tree® (PLT) helps develop students' awareness, knowledge, and appreciation of the environment, builds their skills and ability to make informed decisions, and encourages them to take personal responsibility for sustaining the environment and our quality of life that depends on it.
4. Project Learning Tree® (PLT) is an initiative of the Sustainable Forestry Initiative Inc., a sustainability leader that stands for future forests. Through PLT and other initiatives, SFI supports getting youth outdoors and into nature in ways that inspire them to become environmental stewards and future forest leaders, and to introduce them to green careers.

**LEGAL:** SFI owns all right, title and interest in SFI and PLT marks and exercises legitimate control over the use of on-product labels and off-product promotional marks.

## EXAMPLES OF SFI PROMOTIONAL LOGOS FOR SUPPORTING ORGANIZATIONS



PLT and SFI expand youth environmental education programs.

An example of the SFI promotional logo

## EXAMPLES OF SFI ON-PRODUCT LABELS FOR CERTIFIED ORGANIZATIONS



An example of a SFI on-product label

## SFI Logo Use & Certification Questions?

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