



FSC[®] Trademark Use Guide

For Promotional Licence Holders

February 2019

All Rights Reserved FSC[®] International 2019 FSC[®] F000100



Contents

Welcome	3	6. Making procurement claims	25
1. Who is this guide intended for?	4	Procurement claims	26
2. Steps to using the FSC trademarks	6	Verification of claims	26
3. Introducing the FSC trademarks	8	7. Promoting ecosystem services	27
4. The FSC logo and promotional designs	9	8. Using the FSC trademarks for the promotion of FSC certification services	29
Logo and promotional designs	10	Certification bodies	29
Promotional elements	11	Affiliate offices providing certification services	29
Promotional text	13	9. Verification of FSC-certified products	30
Compulsory disclaimers	13	Verification documentation	31
Colour	14	When the direct supplier is <u>not</u> certified	31
Size and clear space	16	Verifying of FSC-certified products within your organization	32
Backgrounds	17	10. Incorrect use of the FSC trademarks	33
Registered trademarks: which symbol to use?	18	Protecting our trademarks	33
Language versions	19	Examples of incorrect use	34
Translations	19	Promotional restrictions	35
5. Using the FSC trademarks to promote certified products	20	Annex A: How to describe FSC and FSC-certified, labelled products	36
Printed and digital promotional materials	21	Glossary	39
Social media	22	References and further information	40
Identifying FSC-certified products in promotional materials	23	Contact	41
Point of sale promotions	24		
Co-branding	24		

FSC will update the guide periodically, replacing the previous versions. Printed copies are uncontrolled and for reference only. Please refer to the electronic copy on the [FSC website \(https://ic.fsc.org\)](https://ic.fsc.org) to ensure you are referring to the latest version.

All existing promotional materials that have been approved as correct according to previous versions of the FSC trademark standards and guidelines may continue to be used and distributed until stock is exhausted.

Please consider the environment before printing off copies.

Welcome

Today, forest-based products are everywhere: in the office and at school, in packaging, furniture, and homes. But forests don't just give us products that make our lives better– they support life itself. Forests are essential climate regulators that support biodiversity and provide essential livelihoods for millions of people.

Forest Stewardship Council® (FSC®) is an independent, not-for-profit, non-governmental organization dedicated to promoting environmentally sound, socially fair, and economically viable management of the world's forests. Through our work, we envision a world where we can meet our current needs for forest-based products without compromising the health of those forests for future generations.

More than 200 million hectares of forest are certified within the FSC system and we work with over 30,000 licence holders and many leading brands. Our brand is recognized globally as the world's most trusted sustainable forest management solution that drives positive impacts for forests, markets, and people – today and tomorrow.

Consumers have high expectations that the forest-based products they buy are sourced responsibly and do not contribute to deforestation. Promoting FSC-certified products empowers consumers to make informed choices about the products they purchase.

We encourage retailers, brand owners, and other organizations to use the power of our brand by creating their own unique and compelling promotional campaigns and materials. Through these tailored campaigns, businesses can communicate their commitment to responsible forest management to their customers – all backed by our influential FSC trademarks.

Our trademarks include the initials FSC®, the name Forest Stewardship Council®, the FSC checkmark-and-tree logo, and the 'Forests For All Forever' trademarks in English, French, Chinese, German, Portuguese, Spanish, and Russian.

We carefully monitor and protect the way our trademark is used around the world. By making sure our trademark gets used in the ways, we keep it totally credible – and that's what enables businesses to leverage the trust we've built with consumers globally.

Our trademarks have been designed not only to promote the work of FSC and to inspire a love for forests, but also to enhance your brand and show your customers you care. This guide will help you use our globally recognized trademarks for the promotion of FSC and FSC-certified products and services.

Organizations labelling FSC-certified products

Only organizations in possession of a valid FSC chain of custody certificate are permitted to manufacture, package, or label products with the FSC on-product label and sell FSC-certified products with FSC claims on sales documents.

For more information about the use of the FSC trademarks by FSC-certified organizations, please see **FSC-STD-50-001 Requirements for use of the FSC trademarks by certificate holders and FSC-STD-40-004 Chain of Custody Certification.**

1

Who is this guide intended for?

This guide is intended for organizations that wish to use the FSC trademarks for the promotion of FSC-certified labelled products or services.

There are specific criteria for the use of the FSC trademarks that apply to some user groups. All organizations must sign a trademark licence agreement with their trademark service provider prior to using the trademarks.



