SCS CERTIFICATION
LABELING AND LANGUAGE GUIDE
Guide E

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TABLE OF CONTENTS

SCS reserves the right to update this Guide at its sole discretion.

1. CONGRATULATIONS AND WELCOME!

1.1. Advancing the Cause of Sustainability

Congratulations on your certification! Through your efforts, you have joined other business and organizations around the world working to provide products and services that meet the highest environmental, social, and quality standards.

1.2. This Document

This document is your guide to the use of SCS-Approved Certification Marks, the SCS name, and messaging pertaining to your SCS certification. Adherence to these requirements will ensure consistent and correct usage, and support your goals.

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

1.3. Take Advantage of SCS' Market Support Services

In addition to using the SCS-Approved Certification Marks, ask your SCS marketing communications representative how you can take advantage of SCS' full suite of market support services, which include:

- Promotion of your certification on SCS website
- Web copy and image support
- Press release, article and blog support
- Collateral development and review
- Video support
- Label review and approval
- Social media promotions
- Conference and presentation support

- Label design
- Trade show material review
- Client / customer notifications
- Stakeholder notifications
- Advertising
- Custom projects
- Training and webinars for sales staff

1.4. Language

All SCS-Approved Certification Marks can be translated upon request into Spanish, French, Portuguese, German, and Mandarin. Contact your SCS representative for further translation support.

1.5. Questions?

Questions related to any of the information contained in this Guide should be addressed to your Marketing Communications or program representative, as listed in Section 5 of this document.

2. GENERAL GUIDANCE

2.1. SCS Prior Review

All uses of the SCS name or SCS-Approved Certification marks, including but not limited to registered trademarks and service marks, or written references to your SCS certification in printed or electronic promotional applications, must be submitted to your SCS program contact for review prior to publication, printing or other uses. This requirement is also stated in the SCS Professional Services Agreement. SCS staff will make every effort to respond to authorization requests within 24-72 hours.

2.2. Avoiding Misuse

It is your responsibility to avoid the use of any reference to SCS or your certification that mischaracterizes the evaluation conducted or the certification granted, or in reference to products or projects that were not included within the evaluation scope. All public messages and program-approved mentions and labeling should clearly apply only to products and projects that have undergone assessment and earned certification.

- **Marketing and Public Relations**
  The program participant should work closely with SCS during development of business-to-business (B2B) or business-to-consumer (B2C) uses of any SCS-Approved Certification Marks or trademarks, the SCS name, or any statements related to SCS certification to avoid accidental misuse. If possible, when interviewed for articles to be published, the company representative should refer the reporter to SCS for an independent explanation of the certification program.

- **Non-Transferability of Certification**
  The SCS-Approved Certification Mark is not transferable for use by third parties without the explicit written consent of SCS.

- **U.S. 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 https://www.ftc.gov/policy/federal-register-notices/guides-use-environmental-marketing-claims-green-guides

- **Avoid Uses on Non-Certified Products**
  Under no circumstances should an SCS-Approved Certification Mark or trademark be used in conjunction with non-certified products or projects, in any manner other than explicitly authorized by SCS in this guidance document, or otherwise authorized in writing.

- **Avoid Messages Other Than Those Approved by SCS**
  Under no circumstances should an SCS-Approved Certification Mark or any messages related to SCS certification be used in a manner that suggests a meaning other than that intended and allowed by SCS as described in this Guide.

3. SPECIFIC GUIDANCE FOR USE OF SCS-APPROVED CERTIFICATION MARKS

3.1. Issuance of the SCS-Approved Certification Mark

Upon achieving certification, each participant is supplied with an SCS-Approved Certification Mark applicable to the program under which your product(s) has been certified. A library of marks by program is provided in Appendix 1 ("Specific Certification Marks by Program").

Approved business-to-business (B2B) or business-to-consumer (B2C) uses of the SCS-Approved Certification Marks are determined on a program-by-program basis. Refer to Appendix 2 ("Specific Approved Uses of the Marks by Program") to determine which specific uses are applicable to the certification you have earned.

