



Program for Recognition and Accreditation of Sustainable Management Practices for
Agroforestry and Natural Forestry Resources

Trademark Rules

IFWCS-TMRULES-2026

Indian Forest and Wood Certification Scheme “PRAMAAN”
Indian Institute of Forest Management, Bhopal
(Scheme Operating Agency)



Indian Forest and Wood Certification Scheme “PRAMAAN”

Ministry of Environment, Forest and Climate Change (MoEFCC), Government of India



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Indian Forest and Wood Certification Scheme “PRAMAAN”

Ministry of Environment, Forest and Climate Change (MoEFCC), Government of India



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Indian Forest and Wood Certification Scheme “PRAMAAN”

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Abbreviations

CB	Certification Body
CoC	Chain of Custody
DRC	Dispute Resolution Committee
FMU	Forest Management Unit
IEC	International Electrotechnical Commission
IFMS	Indian Forest Management Standard
IFWCC	Indian Forest and Wood Certification Council
IFWCS	Indian Forest and Wood Certification Scheme
IIFM	Indian Institute of Forest Management
ISO	International Organization for Standardization
MoEFCC	Ministry of Environment, Forests and Climate Change
NABCB	National Accreditation Board for Certification Bodies
NTFP	Non-Timber Forest Produce
NWPC	National Working Plan Code
PRAMAAN	Program for Recognition and Accreditation of Sustainable Management Practices for Agroforestry and Natural Forestry Resources
SOA	Scheme Operating Agency
TOF	Trees Outside Forests

To make a clear distinction between requirements, recommendations, permissions, possibilities, capabilities, and external constraints when using the verbal forms (shall, should, may, can, and must) the Table 1 shall be used to express each type of provision. [Adapted from ISO/IEC Directives Part 2: Principles and rules for the structure and drafting of ISO and IEC documents].

Table 1: Recommendations for the use of verbal forms to express each type of provision

Provision	Verbal form	Equivalent phrases or expressions for use in certain cases
Requirement	shall	is to is required to it is required that has to only ... is permitted it is necessary needs to
	shall not	is not allowed [permitted] [acceptable] [permissible] is required to be not is required that ... be not is not to be need not do not
Recommendation	should	it is recommended that ought to
	should not	it is not recommended that ought not to
Permission	may	is permitted is allowed is permissible
	need not	it is not required that no... is required
Possibility and capability	can	be able to there is a possibility of it is possible to
	cannot	be unable to there is no possibility of it is not possible to
External constraint	must*	a legal requirement

*Do not use “must” as an alternative for “shall”. (This will avoid any confusion between the requirements of a document and external constraints)

A. Introduction

This document establishes the requirements and Rules for the authorized use of trademarks under the Indian Forest and Wood Certification Scheme (IFWCS), branded as "PRAMAAN" (Program for Recognition and Accreditation of Sustainable Management Practices for Agroforestry and Natural Forestry Resources).

The PRAMAAN logo serves as the official certification mark signifying that products meet established sustainability and traceability standards. Certification confirms that forest products have been legally and sustainably sourced, processed, packaged, and traded in accordance with requirements of applicable standards under IFWCS-PRAMAAN, thereby promoting responsible forest management and full supply chain traceability.

The logo is the exclusive intellectual property of the Indian Forest and Wood Certification Council (IFWCC), constituted under the Ministry of Environment, Forest and Climate Change (MoEF&CC), Government of India. Use of the logo is authorized exclusively through a formal licensing system administered by the Scheme Operating Agency (SOA) and granted to producers, manufacturers, processors, and exporters whose products comply with IFWCS requirements.

B. Scope

This document specifies the mandatory requirements for the authorised use of trademarks under the Indian Forest and Wood Certification Scheme "PRAMAAN" for On-product and Off-product use. These requirements apply to all the entities intending to use registered trademarks of IFWCS-PRAMAAN for the communication of certification claim applicable to their products certified under IFWCS-PRAMAAN.

Use of IFWCS-PRAMAAN trademarked logo and labels for the communication of product certification claim (On-product use) shall only be permitted for IFWCS-PRAMAAN Chain of Custody certification holders in compliance with the requirements and procedures stipulated in this document. The document establishes procedures for application for trademark license, verification and record keeping of trademark use by clients, and monitoring of compliances in trademark use by incensed clients to ensure the integrity and correct use of the trademarks under IFWCS-PRAMAAN.

C. Normative References

The standards and documents referenced below are critical to the application of this standard:

1. Guidelines: Indian Forest and Wood Certification Scheme Guidelines (2023)
2. IFWCS-COCMS-2023: Chain of Custody Management Standard
3. ISO 14021:2016: Environmental labels and declarations-Self-declared environmental claims
4. ISO/IEC 17065:2012: Conformity assessment-Requirements for bodies certifying products, processes and services

NOTE: For dated references, only the specified edition shall be used. For undated references, the latest edition of the referenced document shall be used.

D. Trademarks under IFWCS-PRAMAAN

1. Registered Trademark

- 1.1. The IFWCS-PRAMAAN logo (Tree & Checkmark Emblem), hereinafter referred to as the **PRAMAAN logo**, is the registered trademark of IFWCS-PRAMAAN protected under the Trade Marks act, 1999 (Government of India). The PRAMAAN logo is displayed below.



Figure 1: IFWCS-PRAMAAN Logo - registered under the Indian Trade Marks Act, 1999

- 1.2. The PRAMAAN logo comprises two integrated elements:
- Tree Symbol:** Represents forests, trees, and the forest-based ecosystem, highlighting the scheme's foundation in sustainable forest and agroforestry management.
 - Protective Hands Motif:** Outward-curving green forms representing stewardship, assurance, and responsible management across the forest-wood value chain.
- The integrated tree and protective hands form a unified message, that is verified adherence to sustainable practices in the management of forests, Trees Outside Forests and in the wood-based industry. The logo communicates trust, credibility, and certified sustainability at a glance.
- 1.3. In case of reproduction of the PRAMAAN logo, only the following colour shades (as given in HEX, RGB, CMY, and Pantone formats) shall be used:

Table 1: Codes for all colour shades in HEX, RGB, CMYK and Pantone formats:

Colour	HEX	RGB	CMYK	Pantone
Green	#479355	(71, 147, 85)	(52%, 0%, 42%, 42%)	7730 C
Brown	#4e322e	(78, 50, 46)	(0%, 36%, 41%, 69%)	497 C
White	#ffffff	(255,255,255)	(0%, 0%, 0%, 0%)	N/A
Black	#000000	(0, 0, 0)	(0%, 0%, 0%, 100%)	Black C

NOTE: Pantone (PMS) may be used for precise colour matching in professional printing; CMYK for full-colour printing; RGB for digital screens; and HEX codes for web-based design.

