

# SCS KINGFISHER CERTIFICATION MARK LABELING AND LANGUAGE GUIDE

Guide B



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A large, stylized world map composed of small green dots, serving as a background for the lower half of the page.

**SCS**global  
SERVICES

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

# 1. CONGRATULATIONS AND WELCOME!

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## 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. Expand Your Market Impact through Use of the SCS Kingfisher

The SCS Kingfisher Certification Mark is designed to bring increased recognition to our clients' achievements, adding value in the marketplace. Use the SCS Kingfisher Certification Mark in conformance with the requirements of this Guide to:

- ✓ **Instantaneously communicate your third-party certified accomplishment**
- ✓ **Differentiate your company and products in the marketplace**
- ✓ **Build visibility for your brand**
- ✓ **Demonstrate your commitment to transparency and accuracy in environmental, social and quality-oriented market claims**

## 1.3. This Document

This document is your guide to the use of the SCS Kingfisher Certification Mark, 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.

## 1.4. Take Advantage of SCS' Market Support Services

In addition to using the SCS Kingfisher Certification Mark, 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

## **1.5. Language**

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

## **1.6. 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

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### 2.1. SCS Prior Review

All uses of the SCS name or 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 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 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/legal-library/browse/federal-register-notices/guides-use-environmental-marketing-claims-green-guides>

- **Avoid Uses on Non-Certified Products**

Under no circumstances should an SCS 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 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 THE SCS KINGFISHER CERTIFICATION MARK

#### 3.1. Issuance of the Approved SCS Kingfisher Certification Mark

Upon achieving certification, each participant is supplied with an approved SCS Kingfisher Certification Mark. 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 Certification Mark 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 Kingfisher Certification Mark

The SCS Kingfisher Certification Mark incorporates the following elements:

- SCS Kingfisher image
- The word “Certified”
- The specific certification claim statement
- A supplemental certification message (if applicable, as determined by certification program)
- SCS trademark symbol
- Certification registration project (if applicable, as determined by certification program)



The SCS Kingfisher 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 Kingfisher Certification Mark is generated in the following style options: 4-color-green (4CG), 1-color-green (1CG), and black and white (BW). An alternative red-and-gold 4-color version (4CR) is available upon request, with CMYK color specifications. For specific printing applications on dark backgrounds, alternative versions of each mark are also available upon request. In addition, for specific printing applications in which the standard certification mark shape is problematic, a rectangular version of the mark is also available.



The 4CG SCS Kingfisher Certification Mark should be printed in CMYK in a standard 4-color process. The 1CG SCS Kingfisher Certification Mark uses the following colors: PMS377c, C45 M0 Y100 K24, R120 G162 B47. The following color profiles may be specified.

#### **RGB**

RGB (Red Green Blue) is the color space utilized by monitors and televisions. All photos/images/logos used in web or on-screen applications should be set up in the RGB color space.

#### **CMYK**

CMYK (Cyan, Magenta, Yellow and Black) are the four printing inks used by the printing press when printing any color photo/graphic/logo. A request may be made for a CMYK TIF (printing press), or an RGB JPG (web, TV, video).

#### **PMS**

PMS (Pantone Matching System) is a standardized series of thousands of colors, each with specific color formulations and identification number. PMS colors are duplicated in swatch books and in computer-graphics programs to allow exact duplication of colors in printing and other marking processes.

### **3.4. Clear Space Requirements**

To maintain the integrity and clarity of the brand, “clear space” dimensions have been established for the SCS Kingfisher Certification Mark. No other graphic or text element encroaches into this space. As shown in the example, the minimum clear space is measured using “X”, where X equals 10% of the height of the mark (i.e., the mark height used in the design multiplied by 0.10).

#### **Clear Space Requirements**

x = 10% of label height



### **3.5. Minimum Size**

To maintain optimum clarity in reproducing the SCS Kingfisher Certification Mark at a small size, the certification claim 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**

The SCS Kingfisher Certification Mark 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

Examples of unacceptable uses:



### 3.7. Use of the SCS Kingfisher Certification Mark in Conjunction with Certification Scheme Owner Marks (Cobranding)

When the SCS Kingfisher Certification Mark is used in conjunction with the trademarks of a separate certification or verification scheme owner, all logo use and labeling requirements of the scheme owner must be followed. For some programs, cobranding the scheme owner's logo is required ([Appendix 2](#)).

Supplemental guidance documents will 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 Kingfisher Certification Marks by Your Supply Chain Partners

In some cases, your downstream supply chain partners may request use of the SCS Kingfisher 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.

