

Use of SFC CAS trademarks

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1. Introduction

- 1.1. This document describes the procedures and conditions governing the use and protection of the Smart Freight Centre (SFC) Conformity Assessment Scheme (CAS) trademarks, or any reference to SFC Approval by an approved Validation and Verification Body (VVB) or to SFC Listing by an Emissions Reporter (ER).
- 1.2. This procedure becomes effective on the date of issue indicated above.

2. Scope and applicability

- 2.1. This document applies to VVBs and individual verifiers who have been approved by SFC, and to ERs which have been verified by VVBs approved by SFC. No other entities may use SFC CAS trademarks.
- 2.2. “SFC CAS trademark (or mark)” means a legally registered trademark applied under the procedures of the SFC CAS, licensed by SFC to be used by VVBs and individual verifiers who are approved by SFC, and to ERs who have been verified by VVBs approved by SFC, to indicate their direct conformity with a set of requirements.
- 2.3. “Approval Scope” applies to VVBs or individual verifiers and means specific conformity assessment services for which Approval is sought or has been granted. There are currently two Approval Scopes in the SFC CAS: **ISO 14083** and **MBM Specification**. The approval scopes and process are detailed in the manuals **ASU-PRO-002-2** and **ASU-PRO-008-2** respectively.
- 2.4. “Listing Scope” applies to ERs which have been verified by VVBs approved by SFC and means specific GHG reporting types for which Listing is sought or has been granted. There are currently two Listing Scopes in the SFC CAS: **ISO 14083** and **MBM Specification**. The Listing scopes and process are detailed in the manuals **ASU-PRO-001-2** and **ASU-PRO-007-2** respectively.
- 2.5. The SFC CAS trademarks that are available for these third parties to use consist of the “stamps” shown in **figure 1** below. These stamps may only be used in the form, size and colors as detailed in this document.



3. General requirements

- 3.1. SFC is the owner of all rights worldwide in and to the SFC CAS trademarks, and is responsible for their protection. No other entity has the right to apply to register, register, or claim rights in any mark containing or consisting of the SFC CAS mark or any confusingly similar marks.
- 3.2. The SFC CAS includes the approval of VVBs by SFC. As part of the agreement that is established with each approved VVB, SFC grants them a royalty-free, revocable, non-exclusive and non-transferable license to use the SFC trademarks on promotional material, in annual and other reports, and/or display on verification reports and statements/ opinions issued in connection with the SFC CAS. Specifically, SFC grants them the right to use the “Approved VVB” stamp. The “Approved VVB” stamp is used by VVBs to identify their approved status. It is a tool for VVBs to demonstrate that their verification services meet the standards defined in the SFC CAS (see details in section 4 below).
- 3.3. The VVB shall indicate under the SFC stamp the short name of the CAS. This information is to be centered under the stamp. The wording must appear in English, as follows: [“Approved VVB for the SFC CAS: ISO to provide validation & verification”](#) or [“Approved VVB for the SFC CAS: ISO+MBM to provide validation & verification”](#), depending on whether the VVB is [Approved for only one or both scopes](#). The name of the CAS as indicated above must be clearly indicated when using the stamp or when making reference to SFC approval (see details in the next section).
- 3.4. The SFC CAS also includes the approval of individual verifiers by SFC. SFC grants individual verifiers the right to use the “Approved Verifier” stamp.
- 3.5. The following wording must appear under the “Approved Verifier” stamp: [“Approved verifier for the SFC CAS: ISO”](#) or [“Approved verifier for the SFC CAS: ISO+MBM”](#), depending on whether the verifier has been approved for only one or both scopes.
- 3.6. Finally, ERs who request verification services [against SFC scope ISO 14083](#) from VVBs approved by SFC are granted a license to use one of the “Level X” stamps, specifically the one that corresponds to the level that was confirmed by their SFC approved VVB.
- 3.7. The following wording must appear under the “Level X” stamp: [“Verified as level X by a VVB approved by SFC”](#).
- 3.8. ERs who request verification services [against SFC scope MBM Specification](#) from VVBs approved by SFC are granted a license to use the MBM stamp (the one shown in figure 1, bottom right).
- 3.9. The following wording must appear under the MBM stamp: [“Verified as complying with the MBM Specification by a VVB approved by SFC”](#).

- 3.10. The **ER** stamps mentioned in clauses 3.6 through 3.9 can also be used by the VVB that carries out the verification service for the ER in question, on the verification statement/ opinion issued to that client.
- 3.11. The conditions for the use of this license are contained in the agreements with these three types of entities (ERs, VVBs and individual verifiers).
- 3.12. The SFC stamps shall not be used in a misleading manner or in any way that could cause reputational damage to SFC, or confusion regarding SFC's role or affiliation with another organization or activity.
- 3.13. SFC reserves the right to request removal of its licensed material from any publication, material or website.
- 3.14. SFC reserves the right to take suitable action to address incorrect or unauthorized references to approval status or use of the licensed trademarks that do not comply with this procedure.

4. Technical requirements

- 4.1. The stamps are supplied by SFC to eligible users in eps and png formats.