2. Ownership and Legal Protection

- 2.1. IFWCS-PRAMAAN Certification Trademarks are the exclusive intellectual property of IFWCC and are protected under the Trade Marks Act, 1999 (Government of India) and other applicable laws. This trademark represents the credibility, reputation, and integrity of the IFWCS-PRAMAAN and shall only be used by authorized individuals or institutions after obtaining formal authorization from the SOA through the prescribed procedure.
- 2.2. The SOA is authorised by IFWCC to administer the usage of trademarks including the grant, modification, restriction, suspension and withdrawal of licences for use of the Certification Trademarks and to enforce correct use in accordance with the requirements posited in this and other applicable documents and with applicable law. The licence to use the Certification Trademarks is a privilege and does not confer any proprietary right. Unauthorized use, alteration, or imitation by any party is strictly prohibited and shall constitute trademark infringement under applicable law, thereby exposing the violator to legal action.

E. Scope of Trademark Usage

1. General Scope

- 1.1. The IFWCS-PRAMAAN trademarks and related claims signify that the forest and wood-based materials present in labelled and/or claimed products originate from sustainably managed forests and/or Trees Outside Forests areas certified by IFWCS-PRAMAAN.
- 1.2. The use of IFWCS-PRAMAAN trademarks further signifies that the entity, institution, or its subsidiary producing a product labelled or claimed as certified is operated in accordance with the requirements of the applicable IFWCS-PRAMAAN standards.
- 1.3. The use of IFWCS-PRAMAAN trademarks additionally conveys the association or affiliation of an entity, group, or institution with IFWCS-PRAMAAN or its certification status.
- 1.4. The IFWCS-PRAMAAN trademarks shall be used only in accordance with these Trademark Rules and only by entities holding a valid IFWCS-PRAMAAN Trademark Licence issued by the SOA.
- 1.5. The entities holding a valid IFWCS-PRAMAAN Trademark License shall use the IFWCS-PRAMAAN trademarks only within the scope of the said Trademark License.

2. On-product Use

- 2.1. The scope of on-product usage of IFWCS-PRAMAAN trademarks encompasses:
 - a. Direct on-product usage of trademarks indicating IFWCS-PRAMAAN certified material on tangible products, their packaging, or delivery containers.
Example: IFWCS-PRAMAAN trademark logo affixed to plywood to denote that it is manufactured from IFWCS-PRAMAAN certified material.
 - b. Indirect on-product usage through any reference that may be construed or understood as indicating that the product is certified or contains IFWCS-PRAMAAN certified material, including references in print or digital media or marketing materials to convey that the product is IFWCS-PRAMAAN certified.
Example: Use of IFWCS-PRAMAAN Trademark on catalogues or websites to indicate the certification status of a line of furniture.

- 2.2. On-product use shall be permitted only for products that are covered under a valid IFWCS-PRAMAAN Chain of Custody certification and that meet the applicable product claim requirements.
- 2.3. Where the IFWCS-PRAMAAN trademark is used on-product, it shall be clearly identifiable which product or material the trademark claim refers to.
- 2.4. The IFWCS-PRAMAAN trademark shall not be applied to products that are not covered by the scope of client's certification or trademark license, or in any manner that may misrepresent the certification status of the product.
- 2.5. Where an entity applies the IFWCS-PRAMAAN trademarks for on-product or off-product use, the provisions of these Trademark Rules shall become an integral and mandatory part of its certification requirements under the IFWCS-PRAMAAN Scheme.

3. Off-product Use

- 3.1. Off-product use of the IFWCS-PRAMAAN trademarks covers any usage not covered under the scope of on-product use, including but not limited to usage in promotional, marketing, corporate, educational, or informational materials, such as websites, brochures, stationery, advertisements, exhibition materials, reports and:
 - a. communication of certification status of IFWCS-PRAMAAN Forest Management or Trees Outside Forest Management certified areas
 - b. communication on acknowledgement of certificates by IFWCS-PRAMAAN made by certification bodies
 - c. communication on IFWCS-PRAMAAN accreditation activities made by accreditation bodies
 - d. communication on procurement of IFWCS-PRAMAAN certified products or commitment to procurement of IFWCS-PRAMAAN certified products made by end users of IFWCS-PRAMAAN certified products
 - e. communication on membership in or affiliation with IFWCS-PRAMAAN made by designated bodies substantiated by official documentation demonstrating such relationships
 - f. communication on projects and initiatives aimed at development and promotion of IFWCS-PRAMAAN systems and certifications
 - g. other educational and promotional usage of IFWCS-PRAMAAN trademarks (IFWCS-PRAMAAN Council and national governing bodies, certified entities, certification bodies, accreditation bodies, non-certified organisations selling IFWCS-PRAMAAN certified products, etc.)
 - h. communication regarding the general availability of IFWCS-PRAMAAN certified products in store and/or online, without referencing a specific product or the IFWCS-PRAMAAN certified material contained in a product
- 3.2. Off-product use of the IFWCS-PRAMAAN trademarks shall be permitted only where it is clear from the context what the IFWCS-PRAMAAN certification scheme represents and what the trademark refers to.

- 3.3. Off-product use shall be permitted only by entities holding a valid IFWCS-PRAMAAN trademark licence and shall remain subject to these Trademark Rules.
- 3.4. The IFWCS-PRAMAAN trademarks shall not be used in any manner that implies or suggests claims that are covered within the scope of off-product use (as under F.3.1) unless such coverage is factually correct and fully within the valid scope of certification, and/or trademark licence, or other authorisation from the SOA/IFWCC, as applicable.

F. IFWCS Trademark Usage Requirements

1. Usage Requirements

- 1.1. Only organisations holding a valid trademark licence issued by the SOA, including a unique trademark licence number, are authorised to use the IFWCS-PRAMAAN Certification Trademarks.
- 1.2. The trademarks shall be used strictly within the scope authorised in the trademark licence as approved by the SOA. Any request to extend, reduce, or otherwise modify the scope of authorised trademark use shall be submitted through the Certification Body and processed in accordance with the Trademark Management System specified in Appendix 1.

