



Certification, Validation and Verification Labeling and Language Guidelines

These guidelines are part of a binding agreement entered into with SCS. All clients are subject to compliance with the requirements outlined herein. Should you have any questions about their application, please get in touch with your primary contact or a member of our SCS Communications team.

CONGRATULATIONS!

In pursuing this official SCS recognition, your organization will be part of a global effort to provide products and processes that meet the highest environmental, sustainability, quality and safety standards. Along with leading companies worldwide, you are helping consumers make informed choices about the products they purchase.

HOW TO USE THESE GUIDELINES

This document is meant to provide guidance in using SCS Certification Labels, Validation or Verification Statements and promotional language as your organization communicates its environmental achievements. It should be distributed to all marketing, communications and other staff and contractors who are responsible for providing information about SCS certification, validation or verification for product labels, printed collateral or other promotional materials or advertising, press releases, websites, published reports, or any other communications.

SCS PRIOR REVIEW

All uses of SCS labels and language, including but not limited to registered trademarks, the SCS name, or references to certification, validation or verification work conducted by SCS, must be provided to your SCS program contact for review prior to publication, printing or other uses. This requirement is also stated in the *SCS Assessment Services Agreement*. **Generally, SCS can respond to authorization requests within 24-72 hours, depending on the complexity of review required. This value-added review service is provided free of charge as part of SCS client services.**

USING THE SCS NAME OR PROGRAM LANGUAGE

It is the responsibility of the certification, validation or verification recipient to avoid the use of any reference to SCS or the relevant program, either on-product or off-product, that in any way mischaracterizes the certification, validation or verification issued, or in reference to products that were not included among the evaluated scope. If your organization sells products that have undergone evaluation as well as products that have not, all public messages and program-approved labeling should clearly distinguish between the two.

- **Marketing and Public Relations**

The program participant should work closely with SCS during development of off-product marketing and public relations materials (e.g., brochures, press releases and articles) that mention the certification, validation or verification. If possible and appropriate, when interviewed for articles to be published, the company representative should refer the reporter to the SCS Communications Department for an independent explanation of the certification program. Final copies of press releases and articles should be forwarded to the SCS Communications Department.

- **Non-Transferability of Certification, Verification or Validation**

SCS Certification Labels and Validation or Verification Statements are not transferable for use by third parties without the explicit written consent of SCS.

- **Federal Trade Commission (FTC) Guidelines**

The FTC issued Guides for the Use of Environmental Marketing Claims, commonly known as the Green Guides, to help marketers avoid making environmental claims that are unfair or deceptive. These Guides are available at <http://www.ftc.gov/opa/reporter/greengds.shtm>.

ANNEXES

Some certifications, verifications or validations may have additional labeling requirements. These additional requirements are described in the Annexes to this document. Such Annexes should be requested and referenced for the following programs:

- Annex 1:** VeriFlora Certified Sustainably Grown
- Annex 2:** Fair Labor Practices and Community Benefits
- Annex 3:** Food Quality and Safety Certification

For the following schemes, please refer to the relevant requirements for labeling and logo guidelines; usage conditions (and in some instances approval) are determined by the associated governing body:

- All Greenhouse Gas Verification and Validation Programmes
- British Retail Consortium (BRC)
- FloorScore®
- Forest Stewardship Council (FSC)
- GlobalGAP for Fresh Fruits and Vegetables
- level™
- Marine Stewardship Council (MSC)
- Programme for the Endorsement of Forest Certification Schemes (PEFC)
- SQF 1000 and SQF 2000
- Any additional scheme(s) identified by your SCS program contact as having a governing body

USES OF THE SCS CERTIFICATION LABEL

The approved Certification Label is intended for direct reproduction on certified products themselves or on their labels and packaging. Such uses are termed “On-Product” claims and include product tags, labels, stencils, heat brands, retail packaging, protective packaging, plastic wrap, etc.

In addition, there are a wide variety of permissible “Off-Product” uses, including reproduction in brochures, leaflets, company prospectuses and reports, advertising promotions, Web pages, etc.

In instances where groups of certified products with different certified claims are promoted together, the program participant should contact SCS for guidance in use of the Certification Label.

Under no circumstances should the SCS Certification Label be used in conjunction with non-certified products, in any manner other than explicitly authorized by SCS in this guidance document, or otherwise authorized in writing. Nor should the SCS Certification Label be used in a manner that suggests a broader certification than that which has actually been issued.