3.2. Components of the SCS-Approved Certification Mark

Your SCS-Approved Certification Mark incorporates the following elements:

- The trademarked logo (graphical image and words) of the scheme owner of the program under which your product has been certified
- The approved SCS Kingfisher image
- The words "Certified by SCS Global Services" or "Verified by SCS Global Services"

The SCS-Approved Certification Mark is intended to be used in the exact format provided. However, SCS recognizes that minor modifications may occasionally be required due to space or printing constraints. Any proposed modifications to the certification mark must be submitted to SCS for prior review and approval, and must retain each of the information elements contained in the original certification mark.

3.3. Color Reproduction and Color Profiles

The SCS-Approved Certification Marks are generated in the colors dictated by the scheme owner of the program under which your product(s) has been certified and are defined in Appendix 1. For specific printing applications on dark backgrounds, alternative versions of each mark may also available upon request.

3.4. Clear Space Requirements

To maintain the integrity and clarity of the brand, "clear space" dimensions have been established for the SCS-Approved Certification Marks. No other graphic or text element encroaches into this space, which equals 10% of the height of the mark (i.e., the mark height used in the design multiplied by 0.10).

3.5. Minimum Size

To maintain optimum clarity in reproducing SCS-Approved Certification Marks at a small size, the smallest text 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).

3.6. Infringements and Unacceptable Uses

SCS-Approved Certification Marks must be reproduced consistently and correctly. Unless otherwise authorized:

- Do not alter the proportion of the mark
- Do not alter the shape of the mark
- Do not change the fonts within the mark
- Do not alter the color of the mark
- Do not edit or change the mark information
- Do not screen the mark
- Do not distort the mark
- Do not rotate the mark

3.7. Requirements of the Certification Scheme Owner

All logo use and labeling requirements of the scheme owner under which your product has been certified must be followed. Supplemental guidance documents may be provided by your SCS team as applicable, along with this Guide, to provide additional details about compliance with the program under which your product or operation is certified.

3.8. Use of the SCS-Approved Certification Marks by Your Supply Chain Partners

In some cases, your downstream supply chain partners may request use of the SCS-Approved Certification Mark. In such cases, SCS will determine whether the certification or verification scheme owner has specific chain-of-custody requirements that must be met, and will advise you accordingly.

3.9. Use of the SCS-Approved Certification Marks for Products that are Ingredients or Components

In some cases, certification will be issued to products that serve as ingredients or components to other products. In such cases, SCS will determine whether the certification or verification scheme owner has specific requirements that must be met, and will advise you accordingly.

4. SCS CERTIFICATION MESSAGING

4.1. About SCS

You may use the following statement, in whole or in part, in communications pertaining to SCS:

> SCS Global Services (SCS) has been providing global leadership in third-party quality, environmental and sustainability verification, certification, auditing, testing, and standards development for three decades. Its programs span a cross-section of industries, recognizing achievements in green building, product manufacturing, food and agriculture, forestry, power generation retail, and more. SCS is accredited to provide services under a wide range of nationally and internationally recognized certification programs. Consistent with its mission, SCS is a chartered benefit corporation, reflecting its commitment to socially and environmentally responsible business practices.

4.2. Tell the SCS Kingfisher Story

You can help tell the story of the Kingfisher as part of your certification messaging. You may use any or all of the following text:

> Kingfisher birds are beloved around the world, with more than 90 species occupying a wide variety of habitats. They are recognized by their large heads and long beaks, and known for their keen vision, colorful plumage, and skillful hunting. Kingfishers are widely recognized as indicators of environmental health. By the same token, they are vulnerable when their habitats are destroyed. Some species are now threatened with extinction.

> Certification by SCS, as represented by the SCS Kingfisher, is a visual expression of proven commitment to sustainability through environmental stewardship, responsible resource management, and protection of people and communities.

4.3. About Your SCS Certification

Refer to Appendix 3 ("Certification Program Marketing Messages") for a short statement about the program under which you have been certified.

5. CONTACT US FOR ASSISTANCE

SCS representatives are standing by to assist you. Please locate the applicable certification program below to identify your representative. If you do not see your program or representative listed, call 1-510-452-8000 for further assistance.

PROGRAM	CONTACT INFORMATION
ASSURE CERTIFIED™	ECSmarcom@scsglobalservices.com
FloorScore®	ECSmarcom@scsglobalservices.com
Green Squared®	ECSmarcom@scsglobalservices.com
Facts^{CM} Compliant	ECSmarcom@scsglobalservices.com
FSSC 22000	FAmarcom@scsglobalservices.com

Appendix 1
Specific Certification Marks by Program

Examples of the SCS-Approved Certification Mark for each program relevant to this Mark E Guide are shown below.