NOTE: **Appendix 1** (Trademark Management System) specifies the detailed process for application, evaluation, approval, modification, renewal, restriction, suspension and withdrawal of the trademark licence, and prescribes the responsibilities of the Certification Bodies and the SOA.

- 1.3. The PRAMAAN logo and other trademarks under IFWCS-PRAMAAN shall not be used:
 - a. in any manner that misleads or falsely suggests certification of uncertified products, services, or entities;
 - b. in a manner that falsely implies certification status for uncertified facilities or operations;
 - c. in a manner that implies certification of the entire organisation where only specific products, sites, or processes are certified;
 - d. on business correspondence, invoices, or promotional content unless directly related to certified products and approved by the Scheme Operating Agency (SOA).
 - e. in contexts that are defamatory, offensive, or misleading, or that imply endorsement by PRAMAAN where no such endorsement exists; and
 - f. in any way that could mislead consumers, business associates, or regulatory authorities about the scope, terms, or standards of certification.

Note: Any form of misrepresentation, whether intentional or inadvertent, will be subject to review and may result in enforcement actions

- 1.4. The IFWCS-PRAMAAN trademarks shall not be used together with any claims, messages, or labels that may be misunderstood or misleading regarding the qualities, characteristics, content, production process, certified status of a product, or IFWCS-PRAMAAN certification in general.
- 1.5. Where other messages, claims, or labels appear on the same product as the IFWCS-PRAMAAN trademarks, the characteristics of the product that the IFWCS-PRAMAAN trademarks refer to shall be clearly identifiable.

- 1.6. The IFWCS-PRAMAAN trademarks shall be used only with the messages, claims, or accompanying text authorised by the SOA. Any usage not foreseen in SOA-issued documentation shall require prior written approval from the SOA.
- 1.7. All usage of the IFWCS-PRAMAAN trademarks shall be accurate and consistent with applicable legal requirements. Entities using trademarks are responsible for ensuring compliance with all relevant laws when using the IFWCS-PRAMAAN trademarks.
- 1.8. The right to use the IFWCS-PRAMAAN trademarks shall not be transferred, sublicensed, or otherwise made available to any third party, including suppliers, distributors, contractors, or business partners, except as explicitly authorised under the terms of the licence or by written approval of the SOA.
- 1.9. Where subcontractors such as printers, design agencies, marketing firms, or e-commerce operators are engaged to reproduce or display the IFWCS-PRAMAAN trademarks on behalf of a certified client, the client shall ensure that such service providers use the trademarks only as authorised and in full conformity with this Standard.
- 1.10. Any translations or local language adaptations accompanying the trademarks shall not alter, dilute, or misrepresent the meaning of IFWCS-PRAMAAN certification, and may be used only where the wording has been reviewed and approved in writing by the CB or SOA.
- 1.11. The IFWCC and the SOA of the IFWCS-PRAMAAN reserve the right to prohibit the use of IFWCS-PRAMAAN trademarks in any way that does not align with the strategic vision and mission of IFWCS-PRAMAAN.

2. Trademark Usage Categories

The following categories define which organisations may use the IFWCS-PRAMAAN trademarks and under what conditions. Usage rights depend on the type of certification or formal relationship held with the Scheme.

2.1. Category 1: FM and TOF Certified Organisations

- a. Organisations holding a valid IFWCS Forest Management (FM) certificate or IFWCS Trees Outside Forests (TOF) certificate may use the trademarks only for off-product communication, including certified-area status, responsible sourcing, and organisational sustainability communication.
- b. Category 1 users shall not use the trademarks on-product unless they also hold a valid IFWCS-PRAMAAN Chain of Custody (CoC) certificate and a trademark licence for on-product usage.

2.2. Category 2: Chain of Custody (CoC) Certified Organisations

- a. Organisations holding a valid IFWCS-PRAMAAN CoC certificate and a trademark licence are authorised to use the trademarks for both on-product and off-product communication.
- b. On-product usage by Category 2 users may include:
 - i. trademarks applied directly to products, packaging, or delivery containers;
 - ii. indirect on-product references indicating that a product contains certified material;
 - iii. references to certified material used during a product's manufacturing process.
- c. All on-product claims shall correspond exactly to the approved claim types specified in the IFWCS-PRAMAAN Chain of Custody Standard.

2.3. Category 3: Other Authorised Users

- a. Category 3 includes organisations that do not fall under Categories 1–3 but have a legitimate role in the functioning or promotion of the Scheme. These may include:
 - i. industry associations, retailers, and distributors;
 - ii. research institutions and universities;
 - iii. governmental bodies and NGOs;
 - iv. certification bodies and accreditation bodies;
 - v. entities communicating the availability of IFWCS-PRAMAAN certified products without altering or repackaging them.
- b. Category 3 users may use the trademarks only for off-product communication, including accreditation-related communication, participation in IFWCS-related initiatives, public education, and promotional activities relating to the Scheme.
- c. Category 3 users shall not apply the trademarks on products or packaging. They may, however, resell products already carrying a valid IFWCS-PRAMAAN on-product label affixed by a certified supplier, provided the label is not altered or reproduced.

2.4. Overview of Permissions

User Category	On-Product Use	Off-Product Use
Category 1: FM / TOFM Certified	Not permitted (unless also CoC certified)	Permitted
Category 2: CoCM Certified	Permitted	Permitted
Category 3: Other Users	Not permitted (except resale of products already labelled by CoC-certified suppliers)	Permitted

G. Technical Requirements for Trademarks

1. General requirements

- 1.1. The IFWCS-PRAMAAN trademarks shall be reproduced only in the approved forms and colours provided by the Scheme Operating Agency (SOA). No redrawing, distortion, compression, stretching, cropping, rotation, disproportionate resizing, colour substitution or other modifications, rearrangement, or extraction of individual design elements is permitted.
- 1.2. The trademarks shall be displayed in a manner that maintains integrity, clarity, and legibility on all media, whether physical or digital. The trademarks shall appear complete, undistorted, and unobstructed.
- 1.3. The trademarks shall not be integrated into, combined with, or used as part of any other logo, trademark, label, brand symbol, product descriptor, decorative feature, or visual element that may alter, obscure, or confuse the intended meaning of the IFWCS-PRAMAAN trademarks.
- 1.4. The unique trademark license code issued by the SOA shall appear in each use of the logo/label, without alteration of structure, order, or format.

