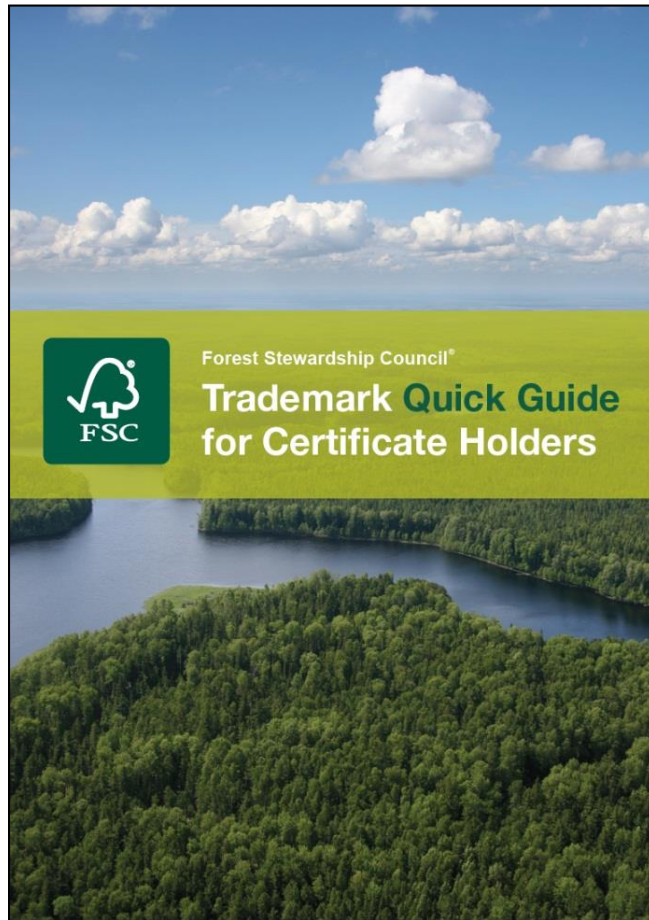




Guide on using the FSC™ trademarks

The FSC Trademark Standard (FSC-STD-50-001 V2-0) defines requirements for use of the FSC trademarks by Certificate Holders





FSC free online training course on FSC trademark use

- Available in English, French, German, Italian, Japanese and Portuguese.
- You can access through FSC's [eTraining platform](#) at any time at your own pace
- No limit to the number of employees who can participate



Please contact NEPCon to gain access to this free on-line training.

The FSC trademarks

The Forest Stewardship Council AC (FSC) owns the following registered trademarks:

a) the name 'Forest Stewardship Council'

b) the initials 'FSC'

c) the FSC logo

d) the 'Forests For All Forever' – full mark

e) the 'Forests For All Forever' – logo with text mark



- In order to use FSC trademarks, the organisation shall have **a valid FSC trademark licence agreement** and hold **a valid certificate**.
- The organisation shall either have **an approved trademark use management system in place** or submit **all intended uses of FSC trademarks** to its certification body for approval.
- The FSC trademark licence code assigned by FSC to the organisation shall **accompany any use of the FSC trademarks**. It is sufficient to show the code once per product or promotional material.
- The products which are intended to be labelled with the FSC on-product label or promoted as FSC-certified shall be **included in the organisation's certificate scope** and shall **meet the eligibility requirements for labelling**, as stipulated by the respective FSC standard.

Two protected trademark symbols

In a country where the relevant trademark is registered:

- The FSC logo and the 'Forests For All Forever' marks shall include the trademark symbol ® in the upper right corner when used on products or materials to be distributed.
- The symbol ® shall also be added to 'FSC' and 'Forest Stewardship Council' at the first or most prominent use in any text; one use per material is sufficient (e.g. website or brochure).

In a country where the trademark is not yet registered:

- Use of the symbol ™ is recommended.

The Trademark Registration List document is available in the FSC trademark portal and marketing toolkit.

You need to **submit** all your planned FSC trademark uses via email to NEPCon for Approval.

