



Requirements for the use of VRIKSH 'Certification Mark' by Certificate Holders

Developed by and for

Export Promotion Council for Handicrafts



VRIKSH-STD-01-03 V1.2EN

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“VRIKSH” Timber Legality Assessment and Verification Standard - India

This standard has been designed to allow companies to avoid trading in illegally harvested wood. Four aspects of legality covered under the ambit of standard are:

- Legal right to harvest and trade
- Compliance with the legislation related to forest management, environment, labor and welfare, health and safety
- Compliance with legislation related to taxes and royalties
- Compliance with requirements for trade and export procedures

Document Reference Code: VRIKSH-STD-01-03 V1.2EN

Version History: Version 1.2EN

Approved by: EPCH

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1 Guidelines for use of the VRIKSH Trademark by Certificate Holder

1.1 Preface

This document is your guide to the use of the VRIKSH certification mark (logo), and its name (text) and messaging pertaining to your VRIKSH certification. Adherence to these requirements will ensure consistent and correct usage.

This document should be distributed to all marketing, communications, and other staff and contractors who are responsible for providing information about your company's 'VRIKSH' certification for product labels, printed brochures, sales sheets, and other collateral or promotional materials, as well as for advertising, press releases, websites, published reports, articles, signs, or any other communications.

1.2 Scope

This Standard covers how to use the VRIKSH trademark *on-product* as well as *off-product* i.e. for promotional activities. This standard acts as a guide for the organization on the usage of the LOGO & TEXT of VRIKSH. This standard is mandatory for all the VRIKSH certified organizations to follow correctly the usage of the trademark.

1.3 Effective Date: 17th February, 2014

2 VRIKSH Certification Mark

Upon achieving certification, each participant is permitted to use the approved VRIKSH certification mark. The approved VRIKSH certification mark is intended for direct imitation on certified products themselves as well as on their labels and packaging, known as “On-Product” claims, and includes application onto product tags, labels, stencils, retail packaging, protective packaging, plastic wrap, etc. In addition, you may use the VRIKSH certification mark on a wide variety of permissible “Off-Product” uses, including reproduction in brochures, leaflets, company prospectus and reports, advertising promotions, web pages, *etc.*

In general, the VRIKSH certification mark incorporates the following elements: the VRIKSH graphic element and the ‘VRIKSH’ certification number..

EPCH recommends that the mark 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 must be submitted to Certification Body for prior review and approval, and should retain each of the information elements contained in the original mark.



Certification Code

3 Requirements

- Any Party wishing to use this trademark on any material that will be seen by consumers (*i.e.* Business to consumer communication, called (“Consumer facing ”) must hold a certification to do so from EPCH
- Certification code should accompany trademark either for promotional or product usage
- EPCH reserves the right to terminate permission to use the VRIKSH logo in case organization fails to meet the standard requirement of logo and certification mark
- Use of the trademark should not directly or indirectly convey any other claim on the product. For example, LOGO should not mislead the customers that it is meant for sustainable teak, pollution control, *etc.*
- VRIKSH logo should not give impression that it is participating in or is responsible for the activities performed by the organization which is not covered in the scope of VRIKSH certification
- VRIKSH certification mark should not be a part of company’s website domain, company name or brand name, the certification mark can only be used to describe the product certification
- VRIKSH certification mark under no circumstances be replaced by any other language

3.1 Using the VRIKSH labels on products

- VRIKSH logo used for packaging should be clearly visible.
- Certification code should be visible in logo.

3.2 Promotional Use of the VRIKSH Certification Mark

- Organizations can use their VRIKSH certification mark for the promotion of their organization

- They can use the logo on their website, company brochures and other promotional materials.
- VRIKSH trademarks can be used for the promotion at the Trade Fairs. The organization shall clearly mark which products are VRIKSH products and Product should carry an 'on-product' label.