2. On-product Claims and labels

- 2.1. All claims regarding IFWCS-PRAMAAN certification made by licensees or their partners shall be:
 - a. clear, specific and verifiable;
 - b. consistent with the certified and licensed scope; and
 - c. free from exaggeration or implication of broader coverage than actually granted.

- 2.2. Where certified and uncertified products are presented together in the same material (such as a catalogue, website, or price list), the layout, text, and placement of the trademarks shall clearly distinguish certified products from uncertified products so that no confusion can reasonably arise.
- 2.3. Entities who are not licensed PRAMAAN certificate holders shall not make IFWCS-PRAMAAN certification claims.
- 2.4. **Elements of On-product Labels**
- a. Each IFWCS-PRAMAAN Certification Label (as displayed below) shall consist of the following mandatory elements:
- PRAMAAN logo:** The trademark logo of IFWCS-PRAMAAN in approved colours;
 - Product Claim:** The approved certification claim corresponding to the product (e.g., “100% Certified”, “Composite X% Certified | Y% Recycled”, “X% Recycled”, etc.);
 - Label text:** The explanatory text below the claim, as applicable to the claim type (e.g., “From sustainably managed forests and TOF areas”); and
 - Trademark License Number:** The unique license number issued to the entity/organisation by the SOA.

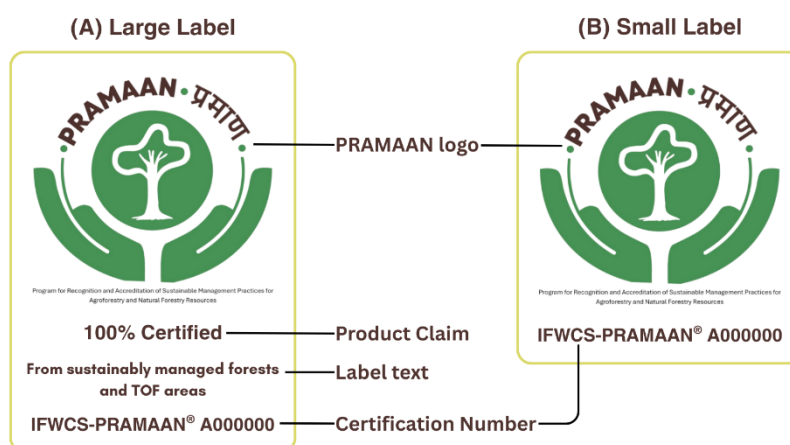


Figure 2: Elements of On-product Labels

- b. No mandatory element may be removed, replaced, or repositioned except as explicitly permitted by the SOA.
- c. For specific requirements, optional elements may be permitted upon request to the SOA:
- Additional approved descriptive text from SOA (upon prior approval); and
 - Additional multilingual text, only when explicitly approved under Section G.1.7.

2.5. Large and Small Labels

- a. The large on-product label (figure 3) shall be the standard format for all on-product communication of IFWCS-PRAMAAN certification claims.



Figure 3: Large On-product label

- b. The small on-product label (figure 4) may be used only when insufficient space exists on the product, packaging, or delivery media to accommodate the large label with minimum size and clear space requirements.

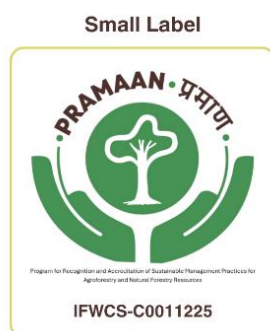


Figure 4: Small On-product label

2.6. On-product Claims and Applicable Labels

The certification labels applicable to different certification claims specified in 'G. Product Groups and Claims' of Chain of Custody Management Standard (IFWCS-COCMS-2025) are given below.

Table 2: Chain of Custody certification product claims and applicable on-product labels

Labels:					
Claims:	100% Certified	X% Certified	100% Recycled	X% Recycled	IFWCS Composite - Certified X% - Recycled Y%

2.7. Conditions for use of Claims and Labels

The conditions for using each type of product claims and their respective labels (H.2.3.) are detailed below:

- a. **IFWCS-PRAMAAN 100% Certified:** This claim shall only be used where all wood and NTFP-based input material in the product is IFWCS-PRAMAAN Certified Material bearing the 100% Certified claim in the supplier documentation.
- b. **IFWCS-PRAMAAN 100% Recycled:** This claim shall only be used where all wood and NTFP-based input material in the product is IFWCS-PRAMAAN Recycled Material bearing the 100% Recycled claim in the supplier documentation.
- c. **IFWCS-PRAMAAN X% Certified:** The claim shall only be used where the proportion of IFWCS-PRAMAAN Certified Material in the total wood/NTFP input material of the product group is $\geq 70\%$ by volume during the applicable Claim Period.
- d. **IFWCS-PRAMAAN X% Recycled:** This claim shall only be used where the proportion of IFWCS-PRAMAAN Recycled Material in the total wood/NTFP input material of the product group is $\geq 70\%$ by volume. No virgin Certified Material shall be counted toward the recycled content percentage.
- e. **IFWCS-PRAMAAN Composite – X% Certified – Y% Recycled:** The composite claim may be used where a product group contains both Certified Material and Recycled Material. The combined proportion of Certified Material and Recycled Material ($X\% + Y\%$) shall be $\geq 70\%$ by volume of total wood/NTFP input material. X% and Y% shall be calculated separately and declared clearly and unambiguously on the product. Acceptable Material may be used but shall not contribute to either X% or Y%.

3. Off-product Label

3.1. Elements of Off-product Labels

- a. Each IFWCS-PRAMAAN Certification Label (as displayed below) shall consist of the following mandatory elements:
 - i. **PRAMAAN logo:** The trademark logo of IFWCS-PRAMAAN in approved colours;
 - ii. **Trademark License Number:** The unique license number issued to the entity/organisation by the SOA.