FORMAT OF THE SCS CERTIFICATION LABEL

Upon achieving certification, each participant is supplied with an approved SCS Certification Label. In general, the Certification Label incorporates the following elements: SCS Cross and Globe logo, chasing arrows, certification claim statement, the standard used as a basis for certification, and the specific registration number associated with the certified product(s). Specific additional design elements vary by program.

SCS recommends that the Certification Label be used in the exact format provided, but recognizes that minor modifications may occasionally be required due to space or printing constraints. Any proposed modifications to the Certification Label must be submitted to SCS for prior review and approval, and should retain each of the information elements contained in the original Certification Label.



COLOR REPRODUCTION

The SCS Certification Label is generated in color, but may be reproduced in color or in black and white, within certain guidelines specified by program. In general, the full color positive label is the preferred version, although other versions are available for a variety of uses: 1) black and white positive for use in black and white reproductions, and 2) full color and black and white negatives for use when the label is required to be placed on a dark background.

The SCS Cross and Globe colors are as follows:

- The SCS Cross is green - PMS354c, C80 M0 Y90 K0, R0 G178 B90
- The SCS Globe is blue - PMS Process Blue, C100 M10 Y0 K10, R0 G147 B209

ACCEPTED USES

In general, the full color positive logo (FCP) or the full color negative (FCN) are the preferred versions, although other versions are available for a variety of uses. The black and white positive (BWP) and black and white negative (BWN) are available for use in black and white reproductions.

Color Reproductions

 Green
Pantone PMS 354

4 color/CMYK	Web
C 81	R 23
M 7	G 167
Y 100	B 71
K 0	Hex 17A747

 Blue
Pantone Process Blue

4 color/CMYK	Web
C 81	R 0
M 38	G 134
Y 0	B 205
K 0	Hex FBB034

COLOR PROFILES

The following color profiles may be used.

RGB

RGB (Red Green Blue) is the color space utilized by monitors and televisions. All photos/images/logos used in web or on-screen applications should be set up in the RGB color space.

CMYK

CMYK (Cyan, Magenta, Yellow and Black) are the four printing inks used by the printing press when printing any color photo/graphic/logo. A request may be made for a CMYK TIF (printing press), or a RGB JPG (web, TV, video).

PMS

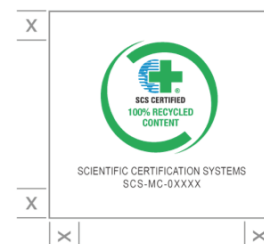
PMS (Pantone Matching System) is a standardized series of thousands of colors, each with specific color formulations and identification number. PMS colors are duplicated in swatch books and in computer-graphics programs to allow exact duplication of colors in printing and other marking processes.

CLEAR SPACE

To maintain the integrity and clarity of the brand, a “clear space” has been developed which acts as a visual fence so that no graphic, text, or any other element encroaches this space. The logo must not be crowded with other graphical elements or type must not dilute the impact of the logo. Plenty of clear space around the logo maintains its integrity and impact. As shown in the example, we measure the minimum clear space using X. The measurement X is defined as 25% of the height of the chasing arrows or the logo height used in the design multiplied by .25. It is imperative that the appropriate amount of clear space always surrounds each logo variation. *Check program specific guidelines for variations from this rule.*

Clear Space Requirements

x = 25% of logo height



MINIMUM SIZE

To maintain optimum clarity in reproducing the SCS Certification Label at a small size, a minimum size of **15mm** in width has been assigned for all printing applications. Exceptions may be granted on a program-specific basis. The certification claim statement and the specific registration number should in no case be reduced smaller than **4-point type**. In small applications, this requirement may result in a label in which the smallest text is slightly out of proportion to the original file (i.e., slightly enlarged relative to other text).

Minimum size

15mm x 15mm



4 pt Arial Narrow minimum point size

INFRINGEMENTS

It is essential that all SCS Certification Labels be reproduced consistently and correctly. The label must not be altered in anyway other than specifically described in this document. In general:

- Do not alter the proportion of the labels (*Except as needed for very small applications, described above*)
- Do not alter the shape of the labels
- Do not change the fonts within the label
- Do not alter the color of the labels unless authorization is obtained
- Do not edit or change the label information

UNACCEPTABLE USES

Do not screen



Do not colorize



Do not rotate



Do not distort dimensions

