



# BRAND GUIDELINES FOR WOOD FUEL

ADMINISTERED BY



# Ready to Burn Certification Scheme

## Overview

Woodsure, a non-profit organisation striving to raise the quality of wood fuel in the industry, has been appointed by Defra to run its Ready to Burn Certification Scheme that will underpin The Air Quality (Domestic Solid Fuels Standards) (England) Regulations 2020 that will apply in England from 1 May 2021 for most wood fuel suppliers.

The new regulations aim to prevent harmful pollution from the domestic burning of all solid fuels by ensuring wood sold in volumes of up to 2 cubic metres will have to be certified as having a moisture content of 20% or less.

Suppliers selling quantities of wood over 2 cubic metres will have to provide their customers with advice on how to store and season the fuel so that it is dry before burning.

Enforcement of the legislative requirements will be undertaken by local authorities.

## Ready to Burn Definition

For the past four years, Woodsure has been leading the way in championing the use of less polluting dry wood and driving awareness of its certification scheme. Labelled 'Ready to Burn', the wood is verified by the organisation's independent inspectors as having a moisture content of up to 20%, which means it burns with less smoke than wetter wood.

As such, Woodsure has a proven track record in working closely with suppliers and retailers to improve the quality of domestic firewood, raising awareness among consumers about the need to use dry wood to reduce pollution and maximise heat efficiency, and making certified Ready to Burn wood fuel easy to find.

## Ready to Burn Scheme Requirements

From May 2021, where wood is sold in volumes of under 2 cubic metres for burning in domestic properties, all packaging must include the Ready to Burn Certification Logo, in the form of the

approved logo, the supplier's name and the unique certification number, as identified in the regulations.

The legislation makes it possible for local authorities to issue fixed penalty notices for offences without the need for a conviction.

Smaller suppliers, those who supply less than 600 cubic metres a year, will have an extra year to prepare for the regulations, until May 2022. This allows for the areas where longer seasoning is required, and to adapt their processes accordingly.

## About the Guidelines

A clear and distinctive identity for the Ready to Burn Certification Logo has been established. The purpose of these guidelines is to ensure that it is consistently and correctly implemented.

The aim of the guidelines and supporting materials is to provide you with the necessary information to ensure that all products carry the correct Logos.

Compliance with these brand guidelines is a condition of continued use of the Logo(s). Misuse may result in withdrawal of permission to use the Logo(s).

## How to contact us

If you have any queries about using the Ready to Burn Certification Logo, please contact us at:  
Woodsure Limited,  
Severn House, 5 Newtown Trading Estate,  
Green Lane, Tewkesbury GL20 8HD  
Telephone: 01684 278188  
email: [info@woodsurre.co.uk](mailto:info@woodsurre.co.uk)

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# Ready to Burn Certification Logo

The Ready to Burn Certification Logo consists of four elements:

- an enclosing frame
- the flame background
- the words 'READY TO BURN'
- text containing a company name, their unique ID and the fuel certification number.

These must always appear together and may not be changed in position or colour.

Minimum sizes for use are on the next page.



## Correct use of the Certification Logo

The Ready to Burn Certification Logo can only be used on a product's packaging or on material marketing a product where the Company name and Certificate Number apply to that specific product.

Please leave the correct amount of space on all sides of the Ready to Burn Certification Logo - this is equivalent to 20% of the Logo's width. No graphic elements may be overlapped with the Ready to Burn Certification Logo.

In the example, the Logo is 60mm wide x 71.3mm high, so the clear space on all sides is 12mm.

**DO NOT** alter the contents of the Logo in any way.

**DO NOT** stretch or rotate the Logo, change its colour, add a border or personalise its appearance.

**DO NOT** place the Logo on bright colours, especially if these are similar or clashing with those used in Logo itself.

**DO NOT** change the proportions of any elements of the Logo.

**PLEASE NOTE** that the legislation makes it possible for local authorities to issue fixed penalty notices for offences without the need for a conviction.