OR

Instead of submitting all intended uses of FSC trademarks to NEPCon for approval, you may **implement a trademark use management system** with an internal control system. *The system, with all the conditions specified in Annex A of the standard, shall be approved by the certification body before the organisation may start using it.*

Prior to the use of an internal control system, you shall *demonstrate a good understanding of the requirements* in question by submitting a sufficient number of consecutive correct approval requests to the certification body for each type of intended use (e.g. organisations controlling both labelling and promotion shall submit requests for each). It is at the discretion of the certification body to determine when the organization has demonstrated a good record of submissions.

If an organisation demonstrates *consistent failure* to control its FSC trademark use, the certification body may request that *all trademark use be submitted for approval by them prior to use.*

The organisation shall *implement and maintain a trademark use management system adequate to its size and complexity*, to ensure its continuous conformity with all applicable requirements of this standard (FSC-STD-50-001 V2-0), including the following:

- a) appoint a management representative who has overall responsibility and authority for the organisation's conformity with all applicable trademark requirements;
- b) implement and maintain up-to-date documented procedures covering the trademark control within the organisation;
- c) define the personnel responsible for the implementation of each procedure;
- d) define the scope of the system to include on-product labelling or promotion, or both;
- e) train defined staff on the up-to-date version of the organisation's procedures to ensure their competence in implementing the trademark use management system;
- f) maintain complete and up-to-date records of trademark approvals, which shall be retained for a minimum period of five (5) years

Prior to **each new use of the FSC trademarks**, the organisation shall ensure trademark use control by implementing an internal trademark approval process or by receiving external approval from its certification body.



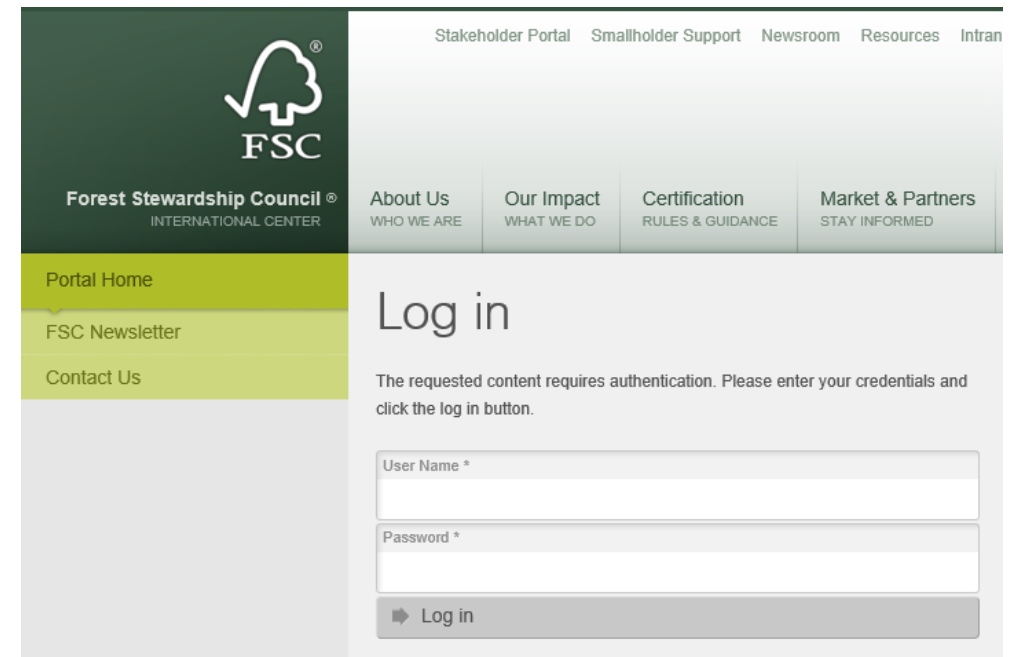
Organisations' internal control systems shall include **designated trademark controllers** who act as internal approvers of the trademark use. Trademark controllers shall have been trained on FSC trademark use – the online *FSC Trademark Training Course for Certificate Holders* is recommended. (see slide 4)