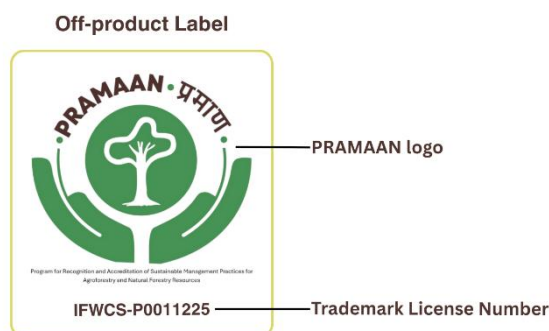


Figure 5: Elements of Off-product label

- 3.2. The IFWCS-PRAMAAN off-product label may be used only as per the use cases described in (3.1) by entities with valid trademark license issued by the SOA.

H. Graphical Requirements

1. The PRAMAAN logo shall conform to the official colour specifications, minimum dimensions, resolution, and artwork formats prescribed by the Scheme Operating Agency (SOA).
2. The IFWCS-PRAMAAN labels shall be used with minimum reproduction dimensions to ensure legibility as given below.

NOTE: Larger sizes are permissible provided aspect ratio is maintained).

On-product labels:



Figure 6: Minimum dimensions for On-product labels

Off-product label:

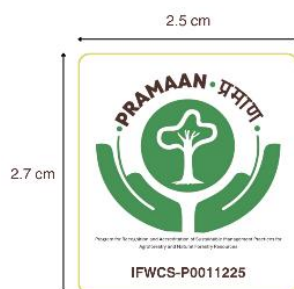


Figure 7: Minimum dimensions for Off-product label

3. **Label Placement and Spacing:** A protective margin equal to the length of “P” in the word “PRAMAAN” as used in the label (figures 8 and 9) shall be maintained around the given label to prevent visual congestion.



Figure 9: Protective margin around On-product label Figure 8: Protective margin around Off-product label

4. The IFWCS-PRAMAAN on-product and off-product labels may be used in greyscale (Figure 10) only where application of the approved colour version is not feasible or does not meet required quality standards.



Figure 10: Usage of On-product and Off-product labels in greyscale

5. Label Colour Specification

- 5.1. In case of both On-product and Off-product labels, the colour specifications listed in () shall be used in the reproduction of the PRAMAAN trademark logo as part of the label artwork.
- 5.2. In case of both On-product and Off-product labels, only the following colour shades (as given in HEX, RGB, CMY, and Pantone formats) shall be used for the other mandatory elements (as applicable) of the labels:

Table 3: Codes for all colour shades in HEX, RGB, CMYK and Pantone formats:

Elements	HEX	RGB	CMYK	Pantone
Product Claim	#4f332f	(79, 51, 47)	(0%, 35%, 41%, 69%)	476 C
Label Text	#4f332f	(79, 51, 47)	(0%, 35%, 41%, 69%)	476 C
Trademark License Number	#4f332f	(79, 51, 47)	(0%, 35%, 41%, 69%)	476 C
Outer Border	# dad968	(218, 217, 104)	(0%, 0%, 52%, 15%)	585 C

NOTE: Pantone (PMS) may be used for precise colour matching in professional printing; CMYK for full-colour printing; RGB for digital screens; and HEX codes for web-based design.

6. The logo shall be displayed on clear, contrasting backgrounds that maintain legibility and recognition. Placement over busy images, textures, or low-contrast areas is prohibited.
7. When used in digital platforms, the logo shall be used only in high-quality formats (vector formats such as AI/SVG/PDF, or high-resolution PNG) and shall not display visible pixelation, blurring, compression artefacts or broken edges at the intended display size;
8. for primary display on websites, dashboards and applications, the width of the logo shall normally not be less than 280 pixels, and for downloadable digital documents intended for on-screen viewing or printing (such as PDFs, brochures and catalogues), the effective resolution of the logo shall not be less than 300 dpi at the final display size;

9. any use of animation, overlays or visual effects applied to the logo (including transitions, hover effects or opacity changes) shall not distort, obscure or alter the shape, colour balance, proportions or legibility of the logo and shall be avoided where there is any risk of impairing clear recognition of the IFWCS-PRAMAAN Certification Trademark.
10. When used alongside other certification marks, logos, or corporate identities, the PRAMAAN logo shall remain clearly visible and not be overshadowed, diminished, or given subordinate placement.

I. Verification and Record Keeping

1. The licensee shall establish, implement and maintain documented procedures to verify and control all uses of the IFWCS-PRAMAAN Certification Trademarks and shall keep complete, accurate and up-to-date records in support of such use.
2. These records shall, at a minimum, include:
 - a. copies of all current and historical versions of artwork, labels, packaging designs and promotional materials bearing the trademarks;
 - b. documented approvals of artwork and claims issued internally or received from the CB/SOA;
 - c. transaction records (such as purchase orders, goods receipts, invoices, delivery challans and credit notes) clearly indicating PRAMAAN claims as prescribed under the CoCM Standard;
 - d. production and stock records demonstrating that volumes of products sold as certified are technically supported by certified input and the applicable control system (physical separation, percentage or credit);
 - e. training records for personnel responsible for sales, documentation, marketing and labelling concerning correct trademark use and claim application; and
 - f. records of any internal checks, complaints or incidents related to trademark use together with corrective and preventive actions taken.
 - g. All such records shall be maintained in an organised and retrievable manner and retained for the duration of the complete certification cycle, or for any longer period required by law, and shall be made available without undue delay to the CB and SOA upon request for the purpose of audit, surveillance or investigation of alleged misuse.

J. Monitoring and Enforcement

1. IFWCC, the SOA and recognised CBs are authorised to monitor use of the Certification Trademarks to protect the credibility and legal protection of the PRAMAAN marks. Monitoring may include:
 - a. verification during certification and surveillance audits;
 - b. review of packaging, printed and digital marketing materials; and
 - c. random spot checks and market surveillance.
2. The licensee shall be required to provide documentation and proof of correct logo use upon request by the CB and/or SOA.
3. Where incorrect or unauthorised use is identified, the licensee shall be required to:
 - a. cease the misuse immediately;
 - b. correct or withdraw non-compliant materials; and

- c. implement corrective and preventive actions as directed by the CB or SOA.
- 4. Persistent, deliberate, or serious misuse may result in:
 - a. restriction, suspension or termination of the licence to use the Certification Trademarks;
 - b. suspension or termination of the underlying certification; and
 - c. legal action, including cease-and-desist notices, claims for damages or other remedies as permitted by law.