# Sizing of Ready to Burn Certification Logo

## Packaging

For a packaged certified product, the minimum size for printing the Ready to Burn Certification Logo is:

- Logo with a single line company name  
60mm wide x 71.3mm high
- Logo with a double line company name  
60mm wide x 76.3mm high.

In almost all cases, the full colour logo must be used, but in specific circumstances (e.g. black and white packaging or with an incompatible colour scheme) the greyscale logo may be used.

The Ready to Burn Certification Logo must be printed on all types of packaging, in accordance with the legislated requirement.

## Other Printed Material - press advertising, brochures, invoices, documentation etc.

The minimum size for the Ready to Burn Certification Logo on all other printed material is:

- Logo with a single line company name  
45mm wide x 53.4mm high
- Logo with a double line company name  
45mm wide x 57.2mm high.

The full colour Logo must always be used, except for black and white printing or photocopying.

## Merchandising and Point of Sale

The Ready to Burn Certification Logo can be used for merchandising and point of sale, such as tickets, signs and other materials used to promote the certified product at the point of sale. The minimum size for printing the Logo for merchandising and point of sale use is:

- Logo with a single line company name  
60mm wide x 71.3mm high
- Logo with a double line company name  
60mm wide x 76.3mm high.

The full colour Logo must always be used.

## Digital Use

The minimum size for the Ready to Burn Certification Logo in digital media (pdf, social media, website etc.) is:

- Logo with a single line company name  
170 pixels wide x 202 pixels high
- Logo with a double line company name  
170 pixels wide x 216 pixels high.

The full colour Logo must always be used, except where there is an incompatible colour scheme, in which case the greyscale Logo may be used instead.

A greyscale Logo is included in the supplied pack.

# Ready to Burn Certification Logo colours



### RTB Orange

C = 0 M = 51 Y = 100 K = 1  
R = 217 G = 142 B = 27  
#d98e1b  
Pantone 152 C



### RTB Red

C = 0 M = 100 Y = 64 K = 33  
R = 145 G = 18 B = 50  
#911232  
Pantone 194 C



### Black

C = 0 M = 0 Y = 0 K = 100  
R = 0 G = 0 B = 0  
#000000  
Pantone Black C

Our colours are specified to be printed on a coated stock. There may be colour shifts on different materials. Use RGB or HEX # colours for on-screen and web work. Please note monitors and screens on different devices may exhibit colour shifts due to construction and/or adjustment.

# How wholesalers and retailers can use the Ready to Burn Certification Logo

## Basic principles

- You can not claim you are an 'Accredited Business' or 'Woodsure Certified'.
- But, you can say 'We sell Ready to Burn Firewood'.
- You can only use the Ready to Burn Certification Logo on certified products.
- There should be no reference to Woodsure or Defra on any materials.
- The correct certification Logo should be used against the relevant product - for instance, do not use an old supplier's Logo against a new supplier's product.
- The wholesaler/retailer is responsible for storing the product so that it does not compromise the fuel (separate guidance is available), and ensuring that the accredited supplier's Ready to Burn Certification Logo is clearly displayed.
- If you have certified products from more than one supplier, then please make sure that the relevant Ready to Burn Certification Logo is used against the correct product.

## Websites and Digital use

- You can use the Ready to Burn Certification Logo alongside the specific certified product only, not as a general overarching statement. Please make clear the Logo applies only to the certified product.
- On social media posts you are again only allowed to use the Ready to Burn Certification Logo specifically when advertising a certified product.

## Printed materials

- As for websites and digital use, you can use the Ready to Burn Certification Logo alongside the specific certified product only, not as a general overarching statement. Please make clear the Logo applies only to the certified product.



## Merchandising and Point of Sale

- When promoting a Ready to Burn product, please ensure that the Ready to Burn Certification Logo is only used alongside the specific certified product, and not a group of unrelated or unregistered products.