

SBP Certification Mark and Trade Mark Use

Guidance for Certificate Holders and Certification Bodies

Sustainable Biomass Program
sbp-cert.org



Version 1.2

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For further information on the SBP certification system and to view the full set of documentation see www.sbp-cert.org.

This document replaces SBP guidance document:

- SBP certification mark and trade mark use: guidance for certificate holders, January 2019.

Formal status of document: Active

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Document history

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In the case of inconsistency between translations, the official English language version shall always take precedence.

SBP welcomes comments and suggestions for changes, revisions and/or clarifications on all of its Standards documentation. Please contact: info@sbp-cert.org.

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Scope

Roll-out of the new SBP brand commenced in April 2020. This document replaces '*SBP certification mark and trade mark use: guidance for certificate holders*', January 2019. References to the logo are updated and Section 6 (Permissions required) makes specific reference to the approval requirements related to re-purposed text and substituting the 'old' logo with the 'new' logo.

1 Introduction

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 and Certification Bodies 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 and Certification Bodies.

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/wp-content/uploads/2018/09/sbp-standard-4-chain-of-custody-v1-0.pdf>

2 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

3 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.

3.1 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 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.

3.2 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 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 an SBP Certificate Holder and therefore our biomass is carbon neutral.

4 Who needs to comply with the SBP requirements?

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

5 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 8, page 13.

Any of the claims listed in section 2 on page 5 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/>

6 Permissions required

In order to use the SBP certification marks and trade marks, the Certificate Holder and Certification Body 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.

If text has been previously approved for use, for example, on a website, the exact same text may be re-purposed for an alternative use, for example, in a printed brochure, without the requirement to seek further approval for use. In other words, approval for a piece of text is only required once. The original permission must be retained for audit purposes.

If approval for use of either the original SBP logo or its updated form (that is, the 'old' logos used by SBP prior to April 2020) has been previously granted and there are no other changes to its use or supporting text then there is no requirement to seek approval for substituting the 'old' with the 'new' logo. Again, the original permissions must be retained for audit purposes.

7 The SBP logo

The SBP logo must be obtained directly from SBP. To request the artwork, please contact: info@sbp-cert.org.

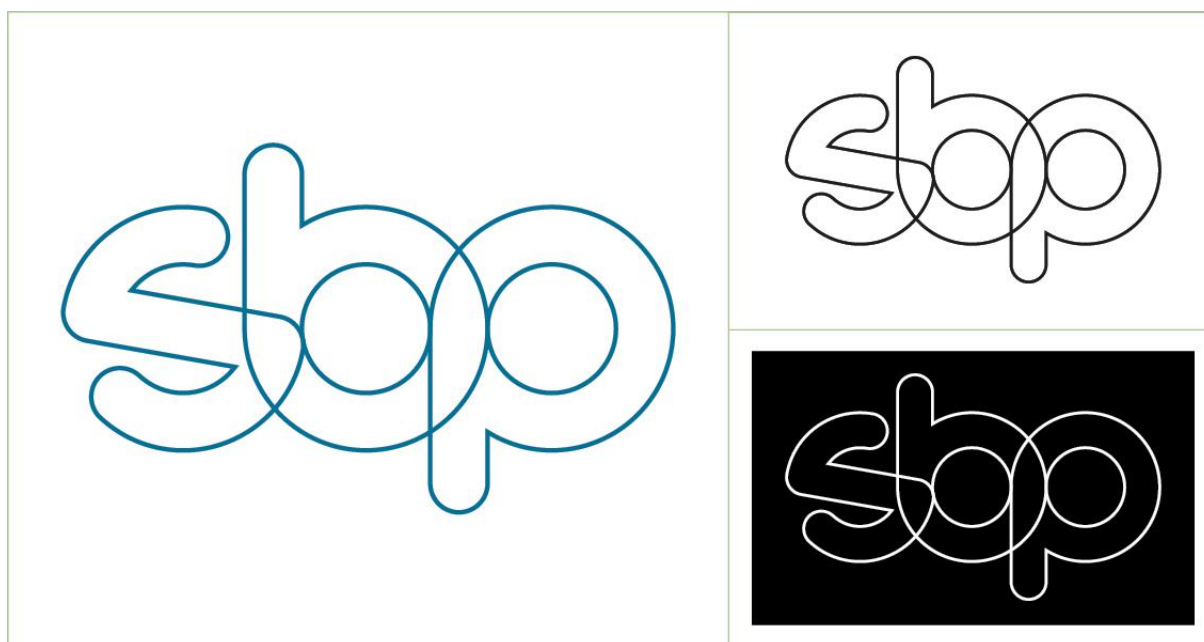
7.1 Our logo

Our logo consists of the 'SBP' initials. 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.