NOTE: Procedural steps for CB and SOA actions on misuse, including communication, decision-making and coordination with certification decisions, are defined in the IFWCS-PRAMAAN Trademark Management System defined in the Appendix-1 of this document.

- 5. Continued display, use or promotion of the Certification Trademarks after suspension, restriction, termination or voluntary surrender of the licence shall be treated as misuse and a violation of these Rules.
- 6. Failure to implement changes required by the CB or SOA to maintain conformity with these Rules, while continuing to use the Certification Trademarks, shall also be treated as misuse.
- 7. Upon any modification to the scope of the trademark usage licence, the licensee shall forthwith align all use of the Certification Trademark with the revised scope. Any continued use of the Certification Trademark that does not conform to the modified scope shall be treated as misuse.
- 8. Such misuse shall give rise to false claims of conformity and shall warrant appropriate legal and administrative action to prevent further misuse and to protect the credibility of the Certification Trademark.

K. Surrender and Termination of License

- 1. A licensee may surrender its licence at any time by submitting a written request to the SOA through the CB, in accordance with the Trademark Management System defined in Appendix-1.
- 2. Upon surrender, suspension, withdrawal or expiry of the licence, the licensee shall:
 - a. immediately cease all use of the Certification Trademarks;
 - b. remove or obliterate the Certification Trademarks from all products, packaging and promotional materials; and
 - c. ensure that no new products bearing the Certification Trademarks are placed on the market.
- 3. The licensee shall return or destroy, as directed by the SOA, any unused labels, plates or other materials capable of being used to reproduce the Certification Trademarks.

L. Dispute Resolution Policy

Disputes arising from the interpretation or application of these Rules, including appeals against decisions relating to the use of Certification Trademarks, shall be handled in accordance with the IFWCS-PRAMAAN Dispute Resolution Policy.

Appendix 1: Trademark Management System

A. Scope

This appendix lays down the procedure of Trademark management System to be established and followed by the Client and specifies the procedure for the application, recommendation, licensing, monitoring, modification, renewal, restriction, and suspension/withdrawal of licences to use IFWCS-PRAMAAN Certification Trademarks and applies to all the clients certified under IFWCS-PAMAAN.

The procedure operationalises the requirements contained in the “Trademark Rules” (IFWCS-TMGUIDE-2025) and defines how the client shall implement the given requirements in a consistent and controlled manner.

IFWCC is the legal owner of all IFWCS-PRAMAAN Certification Trademarks. The SOA, acting on behalf of IFWCC, is authorised to grant, modify, suspend and withdraw licences for use of the trademarks and to enforce their correct use by certified clients in accordance with IFWCS-TMGUIDE-2025 and applicable laws.

B. Trademark Licensing Procedure

The detailed procedure for the recommendation, licensing, monitoring, modification, renewal, restriction, and suspension of licences for the use IFWCS-PRAMAAN Certification Trademarks by certified clients is described herein:

1. Registration of Application

- 1.1. The Client shall submit applications for trademark licensing using the prescribed Trademark Licence Application Form (IFWCS-TMFORM-01), duly completed and signed by an authorised representative of the client.
- 1.2. The CB shall verify that the application package is complete. This includes, as applicable:
 - a. Trademark License Application Form attached as Appendix-2;
 - b. Copy of the valid IFWCS-PRAMAAN Chain of Custody Management (CoCM) certificate issued to the client by the CB;
 - c. list of on and off-product platforms (such as products, packaging, social media pages, websites) for which trademark use is requested; and
 - d. Sample artwork and/or claims to be used for said on and off-product platforms.
- 1.3. On receipt of an application, the CB shall:
 - a. assign a unique internal application reference number;
 - b. record the application in a Trademark Licence Application Register (electronic or physical); and
 - c. acknowledge receipt to the client within 7 days.
- 1.4. If the application is incomplete, the CB shall formally request the missing information from the client and specify a reasonable deadline. Where the client does not respond within the deadline, the CB may close the application and shall inform the client accordingly.

NOTE: CBs shall ensure that clients clearly understand that the trademark licence is granted by the SOA on behalf of IFWCC and that the CB’s role is limited to certification, recommendation and monitoring of trademark use.

2. Eligibility and Scope Verification

- 2.1. The CB shall confirm that the client:
 - a. holds a valid IFWCS-PRAMAAN CoCM certificate; and
 - b. has no current suspension or withdrawal of IFWCS-PRAMAAN certification.
- 2.2. The CB shall verify that the scope of the trademark use requested by the client is consistent with the scope of their IFWCS-PRAMAAN CoCM certificate, including:
 - a. certified products and product groups;
 - b. certified sites and activities; and
 - c. applicable material categories and control systems under the CoCM certificate.
- 2.3. If the requested use falls outside the certified scope, the CB shall:
 - a. inform the client in writing that the requested use is not eligible; and
 - b. advise the client that revised scope of trademark use may be required prior to any recommendation to the SOA.

3. Evaluation of Proposed Trademark Use

- 3.1. The CB shall evaluate the compliance of the client's proposed use of the trademark against all the requirements specified in IFWCS-TMGUIDE-2025, including:
 - a. the type of claim requested (on-product, off-product, corporate);
 - b. the linkage between claims and certified products/brands/sites;
 - c. sample artwork (packaging, labels, brochures, website screenshots, digital media); and
 - d. any draft claim statements or promotional text referencing IFWCS-PRAMAAN.
- 3.2. The CB shall verify that:
 - a. only products covered by the certified scope are represented as certified;
 - b. the trademark is not used in a manner that may mislead stakeholders into believing that non-certified products, processes or entities are certified;
 - c. the version, colour, size and integrity of the artwork provided are consistent with the official trademark; and
 - d. the use of the trademark and related claims is technically supported by the client's CoCM system, including input-output controls and, where relevant, percentage or credit calculations.

4. Recommendation to the SOA

- 4.1. If the evaluation results in the successful compliance of the client with the requirements of IFWCS-TMGUIDE-2025, the CB shall prepare a Recommendation Dossier for submission to the SOA. As a minimum, the dossier shall include:
 - a. the CB's internal application reference number;
 - b. client identification and certificate details (certificate number, validity period, scope);
 - c. summary of requested trademark uses (products, brands, sites and channels);
 - d. summary of evaluation performed and any key considerations; and
 - e. the CB's proposed decision:
 - i. recommend grant of licence;
 - ii. recommend grant with conditions or limitations;

- iii. recommend deferral pending further information; or
- iv. recommend refusal, with reasons.