If no such requirements exist, SCS will determine whether such uses are appropriate. If so, SCS will provide you with our **Handler Guidance and Affidavit Form**. This form outlines the responsibilities of your supply chain partners who intend to use the mark or otherwise refer to the certification, and includes an Affidavit that must be signed and returned to your representative at SCS prior to any usage of the mark. As specified in the Handler Guidance, any usage must conform to all requirements of this Guide, including but not limited to SCS' prior review and consent for all uses.

### 3.9. Use of the SCS Kingfisher 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.

If no such requirements exist, SCS will determine whether such uses are appropriate. If so, SCS will provide you with our supplemental **Guide for Ingredient and Component Claims**. This Guide will provide you with details about any minimum ingredient or component requirements that may pertain to your product before the mark may be used or before you may refer to the certification itself.

## 4. SCS CERTIFICATION MESSAGING

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### 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.

<b>PROGRAM</b>	<b>CONTACT INFORMATION</b>
Antioxidant Superfood	<a href="mailto:FAmarcom@scsglobalservices.com">FAmarcom@scsglobalservices.com</a>
Biodegradable	<a href="mailto:ECsmarcom@scsglobalservices.com">ECsmarcom@scsglobalservices.com</a>
CalCompliant – CARB ATCM 93120	<a href="mailto:ECsmarcom@scsglobalservices.com">ECsmarcom@scsglobalservices.com</a>
Carbon Neutral	<a href="mailto:NRmarcom@scsglobalservices.com">NRmarcom@scsglobalservices.com</a>
Carbon Offset Project	<a href="mailto:NRmarcom@scsglobalservices.com">NRmarcom@scsglobalservices.com</a>
Carpet – Sustainability Assessment (NSF/ANSI 140)	<a href="mailto:ECsmarcom@scsglobalservices.com">ECsmarcom@scsglobalservices.com</a>
Environmentally Preferable Product	<a href="mailto:ECsmarcom@scsglobalservices.com">ECsmarcom@scsglobalservices.com</a>
Indoor Advantage – Indoor Air Quality	<a href="mailto:ECsmarcom@scsglobalservices.com">ECsmarcom@scsglobalservices.com</a>
Indoor Advantage Gold – Indoor Air Quality	<a href="mailto:ECsmarcom@scsglobalservices.com">ECsmarcom@scsglobalservices.com</a>
Organic	<a href="mailto:FAmarcom@scsglobalservices.com">FAmarcom@scsglobalservices.com</a>
Pesticide Residue Free	<a href="mailto:FAmarcom@scsglobalservices.com">FAmarcom@scsglobalservices.com</a>
Recycled Content and Recycled Material	<a href="mailto:ECsmarcom@scsglobalservices.com">ECsmarcom@scsglobalservices.com</a>
Recycling Program	<a href="mailto:ECsmarcom@scsglobalservices.com">ECsmarcom@scsglobalservices.com</a>
Resilient Flooring – Sustainability Assessment (NSF/ANSI 332)	<a href="mailto:ECsmarcom@scsglobalservices.com">ECsmarcom@scsglobalservices.com</a>
Veriflora® Preferred Retailer	<a href="mailto:FAmarcom@scsglobalservices.com">FAmarcom@scsglobalservices.com</a>

## Appendix 1

### Specific Certification Marks by Program

Examples of 4-color-green (4CG), 1-color-green (1CG), and black-and-white SCS Kingfisher Certification Marks for each program are provided below. Please contact your program representative: 1) if you do not see an example of your program mark listed; 2) if you would like to see any of the alternative marks described in Section 5 of this document, including the red-and-gold 4-color option (4CR), the options for printing on dark backgrounds, or the rectangular option.

#### ***Antioxidant Superfood***



XX% HIGHER ANTIOXIDANT DENSITY  
THAN USDA REPORTED AVERAGE



XX% HIGHER ANTIOXIDANT DENSITY  
THAN USDA REPORTED AVERAGE



XX% HIGHER ANTIOXIDANT DENSITY  
THAN USDA REPORTED AVERAGE

#### ***Biodegradable***



BREAKS DOWN INTO CO<sub>2</sub>,  
MINERALS, AND WATER



BREAKS DOWN INTO CO<sub>2</sub>,  
MINERALS, AND WATER



BREAKS DOWN INTO CO<sub>2</sub>,  
MINERALS, AND WATER

#### ***CalCompliant – CARB ATCM 93120***



CalCompliant



CalCompliant



CalCompliant

#### ***Carbon Neutral***



**Carbon Offset Project Validation & Verification \***



**Carbon Offset Project (Verification Only)\***



**Carpet – Sustainability Assessment (NSF/ANSI 140)**



**Environmentally Preferable Product**



**Indoor Advantage – Indoor Air Quality**

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\* The words "Verified" and "Validated" are typically used in these marks based on the legal requirements of most program scheme owners. However, for those schemes that use the term "Certified" instead of "Verified", the mark shall likewise use the term "Certified." Scheme names are included where permitted by the scheme owner.