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.

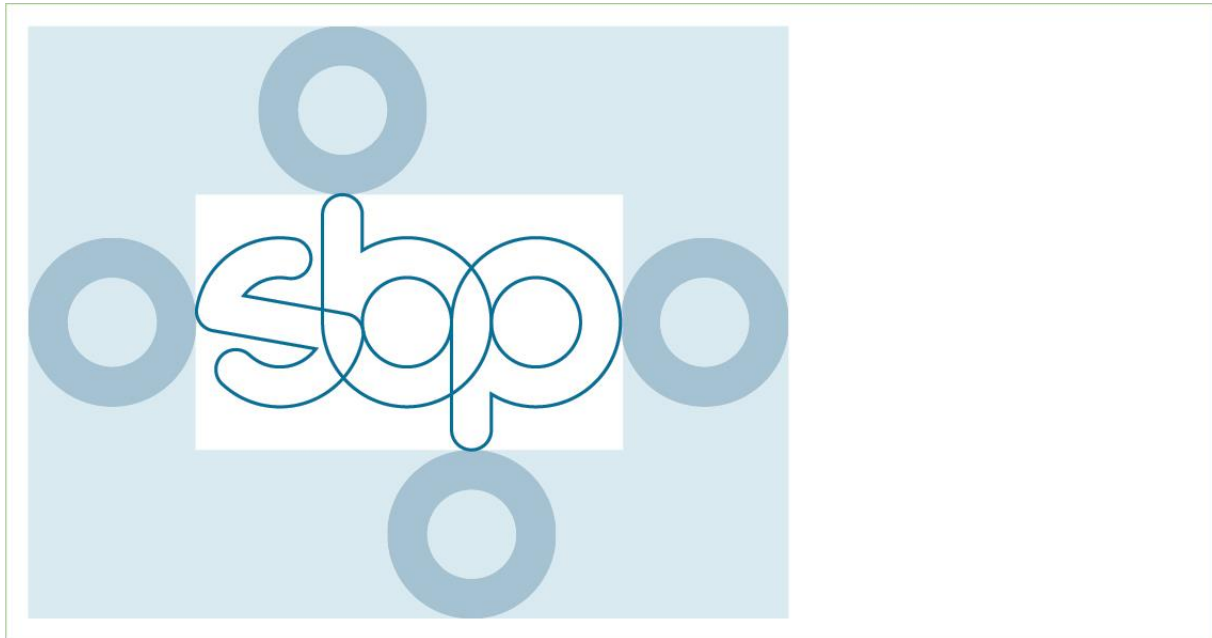


7.2 Exclusion zone restrictions

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.

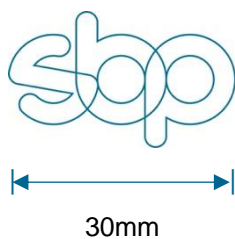
The minimum amount of clear space that may surround the logo in any application is the diameter of the circles which make up the letterforms – see below.

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



7.3 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 30mm in width.



7.4 Colour palette

Our core colours should generally be printed using the following four-colour process (CMYK) values. We have included PANTONE® colour equivalents to be used in specific scenarios where required. We have also included RGB values for online/screen use.



SBP Teal

PANTONE®:
7462 C
CMYK:
100-50-30-0
RGB:
0-104-145



SBP Grey

PANTONE®:
445 C
CMYK:
68-54-55-30
RGB:
85-90-89



SBP Lime

PANTONE®:
370 C
CMYK:
70-20-100-10
RGB:
86-142-48



SBP Aqua

PANTONE®:
7472 C
CMYK:
85-0-35-0
RGB:
0-168-176

8 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.