4.2. The CB shall attach to the Recommendation Dossier:

- a. the completed IFWCS-TMFORM-01;
- b. copies of sample artwork and claims reviewed;
- c. Trademark License Agreement signed by the client; and
- d. any additional supporting information considered relevant.

4.3. The CB shall transmit the Recommendation Dossier to the SOA through the officially agreed channel mentioned in its MOU with the SOA (for example, designated email address or online portal).

4.4. The CB shall not communicate any final decision on trademark licensing to the client before receiving from the SOA a formal decision regarding the same in writing. In the interim, the CB may only inform the client that the application has been forwarded to the SOA for decision.

5. Action by CB on SOA Decision

5.1. Upon receipt of the SOA's decision on the application, the CB shall:

- a. share with the client the trademark licence agreement signed by the SOA representative; and
- b. update the client's certification file and any internal tracking tools accordingly.

5.2. Where the SOA grants a licence (with or without conditions), the CB shall:

- a. ensure that the client is informed of the decision, either directly by the SOA or through the CB as agreed within 7 working days of SOA communication; and
- b. evaluate in the subsequent main/surveillance audits, the client's compliance with the requirements of the IFWCS-TMGUIDE-2025 applicable to the scope of issued trademark license.

5.3. Where the SOA refuses or defers a licence application, the CB shall communicate the decision to the client in clear terms immediately, with reference to the reasons indicated by the SOA.

NOTE: CBs do not own the PRAMAAN trademarks and shall not grant, imply or represent that they grant any independent right to use the trademarks. Any indication to the contrary is prohibited.

6. Handling Requests for Changes to Licence Scope

6.1. Where a client seeks to extend, reduce or otherwise modify the scope of an existing trademark licence (for example, adding new product lines, brands or sites), the CB shall require the client to submit an updated or supplementary TM-FORM-01 (Appendix 2) indicating the requested changes.

6.2. The CB shall:

- a. verify that the requested changes are consistent with the current certified scope;
- b. determine whether any additional certification assessment (such as site audits or scope extension audits) is required; and
- c. carry out such additional assessment, where required, in accordance with the CB's certification procedures.

- 6.3. Following the receipt of completed application for change in the scope of trademark license, the CB shall follow the same procedure that is described for fresh trademark license application in this appendix for the verification and evaluation of proposed trademark use, its recommendation to SOA and communication of the SOA's decision to the client.

7. Monitoring of Trademark Use by the CB

- 7.1. The CB shall integrate the verification of trademark use into its routine audits periodically conducted as per the requirements of IFWCS-ACC-CERT-2024 for the compliance verification of the client with the applicable standards under IFWCS-PRAMAAN;
- 7.2. For each client with valid IFWCS-PRAMAAN trademark use license, the CB shall in every audit:
- a. review the client's current use of the trademark on products, packaging, other platforms and associated documentation;
 - b. verify that the use remains within the scope and conditions of the current licence; and
 - c. confirm that the client continues to comply with IFWCS-TMGUIDE-2025 and any relevant Rules issued by the SOA.
- 7.3. During audits, the CB shall seek objective evidence regarding trademark use, which may include:
- a. physical samples of labelled products and packaging;
 - b. photographs or scans of labels, cartons, tags and other materials;
 - c. copies or screenshots of websites, online catalogues and social media;
 - d. copies of brochures, advertising materials and corporate documents; and
 - e. sample invoices, delivery notes or contracts that reference IFWCS-PRAMAAN.
- 7.4. The CB shall verify, at a minimum, that:
- a. the trademark is used only in relation to products and sites covered by the certificate and licence;
 - b. the form and presentation of the trademark are consistent with official artwork and guidance; and
 - c. claim statements are accurate, not misleading, and supported by the client's CoCM system and records.

8. Management of Misuse and Recommendation for Restriction, Suspension or Withdrawal

- 8.1. Where the CB identifies any use of IFWCS-PRAMAAN Certification Trademarks by a client that does not comply with IFWCS-TMGUIDE-2025 or with the applicable licence conditions, the CB shall issue a written communication to the client specifying the non-conformities, and immediately inform the SOA.
- 8.2. When misuse is identified, the CB shall formally instruct the client in writing to:
- a. immediately cease the identified misuse;
 - b. implement corrective actions and issuance of clarifications where appropriate; and
 - c. provide evidence to the CB within a specified timeframe that the misuse has been corrected.
- 8.3. The CB shall verify the effectiveness of corrective actions within a defined timeframe as per the severity of non-conformity.

- 8.4. Where misuse is serious, repeated, or not corrected within the defined timeframe, the CB shall prepare a Misuse and Enforcement Recommendation to the SOA, describing:
- a. the nature and extent of the misuse;
 - b. the history of previous related findings, if any;
 - c. corrective actions requested and client response; and
 - d. the CB's recommendation for:
 - i. maintenance of the licence with additional conditions,
 - ii. restriction of licence scope, or
 - iii. suspension or termination of the licence, and, where applicable, of the underlying certificate.
- 8.5. The CB shall transmit the recommendation and supporting evidence to the SOA within the defined timeframe.
- 8.6. On receipt of the SOA's decision regarding restriction, suspension or withdrawal of a trademark licence, the CB shall communicate the decision to the client if requested by the SOA or in accordance with agreed communication arrangements and ensure that the decision is reflected in future audit planning and reporting.
- 8.7. Where the SOA decides to suspend the trademark licence, the CB shall clearly inform the client in writing of the consequences of unauthorized use of IFWCS-PRAMAAN trademark use and certification claim.

9. Records to be Maintained by the CB

- 9.1. The CB shall maintain complete and up-to-date records relating to trademark licensing activities, including, as a minimum:
- a. the Trademark Licence Application Register;
 - b. individual application files containing IFWCS-TMFORM-01, evaluation records (including copies of all reviewed artwork, claims), Recommendation Dossiers and correspondence with the client regarding the trademark license;
 - c. trademark license decision by SOA and the effective date, and other communication received from the SOA;
 - d. copies of executed trademark licence agreements (signed);
 - e. audit reports and supporting evidence relating to trademark use; and
 - f. records of identified misuse, nonconformities, corrective actions and recommendations to the SOA.
- 9.2. Records may be maintained in electronic or physical form, provided that they are controlled, retrievable and protected against loss, unauthorised access or deterioration.
- 9.3. The CB shall retain trademark license records relating to a licensed client for a minimum period of 5 years from after the grant of certification.

