

SBP certification mark
and trade mark use

GUIDANCE FOR CERTIFICATE HOLDERS

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INTRODUCTION

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To communicate our brand, we need to create, deploy and consistently maintain many elements such as our name, our logo, our colour palette, our typography and our imagery. These elements form the basis of our visual identity.

This guidance document provides visual examples to help Certificate Holders understand how to comply with the SBP requirements for certification mark and trade mark use. Compliance with this guidance document is mandatory for all Certificate Holders.

This guidance document is based on the SBP Trade Mark Licence Agreement and Standard 4, Instruction Note 4B which can be found at:

 <https://sbp-cert.org/docs/2015-03/sbp-standard-4-chain-of-custody-v1-o.pdf>

1. WHAT ARE THE SBP CERTIFICATION MARKS AND TRADE MARKS?

SBP owns the following certification marks and trade marks:

The SBP logo:



The initials:

SBP

The name:

Sustainable Biomass Program

The description:

SBP-certified
SBP-certified biomass

The claims:

SBP-compliant
SBP-compliant biomass
SBP-controlled
SBP-controlled biomass

SBP CLAIMS AND CARBON EMISSIONS

SBP believes that woody biomass, if sourced sustainably, can deliver carbon savings when substituted for traditional fossil fuels used in energy production, and alongside other renewable energy sources make a meaningful contribution to decarbonising the energy sector.

SBP assures forest origin credentials and verifies supply chain energy and carbon data from the biomass producer to the end-user.

Feedstock sourced through an SBP Supply Base Evaluation must not originate from areas that had high carbon stocks in January 2008 and no longer have those high carbon stocks. Additionally, analysis must demonstrate that feedstock harvesting does not diminish the capability of the forest to act as an effective sink or store of carbon over the long term.

Biomass with an SBP claim is accompanied through the supply chain by verified energy and carbon data associated with every link in the chain from biomass producer to end-user. The data may be used to calculate carbon emissions using carbon accounting methodologies.

Such carbon accounting methodologies are not within the scope of the SBP certification system. The SBP system recognises that there are emissions associated with each step in the supply chain, and collects energy and carbon data to allow the calculation of those emissions, but it does not collect data associated with the end-use element of the life cycle. Therefore, an SBP claim should not be misrepresented as a guarantee of carbon savings, nor should it be associated with claims of carbon neutrality.

EXAMPLES OF STATEMENTS THAT MAY BE USED:

-  [Our/Name of Biomass Producer] pellets come with an SBP claim, giving assurance that they are legally and sustainably sourced.
-  This biomass carries an SBP claim and is accompanied by verified energy and carbon data, from biomass producer to end-user, allowing carbon emissions calculations to be made.
-  [Name of Biomass Producer] is SBP-certified/is an SBP certificate holder and our biomass comes with an SBP claim and is accompanied by verified energy and carbon data, from biomass producer to end-user, allowing carbon emissions calculations to be made.

EXAMPLES OF STATEMENTS THAT MUST NOT BE USED:

-  This biomass carries an SBP claim and therefore will deliver carbon savings when used as a substitute for fossil fuel in energy production.
-  [Name of Biomass Producer] is SBP-certified/is an SBP certificate holder and therefore our biomass will deliver carbon savings when used as a substitute for fossil fuel in energy production.
-  This biomass carries an SBP claim and therefore is carbon neutral.
-  [Name of Biomass Producer] is SBP-certified/is an SBP certificate holder and therefore our biomass is carbon neutral.

2. WHO NEEDS TO COMPLY WITH THE SBP REQUIREMENTS?

All SBP Certificate Holders with a valid certificate must comply with the SBP requirements for use of the SBP certification marks and trade marks.



3. APPLYING SBP CERTIFICATION MARKS AND TRADE MARKS

SBP certification marks and trade marks must not be used on-product, that is, they may not be used to physically label SBP-certified biomass materials (for example, wood pellets and/or woodchips).

SBP certification marks and trade marks may be used off-product, including on stationery, promotional materials, brochures and websites.

 See section 6 on page 09

Any of the claims listed in section 1 on page 03 may only be used in documents related to biomass products, such as sales documentation, invoices and delivery documentation, which are within the scope of the Certificate Holder's certified product group (for example, wood pellets and/or woodchips) and that meet the requirements for SBP claims in accordance with the SBP Standards which can be found at:

 <https://sbp-cert.org/documents/standards-documents/standards>

4. PERMISSIONS REQUIRED

In order to use the SBP certification marks and trade marks, the Certificate Holder must have entered into the SBP Trade Mark Licence Agreement and hold a copy of the executed agreement.

If you have any questions regarding your Agreement, please contact:

 info@sbp-cert.org

Prior written approval must be obtained from SBP for text and layout of any material relating to biomass products containing SBP certification marks and/or trade marks.

Please send any material for approval to:

 info@sbp-cert.org

5. THE SBP LOGO

The SBP logo must be obtained directly from SBP.
To request the artwork, please contact:

 info@sbp-cert.org

OUR LOGO

Our logo consists of two elements: the 'SBP' initials, with the full name 'Sustainable Biomass Program' below. This is a unique piece of artwork that has been designed specifically for our brand.

Never, under any circumstances, should the logo artwork be altered or re-created.
Only use the approved files when reproducing and applying the SBP brand.

It is not permissible to use the 'SBP' initial caps separately from the full name.

There is a black-only version of the logo which can be used in instances where only one colour is available, but this version of the logo should only ever be used when such restrictions apply.

There is also a reversed out version of the logo that can be used in instances where the logo has to be placed on a dark colour or image.



EXCLUSION ZONE RESTRICTIONS

The SBP logo should always be surrounded by a generous field of clear space to ensure its legibility and impact on the page. This isolates the logo and protects it from competing visual elements such as text and supporting graphics.

The minimum amount of clear space that can surround the logo in any application is equal to the size of the upper portion of the “P” in the SBP logo.

However, it is permissible to place the logo over a background image, providing it does not compromise the logo’s legibility.



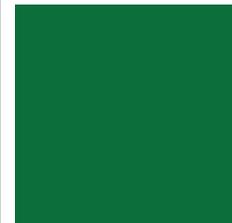
MINIMUM SIZE USAGE

At extremely small sizes, the legibility of the logo becomes compromised due to the size of the text. To ensure that the logo is always legible, it should never be reproduced in its full form any smaller than 20mm in width.



COLOUR PALETTE

Our two primary colours, as used in the SBP logo, can be printed either as spot colours (PANTONE) or four colour process (CMYK). We have also included RGB values for online/screen use.



SBP Dark Green

PANTONE:
349

CMYK:
90–31–98–22

RGB:
0–111–59



SBP Light Green

PANTONE:
370

CMYK:
64–19–100–3

RGB:
108–156–49

6. EXAMPLES OF CERTIFICATION MARK AND TRADE MARK USE

The SBP certification marks and trade marks may be used on stationery, promotional materials, brochures and websites.

Pop-up banner
Illustrative only



Stationery
Illustrative only



Company website
Illustrative only

