



20 YEARS  
CARING FOR  
OUR FORESTS

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

v. 7/11/2018



## Logo rationale



On 30 June 1999, PEFC launched officially at its first General Assembly. The year 2019 marks twenty successful years of a fast-growing global alliance, now established as the world's leading forest certification system. We hope that you will join us in this unique opportunity to give additional visibility to the PEFC alliance and to our common achievements throughout 20 years of caring for our forests!



### 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. 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!

### In more detail

In designing the PEFC 20-year logo, great care was taken to ensure full recognition of the PEFC logo, hence making the resulting shape immediately recognisable and understandable. In the English logo version, the supporting message on the right reads “20 years caring for our forests”. Its purpose is to clarify the message in plain words for all levels of public awareness of PEFC, but also to echo PEFC’s tagline: “PEFC – Caring for our forests globally and locally”.

## PEFC 20-year anniversary logo



### The PEFC 20-year logo is a combination of two main elements: the 20-year emblem and the supporting message.

Note that as PEFC's 20th anniversary celebration applies to the whole PEFC alliance, the PEFC 20-year logo does not feature any member-specific license number and should not replace our official PEFC logos and labels. It should be used as a separate, complementary visual element.



PEFC 20-year emblem

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Supporting message  
following a vertical keyline  
(different language versions  
may be developed)

### Once every twenty years...

In our 2019 communication strategy, we have decided to seize the unique opportunity for visibility offered by our 20th anniversary. Through the use of our 20-year logo by PEFC members and partners, and an array of ideas and initiatives from across the alliance, we will be telling the PEFC story and celebrate our achievements across a wide range of promotional and endorsement opportunities.

### Complementing, not replacing

The PEFC 20-year logo 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 where relevant.

Its purpose is to inspire and engage our audiences, to bring them to the centre of our team celebration. Use of the PEFC 20-year logo is also an easy way of enticing questions and prompting conversations about our long-lasting achievements for the world's forests.

## Logo versions – default full-colour and alternatives



To reinforce recognition and consistency, the PEFC 20-year logo exists in one design, with the possibility of customisation into different 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 on PEFC Green (or other PEFC brand colours if needed). 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 preferably be used on PEFC Green. If another background colour (preferably from the PEFC colour palette) is chosen, 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 will be made available to PEFC alliance members 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.

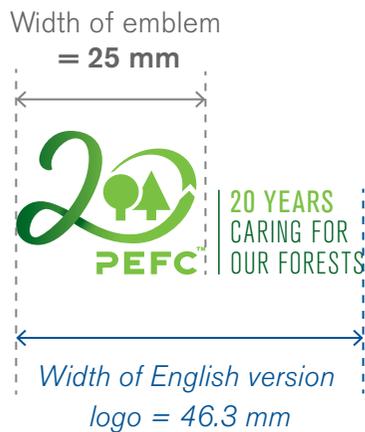
# Logo size



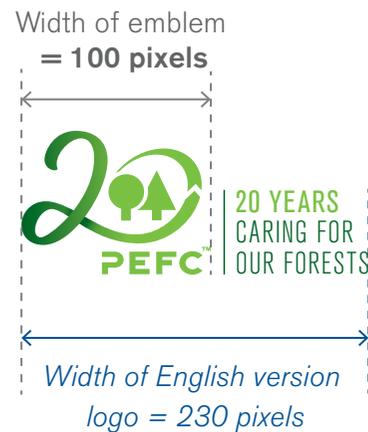
The PEFC 20-year logo was designed for visual impact, as a proud team celebration of PEFC's 20-year achievements for the world's forests. It is intended to be given high visibility where appropriate. However, it also retains excellent legibility even at very small sizes.

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

### Minimum print width allowed:

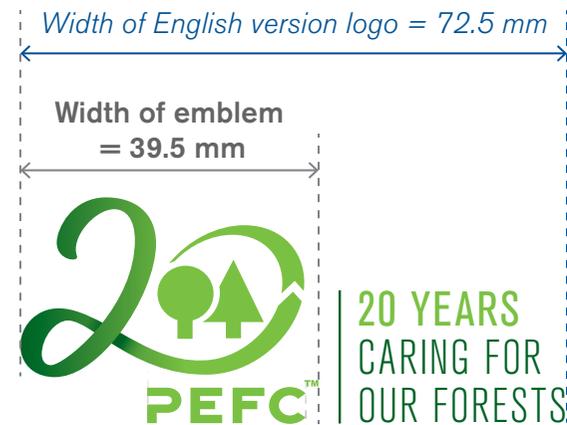


### Minimum on-screen width allowed:



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".