Appendix 2: TM-FORM-01

Application Form for Grant of License to Use the Certification Trademark

To,

The CBs.

1. Applicant Details:

I/We, carrying on business at _____ under the trade name _____, hereby apply for a license to use the IFWCS-PRAMAAN trademark logo for the following product(s) that conform to the Chain of Custody Management Standard requirements and procedures:

1.1. Product: _____

1.2. Description: _____

1.3. The product is manufactured by _____ at _____ (site address).

2. Management Details:

2.1. The details of the top management of my/our firm is as follows:

S.N.	Name	Designation

2.2. I/We undertake to inform the CB of any changes in the management structure as soon as they occur.

3. Documents Enclosed:

I/We enclose an attested copy of the certificate of incorporation issued by the Registrar of Firms/Societies/Companies/Director of Industries (for Small Scale Units) or other authenticating documents verifying the name and location of the firm.

4. Details of Trademark/Brand Name in use by licensee:

4.1. I/We intend to use the IFWCS-PRAMAAN Certification Trademark Logo on certified product(s) along with the following Trademark(s)/Brand Name(s):

Trademark / Brand Name	Registration No.	Date of Registration

4.2. I/We enclose an attested copy of all the trademarks described in 4.1.

4.3. If unregistered, I/We enclose documentary evidence such as promotional materials/packaging that support the use of the logo/artwork/Brand Name(s).

5. Production Figures:

5.1. Manufactured quantity of the product in previous financial year from ___/___/___ to ___/___/___ was _____ (quantity).

5.2. Manufactured quantity of the product in current financial year from ___/___/___ to ___/___/___ is estimated to be _____ (quantity).

6. **CB Audit & Costs:** I/We agree to extend reasonable facilities to the CB for any preliminary audit/audit and to bear all associated costs.

7. Previous Applications & Certifications (If applicable):

7.1. Previously applied under Application No. _____ but was not granted a license due to _____.

7.2. Previously held License No. _____, which lapsed/cancelled due to _____.

8. Declaration:

8.1. I/We confirm that all information provided in this application is accurate and complete. If any discrepancies are found, my/our application may be rejected.

8.2. If granted a license, I/we undertake to comply with the Trademarks Rules under IFWCS-PRAMAAN. If the license is suspended or cancelled, I/we will immediately cease the use of the Certification Trademark and withdraw related advertising.

Date: _____

Signature: _____

Name: _____

Designation: _____

For and on behalf of: _____

Appendix 3: Trademark Issuance Form

(Only for Certification Bodies use)

LICENSE FOR THE USE OF CERTIFICATION TRADEMARK – “IFWCS-PRAMAAN TRADEMARK LOGO”

License No.:

By virtue of the powers conferred on it by the IFWCS-PRAMAAN Trademark Rules, the CB hereby grants to _____ (hereinafter called ‘the licensee’) this license to use IFWCS- PRAMAAN Logo Certification Trademark set out in the _____ hereto, upon or in respect of the product/process set out in the _____ of the said Schedule which is produced or processed in accordance with/conforms to the related norms and procedures of Standard for Certified Products.

This license carries the rights and obligations stipulated in the above-mentioned Regulations.

This license shall be valid from _____ to _____.

(Signed, Sealed and Dated on this day of IFWCS “PRAMAAN”)

Dated: _____

Signature: _____

Name: _____ Designation: _____

Certification Label(s) (1)	Product(s) (2)

Appendix 4: Self-Declaration by Licensee

To,

The
Scheme Operating Agency,
Indian Forest and Wood Certification Scheme "PRAMAAN"
IIFM, Bhopal

I/We, _____ of _____
do hereby declare that we have been granted License No. _____
dated _____ to use the **Indian Forest and Wood Certification Scheme "PRAMAAN"**
Certification Trademark.

In accordance with the terms and conditions governing the use of the **IFWCS "PRAMAAN"**
Certification Trademark, we hereby affirm and undertake the following:

1. We shall comply fully with all applicable license terms, conditions, and amendments issued by the Certification Body (CB), ensuring continued adherence to the certification requirements.
2. The Certification Trademark shall be used solely in relation to those products, processes, or capabilities that have been duly certified under the scope of our license. Misrepresentation or misleading claims in any form are strictly prohibited.
3. We shall seek prior written approval from the CB before making any reference to the license or Certification Trademark in marketing, packaging, promotional materials, or public communications.
4. Upon suspension, withdrawal, expiration, or termination of the license, we shall immediately discontinue all use of the Certification Trademark and promptly remove or destroy all promotional, packaging, or advertising materials bearing the mark.
5. We agree to facilitate access to CB-appointed auditors for all surveillance activities, audits, inspections, and assessments as required under the certification scheme.
6. We shall maintain continuity in certified operations and shall notify the SOA/CB in writing of any discontinuation in certified product/process operations exceeding three months. We understand that discontinuation beyond six months shall result in license cancellation, requiring a new application and complete reassessment.
7. The Certification Trademark shall be applied in a clear, visible, and distinct manner only on those products, packaging, or related materials that are within the certified scope. Usage shall be strictly in accordance with the CB's approved Rules on placement, type, class, grade, variety, or size.
8. We acknowledge that only valid license holders are authorized to make public claims regarding IFWCS "PRAMAAN" certification. No unauthorized entity shall advertise or promote such certification claims.
9. We shall establish and maintain an effective internal control system to ensure continued compliance with the CB's procedures and IFWCS "PRAMAAN" requirements, including routine internal audits. All related records and documentation shall be maintained and made available to the CB upon request.

This declaration is executed in good faith, with full awareness that any breach of the above commitments may result in the suspension, withdrawal, or cancellation of our certification license and may attract additional actions as deemed necessary by the Certification Body.

Authorized Signatory:

Signature: _____

Name: _____

Designation: _____

Organization: _____

License No.: _____

Date: _____

Place: _____