The Trademark Portal provides access to the FSC logos and labels

How to access:

1. Go to <https://trademarkportal.fsc.org/portal/>
2. Enter your username and password
3. Use the left-hand menu to find the graphics you need



The screenshot shows the FSC Trademark Portal login interface. On the left is a dark green sidebar with the FSC logo and the text 'Forest Stewardship Council INTERNATIONAL CENTER'. Below the logo are three menu items: 'Portal Home', 'FSC Newsletter', and 'Contact Us'. The main content area has a top navigation bar with links for 'Stakeholder Portal', 'Smallholder Support', 'Newsroom', 'Resources', and 'Intran'. Below this is a secondary navigation bar with 'About Us WHO WE ARE', 'Our Impact WHAT WE DO', 'Certification RULES & GUIDANCE', and 'Market & Partners STAY INFORMED'. The central part of the page features a 'Log in' heading, a message stating 'The requested content requires authentication. Please enter your credentials and click the log in button.', and two input fields for 'User Name *' and 'Password *'. A 'Log in' button is located at the bottom of the form.

Can't find your password? Please contact [NEPCon](#)

On-product:

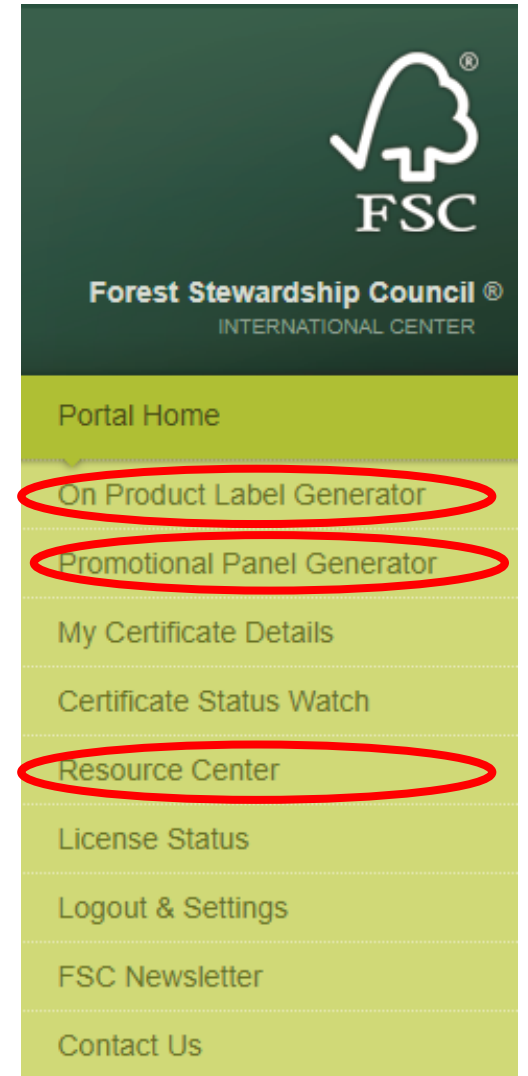
For product labeling choose "On Product Label Generator"

Off-product:

For promotional use choose "Promotional Panel Generator"

Logos:

For stand alone logos choose "Resource Center"



Using “FSC” and “Forest Stewardship Council” without the FSC logo

- You may use the two other FSC trademarks without the logo for promotional purposes (but not on-product).
- You need to include your trademark license code in the material.
- You still need to seek approval for materials where you use any of these two FSC trademarks – even though you do not use the logo.
- You need to include the appropriate registered trademark symbol (choose between TM and ®) at last with the first time you use any of the two trademarks in any material:

For example:

“XX Company is certified according to the Forest Stewardship Council® standards, our FSC® license code is...”