1 Who is this guide intended for?

The uses of the FSC trademarks that can be authorised by a trademark licence agreement are as follows:

Use of the trademarks	Examples of the types of organizations
Selling finished labelled products	Shops, stores, brands, publishers, and agents that sell finished FSC-certified and labelled products to final consumers and do not wish to pass on an FSC claim through their sales documents.
Using finished labelled certified products	Businesses that use FSC-certified and labelled products as part of their operations, such as hotels, restaurants, and bars; schools and universities; and sports, cultural, art, and music event organizers.
Making corporate social responsibility claims	All companies and organizations, including nongovernmental, not-for-profit, and public sector organizations.
Making procurement/purchasing claims for finished labelled products or stating a preference for FSC	All companies and organizations such as nongovernmental and public sector organizations, architects, and building designers that wish to promote FSC or FSC-certified and labelled products used within their operations.
Promoting investments and purchases of FSC-certified forests or sponsorship of the FSC system	Investment organizations, sponsors, and buyers of environmental assets with FSC ecosystem services.
Selling FSC related services	Consultants and commercial organizations offering training or consulting services relating to the FSC system, and that wish to use the FSC trademarks in training materials and for promotional purposes.

Media and educational use of the FSC trademarks

Institutions and companies that want to use the FSC trademarks for media and educational use should contact their FSC national or regional office, or FSC International.

2

Steps to using the FSC trademarks

There are five steps to use FSC trademarks. Your trademark service provider is your FSC national or regional office.



2 Steps to using the FSC trademarks

Step 1

Apply for a licence

Your trademark service provider is your FSC national or regional office. Please contact the relevant office for information about signing a licence agreement. Only organizations that have signed the licence and paid their trademark service fee, where applicable, may use the trademarks for promotional purposes.

To locate your national or regional office, please visit the **FSC website**:
<https://www.fsc.org>

Step 2

Verify your products are FSC certified

Ensure your products are FSC certified and carry the FSC on-product label in a form that is visible to the consumer by following the verification process conducted by your trademark service provider.

See Section 9. Verification of FSC-certified products.

Step 3

Add the FSC trademarks to your promotional materials

Once you have signed a licence agreement, you will receive a unique licence code and be given access to the **FSC Trademark Portal** (<https://trademarkportal.fsc.org>) and **FSC Marketing and Communications Toolkit** (<https://marketingtoolkit.fsc.org>) where you can download high-resolution artwork files for the trademarks.

Step 4

Submit your artwork for approval

All materials in which you wish to use the FSC trademarks and promotional texts or claims must be submitted for approval before printing or public release. Once any amendments have been incorporated and the materials have been approved, your trademark service provider will issue a written approval.

Following the requirements outlined in this guide will streamline the approval process during the preparation of your draft artwork.

Step 5

Get ready to promote

For inspiration on how to connect with consumers, visit the **FSC Marketing and Communications Toolkit** (<https://marketingtoolkit.fsc.org>)



3

Introducing the FSC trademarks

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

1. The FSC® logo



2. The initials

FSC®

4. 'Forests For All Forever' – full mark



5. 'Forests For All Forever' – logo with text



3. The name

Forest Stewardship Council®

4

The FSC logo and promotional designs

Promotional licence holders are entitled to use the FSC logo and promotional designs in their promotional materials.



4 The FSC logo and promotional designs

Logo and promotional designs:

The logo



Promotional panels



The mark of
responsible forestry



The mark of
responsible forestry

FSC® N000000

'Forests For All Forever' marks



4 The FSC logo and promotional designs

Promotional elements

When you use the FSC trademarks in your promotional materials, they must be accompanied by the compulsory elements. You can choose to display the elements separately or together, but they must all be present. The recommended way to present this information is by displaying the FSC promotional panel.

You can use the FSC logo or existing promotional designs to incorporate the applicable elements within your promotional materials.

See following page for examples of displaying the elements together.




The logo and promotional designs are available to download via the FSC online platforms:

- **Trademark Portal** (<https://trademarkportal.fsc.org>) for FSC logo and promotional panel.
- **Marketing and Communications Toolkit** (<https://marketingtoolkit.fsc.org>) for 'Forests For All Forever' marks and downloadable promotional materials.

4 The FSC logo and promotional designs

Examples of displaying the elements together:

Promotional panel



FSC logo*

FSC website address

FSC licence code*

Promotional text

'Forests For All Forever' mark and text



FSC mark*

FSC website address



FSC licence code*

Promotional text*

National compliance

Promotional licence holders are responsible for their own compliance with national consumer protection laws in the countries in which their products are promoted and their promotional materials are distributed.

Checklist for promotional elements

FSC logo*		'Forests For All Forever' mark*	
Licence code*	FSC® N000000	Licence code*	FSC® N000000
Promotional text	–	Promotional text*	For example: Choosing FSC® supports responsible forest management.
FSC web address	–	FSC web address	–

See following page for examples of promotional text and compulsory disclaimers.

*compulsory element

The examples shown here are for illustrative purposes only.

4 The FSC logo and promotional designs

Promotional text

Here are some examples of how to describe FSC and FSC-certified products. This list is not intended to be exhaustive; other alternatives are possible as long as they communicate the meaning of FSC correctly.

- **The mark of responsible forestry.**
- **Look for FSC®-certified products.**
- **Choosing FSC® supports responsible forest management.**
- **By choosing this product, you help take care of the world's forests. Learn more: www.fsc.org**
- **By choosing FSC®-certified products, you are supporting responsible management of the world's forests.**
- **The FSC® label means that the materials used for this product come from [see label-specific text].**

You can develop your own wording to accompany the FSC trademark designs, provided you seek approval from your trademark service provider before publishing.