INDOOR ADVANTAGE  
[PRODUCT]



INDOOR ADVANTAGE  
[PRODUCT]



INDOOR ADVANTAGE  
[PRODUCT]

**Indoor Advantage Gold – Indoor Air Quality**



INDOOR ADVANTAGE GOLD  
[PRODUCT]



INDOOR ADVANTAGE GOLD  
[PRODUCT]



INDOOR ADVANTAGE GOLD  
[PRODUCT]

**Organic**



**Pesticide Residue Free**



BASED ON GOVERNMENT  
LIMIT-OF-DETECTION PROTOCOLS



BASED ON GOVERNMENT  
LIMIT-OF-DETECTION PROTOCOLS



BASED ON GOVERNMENT  
LIMIT-OF-DETECTION PROTOCOLS

**Recycled Content**



XX% PRE-CONSUMER  
XX% POST-CONSUMER



XX% PRE-CONSUMER  
XX% POST-CONSUMER



XX% PRE-CONSUMER  
XX% POST-CONSUMER

**Recycled Material**



MADE WITH RECYCLED [MATERIAL]  
XX% PRE-CONSUMER  
XX% POST-CONSUMER



MADE WITH RECYCLED [MATERIAL]  
XX% PRE-CONSUMER  
XX% POST-CONSUMER



MADE WITH RECYCLED [MATERIAL]  
XX% PRE-CONSUMER  
XX% POST-CONSUMER

**Recycling Program**



**Resilient Flooring – Sustainability Assessment (NSF/ANSI 332)**



NSF / ANSI 332 - RESILIENT FLOORING  
[TIER]



NSF / ANSI 332 - RESILIENT FLOORING  
[TIER]



NSF / ANSI 332 - RESILIENT FLOORING  
[TIER]

**Veriflora® Preferred Retailer**



PREFERRED RETAILER



PREFERRED RETAILER



PREFERRED RETAILER

## Appendix 2

### Specific Approved Uses of the Mark by Program

The following table provides a summary of the specific approved uses of the SCS Kingfisher 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
Antioxidant Superfood	Yes	Yes	Yes	Yes	Yes	Not Applicable
Biodegradable	Yes	Yes	Yes	Yes	Yes	Not Applicable
CalCompliant – CARB ATCM 93120	Yes	No	No	Yes	Yes	Not Applicable
Carbon Neutral	Yes, if applicable	Yes	Yes	Yes	Yes	Not applicable
Carbon Offset Project	Yes	Yes	No	Yes	Yes	Depends on program
Carpet – Sustainability Assessment	Yes	Yes	Yes	Yes	Yes	Not Applicable
Environmentally Preferable Product	Yes	Yes	Yes	Yes	Yes	Not Applicable
Indoor Advantage – Indoor Air Quality	Yes	Yes	Yes	Yes	Yes	Not Applicable
Indoor Advantage Gold – Indoor Air Quality	Yes	Yes	Yes	Yes	Yes	Not Applicable
Organic	Yes	Yes	Yes	Yes	Yes	Can be used alone, or with USDA Organic label. In the latter case, must not be larger than the USDA label.
Pesticide Residue Free	Yes	Yes	Yes	Yes	Yes	Not Applicable

SEE NEXT PAGE

Recycled Content	Yes	Yes	Yes	Yes	Yes	Not Applicable
Recycled Material	Yes	Yes	Yes	Yes	Yes	Not Applicable
Recycling Program	Yes	No	No	Yes	Yes	Not Applicable
Resilient Flooring – Sustainability Assessment	Yes	Yes	Yes	Yes	Yes	Not Applicable
Veriflora Preferred Retailer	Yes	Yes	No	Yes	Yes	Not Applicable

\* 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.