“Look for the FSC™ label on our products”

- Annex C of standard covers examples of how to describe FSC and FSC-certified products.
- The list is not intended to be exhaustive; other alternatives are possible as long as they transmit the meaning of FSC correctly.
- See marketingtoolkit.fsc.org for ideas for messaging and inspiration for creating marketing materials.
- Two sections:
 - How to describe FSC
 - How to describe a product with an FSC label/claim



Restrictions on using FSC trademarks

The FSC trademarks shall not be used:

- a) in a way that could cause confusion, misinterpretation, or loss of credibility to the FSC certification scheme;
- b) in a way that implies that FSC endorses, participates in, or is responsible for activities performed by the organization, outside the scope of certification;
- c) to promote product quality aspects not covered by FSC certification;
- d) in product brand or company names, such as 'FSC Golden Timber' or website domain names;
- e) in connection with FSC controlled wood or controlled material – they shall not be used for labelling products or in any promotion of sales or sourcing of controlled material or FSC controlled wood; the initials FSC shall only be used to pass on FSC controlled wood claims in sales and delivery documentation, in conformity with FSC chain of custody requirements.

The name 'Forest Stewardship Council' shall not be replaced with a translation. A translation may be included in brackets after the name: **Forest Stewardship Council® (translation)**



You shall **ONLY** use the FSC label artwork provided by the trademark portal, or otherwise issued and approved by the certification body or FSC

Choose the correct label

In order to make an on-product claim, the organisation shall select the correct FSC label on the basis of the FSC claim. A text reference to FSC certification on a product may only be made in addition to an on-product label.

The labels corresponding to the claims categories shall be:

FSC claims

FSC 100%



FSC Mix



FSC Recycled



FSC claims specific to small and community producers



FSC Recycled not applicable

On—product elements

The FSC on-product label elements shall be:



* Compulsory element

(*) Compulsory in certain circumstances (see clauses 3.6 and 3.7).

3.6 The product type shall be specified unless all the materials of the product and its packaging/content are FSC certified (see clause 4.1). Certified material may be specified either by using product type within the label, or by additional text next to it.

Product type shall be always specified:

- a) on printed publications and on stationery made of paper
- b) on products containing neutral materials that cannot be distinguished from FSC certified ingredients (e.g. wood fibre used with uncertified neutral materials such as cotton fibre in paper specified as “wood” instead of “paper”).

3.7 Specific product names shall not be used as product types. A list of product types (e.g. ‘paper’, ‘wood’) is provided in the trademark portal. These are intended as broad categories. The list is not exhaustive and organisations shall contact FSC via the certification body with any request for a new product type (e.g. a non-timber forest product) to be added.

Using the Moebius loop

The use of the Moebius loop is optional for FSC Mix and FSC Recycled labels.

The Moebius loop shall not be used without a percentage figure. The figure shall reflect the sum of post- and pre-consumer reclaimed material content, which can be substantiated through FSC chain of custody controls.



- **The label shall be used only where all forest-based parts of the product are covered by FSC certification**, as specified in FSC-STD-40-004. Packaging made of forest-based materials is considered a separate element. Therefore, the label may refer to the packaging, the product inside, or both, depending on which elements are certified.
- **The FSC label should be clearly visible on the product, its packaging, or both.** Retailers can promote products as FSC certified only if the label is visible to consumers.
- When a product is FSC labelled, **marks of other forest certification schemes shall not be used on the same product.** In catalogues, books, and similar FSC-labelled publications, other forest certification scheme marks may be used for promoting other products or for educational purposes.

Using the FSC logo in addition to an on-product label

The FSC logo with the licence code alone may be applied directly to the product (e.g. heat branded) only if an on-product label is used on the packaging, on a hang-tag, or similar.

Additional FSC logos or reference to FSC may be used only when the on-product label is visible to the consumer (i.e. the label is accessible without damaging the sales packaging). *For example, if the on-product label is inside the sales packaging, no additional logos, marks, or references to FSC shall be applied on the outer surface of the packaging.*



Segregation marks and labelling semi-finished products

FSC trademarks may be used to identify FSC-certified materials in the Chain of Custody before the products are finished. It is not necessary to submit such segregation marks for approval. All segregation marks shall be removed before the products go to the final point of sale, or are delivered to uncertified organisations.