ASSURE CERTIFIED™

FloorScore®

Color profile: Green: PMS 348c, C100 M0 Y85 K24, R0 G135 B82; Blue: PMS 653c, C100 M62 Y0 K20, R0 G82 B149; Black

Green Squared®

Color profile: Dark Green: PMS 349c, C100 M0 Y91 K42, R0 G112 B60; Green: PMS 361c, C69 M0 Y100 K0, R84 G185 B72; Yellow: PMS 116c, C0 M16 Y100 K0, R255, G210, B0; Black

Facts^CM Compliant

Color profile: Black and white only

FSSC 22000

Color Profile: Green: Pantone 348 U: CMYK = 82/25/76/7, RGB = 32/132/85, #218455
Grey: 60% black: CMYK = 0/0/0/60, RGB = 135/135/135, #87888a

Appendix 2
Specific Approved Uses of the Mark by Program

The following table provides a summary of the specific approved uses of the SCS-Approved Certification Mark by program. **Consistent with the terms of the SCS Professional Service Agreement, all uses of the mark are required to be submitted to SCS for prior approval.**

If you do not see your program listed, or have additional questions about these permitted uses, contact your program representative, as listed in the table in Section 5 of this document.

PROGRAM	B2B*	B2C**	ON-PRODUCT	OFF-PRODUCT	ONLINE	COBRANDING
ASSURE CERTIFIED™	Yes	Yes	Yes	Yes	Yes	Yes
FloorScore®	Yes	Yes	Yes	Yes	Yes	Yes
Green Squared®	Yes	Yes	Yes	Yes	Yes	Yes
Facts^{CM} Compliant	Yes	No	Yes	Yes	Yes	Yes
FSSC 22000	Yes	Yes	No	Yes	Yes	Yes

* *B2B: Communications targeted toward Business Customers ** B2C: Communications targeted toward General Consumers*

Appendix 3
Certification Program Marketing Messages

The following table provides a short certification marketing message applicable to each certification program covered by this Guide. You may use the program statement(s) applicable to your SCS certifications in your marketing messages. If you have additional questions about these messages, contact your program representative, as listed in the table in Section 5 of this document.

PROGRAM	CERTIFICATION MESSAGE
ASSURE CERTIFIED™	ASSURE CERTIFIED^{TM} is a certification program established by the Resilient Floor Covering Institute (RFCI) for all rigid core flooring products manufactured globally. Assure applies to WPC or SPC flooring construction. Rigid core flooring products that carry the ASSURE CERTIFIED logo guarantees that this rigid core flooring product has been manufactured to the highest standards and meets all the ASSURE CERTIFIED requirements for indoor air quality, rigorous performance, and low heavy metals content and ortho-phthalates.
FloorScore®	FloorScore® is a certification program established by the Resilient Floor Covering Institute (RFCI) for hard surface flooring and flooring adhesives products that meet strict indoor air quality (IAQ) requirements. Products bearing the FloorScore label meet the indoor air quality emissions criteria of LEED, CHPS, the Green Guide for Health Care, and are recognized by a long list of healthy building programs.
Green Squared®	The Green Squared® standard, established by the Tile Council of North America (TCNA) under ANSI A138.1, is available to manufacturers of ceramic and glass tiles and a wide range of tile installation materials. Certification to this standard demonstrates proven environmental performance under five key sustainability criteria: 1) Product characteristics; 2) Manufacturing and raw material extraction; 3) End of product life management; 4) Progressive corporate governance; and 5) Innovation.
Facts^{CM} Compliant	Facts certification, a program of the Association for Contract Textiles (ACT), signifies that contract textile products meet benchmark standards for social, environmental and economic sustainability as defined under the NSF/ANSI 336 standard. The certification assessment evaluates manufacturing processes, end-of-life management, energy efficiency, use of environmentally preferable materials, and steps to minimize adverse public health and community impacts.
FSSC 22000	FSSC 22000 Certification confirms that a company has a robust and effective framework to address food safety risk management across the entire supply chain. FSSC 22000 certified food manufacturing companies provide assurance of supplying safe food by meeting the requirements of regulators, food business clients and consumers.