<b>PROGRAM</b>	<b>CERTIFICATION MESSAGE</b>
Antioxidant Superfood	Antioxidant Superfood certification gives consumers assurance that reported levels of essential antioxidants are significant and have been independently corroborated through laboratory testing.
Biodegradable	Biodegradable certification for cleaners, degreasers, detergents, and soaps verifies that products degrade safely and efficiently in an aerobic environment, and confirms that chemicals are not building up in the environment to harmful concentrations before degradation occurs.
CalCompliant – CARB ATCM 93120	CalCompliant certification assures customers that composite wood products comply fully with the California Air Resources Board (CARB) Airborne Toxic Control Measure (ATCM 93120) for formaldehyde emissions. Producers selling hardwood plywood (veneer or composite core), particleboard, and medium density fiberboard (MDF) products in the state of California must comply.
Carbon Neutral	PAS 2060 Carbon Neutral Certification confirms that an organization’s operations or products have zero net greenhouse gas (GHG) emissions, based on the six classes of GHGs identified under the Kyoto Protocol. The certification standard includes thorough requirements for disclosure, assuring stakeholders that carbon neutral claims are credible.
Carbon Offset Project	Validation of carbon offset project plans, and verification of the actual carbon tonnage avoided or sequestered by these projects, confirms the accuracy of greenhouse gas (GHG) avoidance or sequestration claims. Carbon credits derived from offset projects can be traded on international carbon markets.
Carpet – Sustainability Assessment	SCS certification signifies that this carpet meets benchmarks of social, environmental and economic sustainability defined by the NSF/ANSI 140 standard. The assessment evaluated manufacturing processes, end-of-life management, energy efficiency, use of environmentally preferable materials, and steps to minimize adverse public health and community impacts.
Environmentally Preferable Product	Environmentally Preferable Product (EPP) certification is awarded to products that have lower environmental impacts than typical products that serve the same function, with no environmental trade-offs. This comprehensive certification is based on advanced life-cycle assessment (LCA), which assesses performance from raw material extraction and processing through manufacturing, use, and disposal or recycling.

Indoor Advantage – Furniture Indoor Air Quality	Indoor Advantage certification assures that furniture products support a healthy indoor environment by meeting strict indoor air quality (IAQ) chemical emission limits for volatile organic compounds (VOCs). To be certified, products must be tested by independent labs for compliance with the ANSI/BIFMA X7.1, Furniture Emission Standard, for VOC emissions of concern.
Indoor Advantage Gold – Building Materials Indoor Air Quality	Indoor Advantage Gold certification assures that building material products support a healthy indoor environment by meeting strict indoor air quality (IAQ) chemical emission limits for volatile organic compounds (VOCs). To be certified, products must be tested by independent labs for compliance with CDPH/EHLB Standard Method V1-1 for VOC emissions of concerns. (Paints, coatings, sealants and adhesives must also meet VOC content requirement in addition to the IAQ emission standard.)
Indoor Advantage Gold – Furniture Indoor Air Quality	Indoor Advantage Gold certification is SCS Global Services’ highest level of indoor air quality performance for furniture. The certification assures that furniture products support a healthy indoor environment by meeting strict chemical emission limits for volatile organic compounds (VOCs). To be certified, products must be tested by independent labs for compliance with the ANSI/BIFMA X7.1, and either ANSI/BIFMA e.3 or CDPH/EHLB Standard Method V1-1 for VOC emissions of concerns.
Organic	Organic certification provides independent assurance that products have been produced in full accordance with the USDA National Organic Program.
Pesticide Residue Free	Pesticide Residue Free certification is reserved for products that have been independently field sampled and laboratory tested, and shown to contain no detected pesticide residues within the laboratory limits of detection. This certification sets a benchmark of purity much more rigorous than government requirements, and provides unmatched assurance to consumers seeking to limit their exposure to pesticide residues in food.
Recycled Content	Recycled Content certification independently confirms that products contain specific percentages of recycled content from pre-consumer and post-consumer sources. Companies use recycled materials in their products to conserve natural resources and reduce solid waste streams.
Recycled Material	Recycled Material certification independently confirms that specific material components in a product have certified percentages of pre-consumer and/or post-consumer content. Companies use recycled materials in their products to conserve natural resources and reduce solid waste streams.
Recycling Program	Recycling Programs certification by SCS confirm claims of recyclers and reclamation facilities regarding their material diversion strategies and recycling rates.
Resilient Flooring – Sustainability Assessment	SCS certification signifies that this flooring product meets benchmarks standards for social, environmental and economic sustainability as defined by the NSF/ANSI 332 standard. The assessment evaluated product design, product manufacturing, long-term value, end-of-life management, corporate governance, and innovation.
Veriflora® Preferred Retailer	Veriflora® Preferred Retailers demonstrate environmental stewardship by promoting sustainable growing practices within their floral departments and garden centers. A Preferred Retailer supports growers who have been independently certified by SCS under the Veriflora® Sustainably Grown program to meet the highest standards of environmental, social and economic sustainability.