4 Color Reproduction

The VRIKSH certification mark is generated in color, but may be reproduced in color or in black and white, within certain guidelines.

The following versions of the mark are available for usage by the Certificate Holders:

1. black and white positive (BWP) for use in black and white reproductions,
2. full color negative (FCN), and,
3. black and white negatives (BWN) for use when the mark is required to be placed on a dark background

5 Spacing Requirements With Respect To Other Label Usage

To maintain the integrity and clarity of the brand, "clear space" dimensions have been established for the VRIKSH certification mark. No other graphic or text element encroaches into this space. The minimum clear space around the certification mark is measured using "X", where X equals 20% of the height of the mark (i.e., the mark height used in the design multiplied by 0.20).

6 Minimum Size of the Certification Mark

To maintain optimum clarity in reproducing the certification mark at a small size, the certification claim should in no case be reduced smaller than what can be seen with the naked eye. 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)





7 Avoiding Misuse

- It is the responsibility of the certification recipient to avoid the use of any reference to VRIKSH, either on-product or off-product, that in any way is misaligned to the certification granted, or in reference to products/species that were not included within the certification scope.
- The VRIKSH certification mark is not transferable for use by third parties without the written consent of EPCH and Certification Body.
- Under no circumstances should the VRIKSH certification mark be used in conjunction with non-certified products, in any manner other than explicitly authorized by Certification Body/EPCH in this guidance document, or otherwise authorized in writing.
- VRIKSH certification marks should be able to explicitly express the purpose for which it is being used and not creating any misleading claims.

8 Infringements and Unacceptable Use

- Alteration of the proportion of the Mark
- Alteration of the shape of the Mark
- Changing fonts within the Mark
- Alteration of the color of the mark *unless authorization* is obtained
- Changing the Mark information
- Screening/Blurring the Mark
- Distortion of the Mark
- Rotation of the Mark

8.1 Examples of unacceptable usages

Do not screen	Do not change the colour
	
Do not Rotate	Do not distort dimensions
	

9 Contact Us for Assistance

Contact the VRIKSH program coordinator at kkalia@scsglobalservices.com if you have any questions about the certification mark usage process, or if you have any questions about appropriate use of the VRIKSH certification mark, the VRIKSH name, or language pertaining to your certification.

For assistance with the development of press releases, brochures, and other promotional materials related to your certification, contact vriksh@epch.com and ask to speak with the marketing communications representative.

10 Terms and Definitions

Certificate: A document issued under the rules of a certification system, indicating that adequate confidence is provided that a duly identified product, process or service is in conformity with a specific standard or other normative document [ISO/IEC Guide 2:1991 paragraph 14.8 and ISO/CASCO 193 paragraph 4.5].

Certification Body (CB): An assessment body appointed by EPCH to undertake VRIKSH certification audits and assessment of applicants for the VRIKSH certification scheme against the certification requirements.

Chain of Custody (CoC): The channel through which products are distributed from their origin to their end-use.

Organization: Registered legal entity that has signed an EPCH Trademark License Agreement and holds a valid VRIKSH certificate.

Promotional Panel: The VRIKSH logo and promotional statement, editable to include the user's certification code, in a prescribed format.

VRIKSH certified product: VRIKSH certified material that is eligible to carry VRIKSH label and promoted with the VRIKSH certification marks.

VRIKSH certification code: A four digit code issued to organizations that have signed a License Agreement/undergone successful VRIKSH certification assessment. It is used to identify the organization on the VRIKSH database and must accompany any use of VRIKSH certification marks.

VRIKSH certification mark: VRIKSH has two registered certification marks:

- a) the VRIKSH "tree" logo, and
- b) the name "VRIKSH"

VRIKSH label: Graphic design, consisting of the VRIKSH logo plus other required elements for on product uses of the VRIKSH certification marks. Label may be included in printed packaging or marking attached or applied to a product, such as tags, stencils, retail packaging, protective packaging or plastic wrap.