If an organisation wishes to label semi-finished products, the FSC label shall only be applied in such a way that it can be removed before or during further processing.



Labelling arrangements between organisations

If two FSC-certified organisations enter into an agreement whereby the supplier labels products with the buyer's FSC trademark licence code, the following conditions shall be met:

- a) Products to be labelled shall be included in the certificate scope of both organisations.
- b) Both parties shall inform their certification bodies in writing about the agreement (*ask NEPCon for the template*). This information shall include the definition of the certification body or the certificate holder with an approved trademark use management system that shall be responsible for approval of on-product labels.
- c) The supplier is responsible for ensuring that the buyer's code is used only on eligible products that are supplied to that buyer.
- d) If contractors are being used by the supplier, the supplier is responsible for ensuring that contractors only use it for eligible products supplied to the buyer.
- e) Both organisations shall keep the agreement easily available for auditing by certification bodies.

Organisations may promote FSC-certified products and their status as an FSC certificate holder with FSC trademarks (see slide 5)



**The mark of
responsible forestry**

When promoting with FSC logo, the elements shall be:



* Compulsory element

The 'promotional panel' arrangement shown is available in the trademark portal.

<https://trademarkportal.fsc.org/portal/>

Promotional elements

When promoting with 'Forests For All Forever' marks, the elements shall be:



* Compulsory element

The arrangement shown here is for illustrative purposes only.

The elements may also be presented separately, for example on different parts of a web page. One use of an element (e.g. license code) per material is sufficient.

When referring to FSC certification without using FSC logo or 'Forests For All Forever' marks, the license code shall be included at least once per material.



1010001101011
1010110101000
10100011
10100011





It is sufficient to present the promotional elements only once in catalogues, brochures, websites, etc. If they list both FSC-certified and uncertified products, a text such as “Look for our FSC[®]-certified products” shall be used next to the promotional elements and the FSC-certified products shall be clearly identified. If some or all of the products are available as FSC certified on request only, this shall be clearly stated.

If the FSC trademarks are used for promotion on invoice templates, delivery notes, and similar documents that may be used for FSC and non-FSC products, the following or similar statement shall be included:

“Only the products that are identified as such on this document are FSC® certified.”

Please note that whenever the invoice/delivery note covers FSC certified products, you still need to add your certificate registration code and correct FSC claims according to the Chain of Custody requirements.



The FSC logo with the license code **may be used on promotional items not for sale**, such as mugs, pens, T-shirts, caps, banners, and company vehicles.

If promotional items are made **wholly or partly of wood** (e.g. pencils or memory sticks), they **must meet the applicable labelling requirements as specified by FSC-STD-40-004**, but do not need to carry an on-product label.

When FSC trademarks are used for promotion at trade fairs, the organisation shall:

- **clearly mark which products are FSC certified**, or
- **add a visible disclaimer** stating “Ask for our FSC[®]-certified products” or similar if no FSC-certified products are displayed.

Text used to describe the FSC certification of the organisation does not require a disclaimer.

Restrictions on promotional use

The FSC trademarks shall not be used in a way that implies equivalence to other forest certification schemes (e.g. FSC/xxx certification).

When used on the same promotional material as marks of other certification schemes, the FSC trademarks shall not be used in a way which disadvantages FSC in terms of size or placement.

The FSC logo or 'Forests For All Forever' marks shall not be used on business cards for promotion. A text reference to the organization's FSC certification, with licence code, is allowed, for example "We are FSC® certified (FSC® C#####)" or "We sell FSC®-certified products (FSC® C#####)".

FSC-certified products shall not be promoted with the certification body logo alone.



Graphic rules for labelling and promotion



FSC on-product labels and FSC logo

FSC on-product labels and FSC logo shall be used in following colour variations:

**Green
negative**



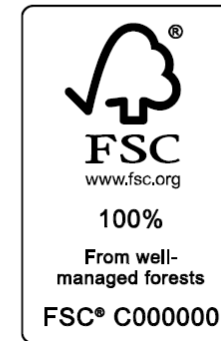
**Green
positive**



**Black-and-white
negative**



**Black-and-white
positive**



The green colour for reproduction shall be Pantone 626C (or R0 G92 B66 / C81 M33 Y78 K28).