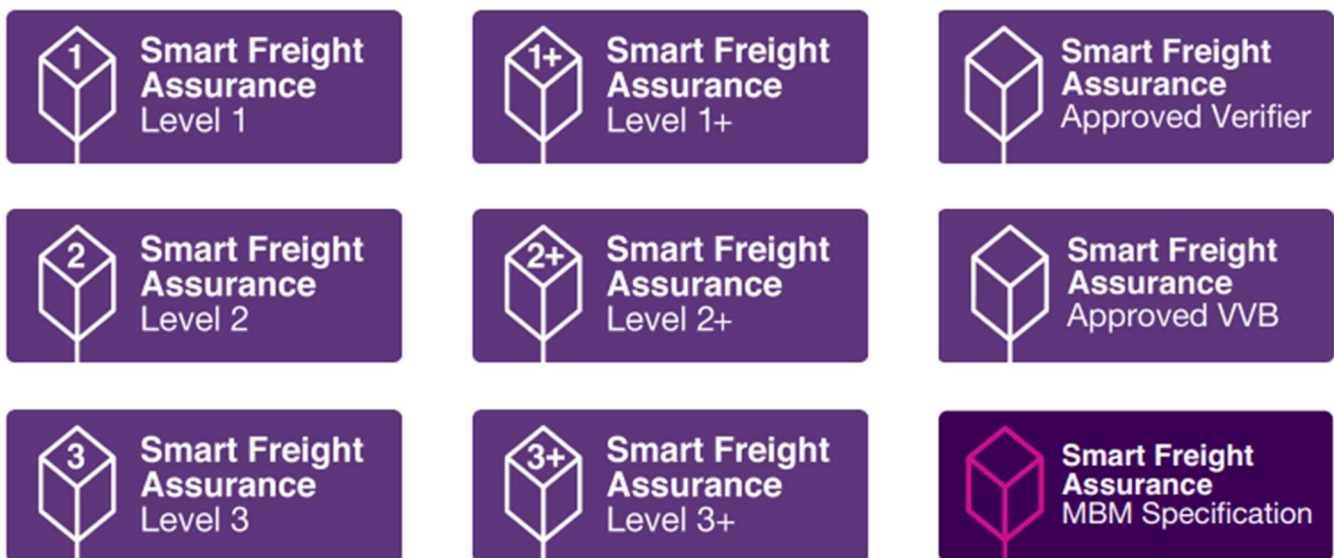


Figure 1 – the SFC CAS stamps that can be used by ERs, VVBs and Individual verifiers



4.2. The color specifications on this page shall be used to ensure consistency on all applications (see **figure 2** below).



SFA Purple

HEX #5d367b

RGB (93,54,124)

CMYK (70,84,0,21)



SFA Dark Purple

HEX #3B0256

RGB (59,2,86)

CMYK (75,100,0,50)



Rubine Red

HEX #CF128C

RGB (207,18,140)

CMYK: (15,100,0,0)

Figure 2 – the SFC CAS color specifications

4.3. The stamps must only appear on a white background, be clear and legible.

4.4. A clear space must be maintained around the stamp to ensure clarity in busy visual environments. For easy reference, this is equivalent to the height of the 'F' in Freight. No other graphic elements may appear in this area (see **figure 3** below).

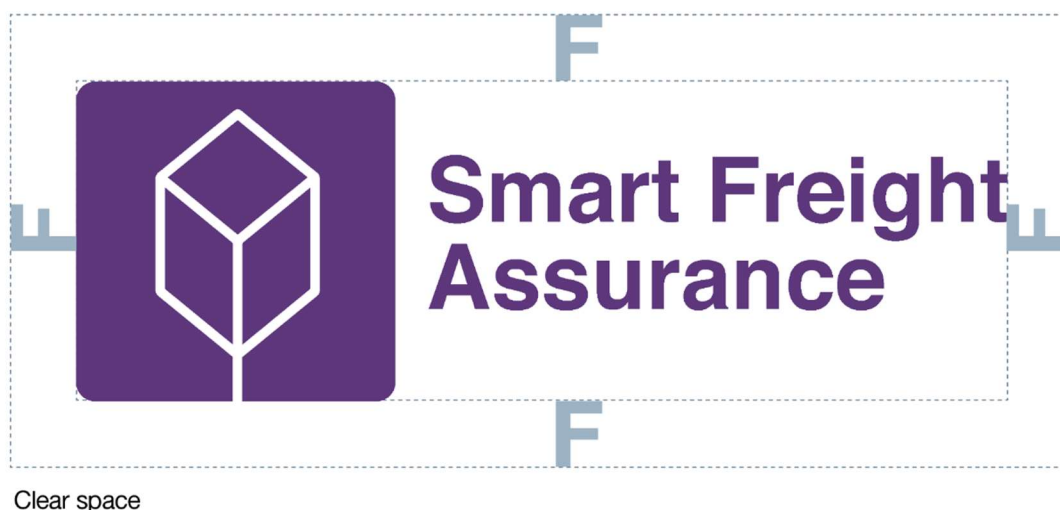


Figure 3 – clear space and minimum size

- 4.5. For legibility, the logo must not be applied at a width less than 25mm. The proportions shall not be altered.
- 4.6. The way the wording must appear under the stamps is illustrated in the example in **figure 4** below. The brand fonts are Helvetica Neue Regular, Bold and Black. For applications where Helvetica Neue is not available, Arial can be used.



Approved VVB for the SFC CAS: ISO+MBM to
provide validation & verification

Figure 4 – Scheme name under the stamp

5. Related policies and other information

- 5.1. ER Manual – [ISO 14083](#) (ASU-PRO-001-2)
- 5.2. VVB Manual – [ISO 14083](#) (ASU-PRO-002-2)
- 5.3. [ER Manual – MBM Specification](#) (ASU-PRO-007-2)
- 5.4. [VVB Manual – MBM Specification](#) (ASU-PRO-008-2)
- 5.5. License agreement [SFC-VVB](#) (ASU-TPL-008-2)
- 5.6. License agreement [SFC-ER](#) (ASU-TPL-009-2)

Version history

1	06/09/2023	First edition
2	20/09/2024	Second edition Revised to include logos and requirements applicable to the MBM Specification approval scope. Version history was added.

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