# Comparative sizes and usage examples



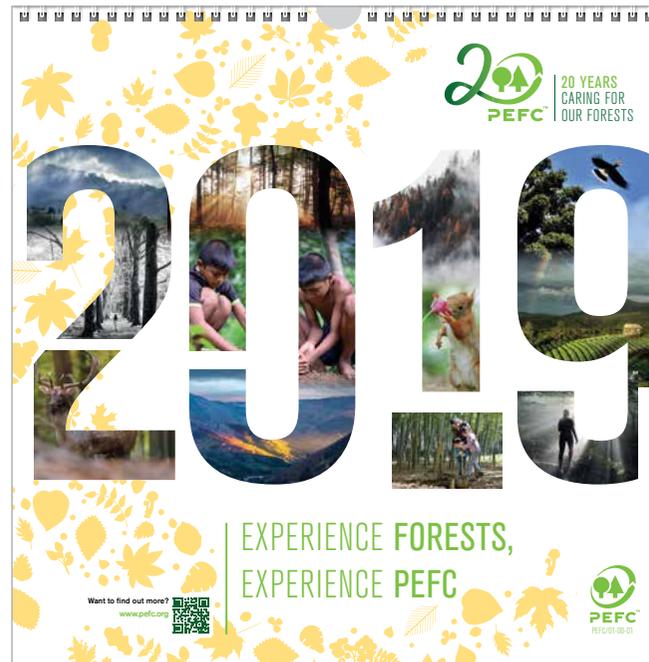
The PEFC 20-year logo must not replace the standard PEFC logo, but be used as a separate promotional visual element within a PEFC layout.

To differentiate the PEFC 20-year visual from the standard PEFC logo, it is important to ensure sufficient space between them. They must not be used in direct combination with each other, and the PEFC 20-year logo must be given visual prominence where possible, through size and/or positioning.



**Caution:** The PEFC 20-year logo *must not replace the official PEFC logo* or label. It is a stand-alone visual element for promoting and celebrating PEFC's 20 years. Please ensure that there is sufficient space between the PEFC 20-year logo and the PEFC logo, as the two should not be directly connected.

Right: layout example on front cover and inside page. Note that both the PEFC 20-year logo and the standard PEFC logo with license number both appear on the front cover.



Left: example of possible size relationship between PEFC 20-year logo and standard PEFC or other member logo. There must be a sufficient amount of space between them to ensure that they appear as two complementary, yet distinctly different visual elements. Alternatively, the PEFC 20-year logo could also be used at a significantly larger size than the standard PEFC logo.



## Language customisation of supporting message for national members:

The original English version logos will be provided at font sizes corresponding to the example below. In case customisation needs to be implemented by national members, please use as a starting point the typographical settings specified below and incorporated into the files made available, corresponding to the English version. Some typographical adjustments may be required according to the language.

## Language customisation

Based on the relevant translations and most appropriate supporting message per language, national or geographical specificities, it is understood that the order of the lines corresponding to “20 years” and “Caring for our forests” may differ across versions. In most languages, the overall number of characters required will exceed that of the original version. However, it is important for the final wording to result in easy-to-read groups of words, positioned in a visually harmonious flowing pattern.



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Font weight: BE Condensed  
Colour: PEFC Green (C=57 M=0 Y=100 K=0)

Font weight: Light Condensed  
Colour: PEFC Dark Green (C=80 M=0 Y=100 K=56)

Font family: **Berhold Akzidenz Grotesk**  
Size: **18.1 pt**  
Leading: **18.1pt**  
Tracking: **40**  
Capitalisation: **All Caps**

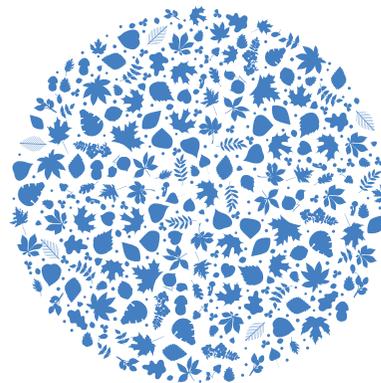
**Note:** where possible, please ensure that your language translation of the supporting message be implemented in coordination with the PEFC International Communications team. Please ensure that your language version of the PEFC 20-year logo be reviewed and approved by PEFC International Communications before use.

## Complementary graphic elements (for optional use)



**Several sets of graphic elements representing combined silhouettes of forest-based products are also made available for optional use.**

As shown in the examples on this page, patterns may be combined with the PEFC 20-year logo in a visually dynamic and engaging way, to emphasise the theme of celebration and to provide central focus to PEFC. One of the sets compiled echoes the “infinity symbol” integrated into the design of the logo itself, while other options are reminiscent of a globe. With respect to layout contexts, these optional graphic elements may be used at a reduced size and/or tint to ensure that they do not distract visually from main content.



## Logo usage and contact details

### Logo usage rights

The rights of the PEFC 20-year logo are owned by PEFC International. The logo's customisation into other language versions by PEFC members must be reviewed and approved by PEFC International before use. 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:

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