If standard colours are not available for the print area, an available colour providing legible contrast on a solid background may be used instead. The label may be produced in positive or negative versions, or as transparent.

Size and format of the on-product labels

FSC labels may be used in portrait or landscape formats.

FSC labels shall be printed at a size at which **all elements are legible**. The minimum size for the label shall be:

- a) in portrait format: 9 mm in width
- b) in landscape format: 6 mm in height.

Where adding the product type or translation requires more space, the portrait label may be increased in height and the landscape label in width only.

Recommended minimum size for label with all elements



Minimum size for all labels



The use of a border around the label is recommended. When a border is not used, the label elements shall not be altered or separated.



When it is not technically possible to print labels with multiple lines, such as for very small products with limited surface for printing (e.g. pens, make-up brushes), **a one-line arrangement of label elements may be used.**

All elements shall be legible with a minimum height of 6mm of the FSC logo. They can be aligned on the bottom or centred.



Size of the logo

The recommended minimum size of the FSC logo is 10 mm, and it shall be no less than 6 mm in height.

This also applies when the logo is used as part of a promotional panel layout.

Recommended minimum size



Minimum size for logo



Placement of the on-product label and the logo

There shall be enough clear space surrounding the label and logo to ensure that they remain uncluttered.

The minimum space is calculated by using the height of the 'FSC' initials of the logo.



'Forests For All Forever' marks - colours

'Forests For All Forever' trademarks shall be used only in following colour variations:

Please note that the colours only refer to the trademark, not the background colour, which is given here only to display marks with white elements.

- a) Dark and light green
- b) White and light green
- c) White and dark green
- d) White
- e) Black
- f) Dark green



'Forests For All Forever' marks - colours

The green colors for reproduction **in print** shall be

- a) Dark green: Pantone 626C
- b) Light green: Pantone 368C

The green colors for reproduction **on screen** shall be

- a) Dark green: R0 G92 B66
- b) Light green: R114 G191 B66



No other colours shall be used; the marks shall not be re-produced if required colours are not available for printed material or on screen.

'Forests For All Forever' marks - size

The minimum size for the 'Forests For All Forever' full mark shall be 10 mm in height and 6 mm for the logo with text mark.



'Forests For All Forever' marks - placement

There shall be enough clear space around the marks. The minimum space is calculated by using the height of the 'FSC' initials on the logo.



'Forests For All Forever' marks - translations

The official language versions of the 'Forests For All Forever' trademarks provided by FSC shall be used only in countries stipulated in the *Trademark Registration List* available in the trademark portal and marketing online toolkit. Organisations shall not create new translations.

Translations of the strapline 'Forests For All Forever' approved by FSC may be used in text format within the messaging or below the mark, while still respecting the exclusion zones.



(translated strapline)



(translated strapline)

What is not allowed?



The following actions are **not allowed**

Changing the proportions of any designs.



The mark of responsible forestry



The mark of responsible forestry



The following actions are **not allowed**

Changing or adding to the contents of any designs beyond the specified elements



The following actions are **not allowed**

Making FSC appear to be part of other information, such as environmental claims not relevant to FSC certification



The following actions are **not allowed**

Creating new colour variations



The following actions are **not allowed**

Changing the shape of the
border or background



The following actions are **not allowed**

Tilting or rotating the designs in relation to other content



**Text text text
text text text**

The following actions are **not allowed**

Violating the exclusion
zone around designs



The following actions are **not allowed**

Combining any FSC trademarks or designs with any other branding in a way that implies association



The following actions are **not allowed**

Placing the logo, the label,
or the marks on a
background that interferes
with the design



The following actions are **not allowed**

Placing any trademarks in way that is misleading about what they refer to



The following actions are **not allowed**

Using the shown elements of the 'Forest For All Forever'
marks on their own



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