Messaging about FSC and FSC-certified products

Annex A of this document presents examples of how to describe FSC® and FSC®-certified products. For more marketing materials, please visit the **FSC Marketing and Communications Toolkit** (<https://marketingtoolkit.fsc.org>)

Compulsory disclaimers for organizations selling FSC-related services

Consultants and training companies:

Consultants and commercial organizations offering training or consulting services must not imply that FSC endorses any training or consulting services, unless agreed otherwise. They will take full responsibility for the accuracy of any reference to FSC. A disclaimer must be included in all promotional material; i.e. **'FSC® is not responsible for the content of any training/consultation/services offered by [name of organization]'**.

Investment organizations:

Any claims by investment organizations will be accompanied by a disclaimer on promotional material; i.e. **'FSC® is not responsible for and does not endorse any financial claims on returns on investments'**.

4 The FSC logo and promotional designs

Colour

The FSC logo, promotional panel, and 'Forests For All Forever' marks are all available in standard colour variations.




















If none of the standard colours are available for use on printed materials, the FSC logo and promotional panel can be produced using another colour, as long as it provides a legible contrast to the background.

See following page for colour variations of the FSC logo, promotional panel, and 'Forests For All Forever' marks.



4 The FSC logo and promotional designs

Colour variations of the Trademarks:

	A	B	C	D	E	F
The logo						
Promotional panels	 The mark of responsible forestry	 The mark of responsible forestry	 The mark of responsible forestry	 The mark of responsible forestry		
'Forests For All Forever' marks						
						
<p>The colours for the 'Forests For All Forever' marks cannot be changed. Dark Green: Pantone 626c, Light Green: Pantone 368c.</p>						

4 The FSC logo and promotional designs

Size and clear space

Minimum size

The minimum size of the FSC logo (including when used as part of the promotional panel) and 'Forests For All Forever' mark is 6 mm, measuring from the top of the tree to base of the letters 'FSC'.

The minimum size of the 'Forests For All Forever' full mark, with the people and animal silhouettes, is 10 mm in height.

The logo and mark must be reproduced at a sufficient size to ensure all the elements are legible.

Logo



Promotional panels



'Forests For All Forever' marks



Minimum clear space

Allow enough clear space surrounding the trademark to ensure it remains uncluttered. The minimum clear space is calculated by using the height of the FSC initials in the logo.



4 The FSC logo and promotional designs

Backgrounds

The logo and promotional designs can be placed on a coloured background that gives sufficient contrast, as long it does not interfere with the design and legibility.



4 The FSC logo and promotional designs

Registered trademarks: which symbol to use?

The FSC trademarks must have the trademark symbol ® when used in countries where the trademarks are registered. Check the trademark registration list in the **FSC Trademark Portal** to see the registration status of the country/countries where the promotional materials are to be distributed. For use in other countries, the symbol TM is recommended.

FSC Trademark Portal
<https://trademarkportal.fsc.org>

® for registered trademark

- Use on promotional materials to be distributed in a country where the relevant trademark is registered.

TM or no symbol for an unregistered trademark

- Use when promotional materials are to be distributed in several countries, some with ® and some with TM.
- Use when the distribution of promotional materials is not known at the time of distribution or when they are to be distributed globally.



How to use the trademark symbol

Add to upper right corner:

- For every occurrence of the logo, promotional panel, and 'Forests For All Forever' marks.
- For the first or the most prominent use of the initials **FSC®** and the name **Forest Stewardship Council®** in text.
- With the licence code in the form **FSC® N000000**.

4 The FSC logo and promotional designs

Language versions

'Forests For All Forever' marks:

Language versions of the 'Forests For All Forever' marks are available in the following languages:

- English
- Spanish
- French
- German
- Portuguese
- Russian
- Chinese (simplified)

The language versions are country specific and can be used only in countries listed in the trademark registration list available on the **FSC Trademark Portal** <https://trademarkportal.fsc.org> and **FSC Marketing and Communications Toolkit** <https://marketingtoolkit.fsc.org>.



Promotional licence holders cannot create new versions of the 'Forests For All Forever' marks, but you can translate the strapline 'Forests For All Forever'. See details below.

Translations

Promotional text:

Translations of the promotional text '**The mark of responsible forestry**' are available in more than sixty languages via the **FSC Trademark Portal** <https://trademarkportal.fsc.org>. If you require multiple languages, you can add them close to the promotional panel.

Strapline 'Forests For All Forever':

Translations of the strapline '**Forests For All Forever**' approved by your trademark service provider can be used only in text format within your promotional messaging or below the mark, while respecting the exclusion zones.



Coedwigoedd | Bawd Am Byth

Name 'Forest Stewardship Council':

A translation of the name '**Forest Stewardship Council**' can be included in brackets but cannot replace the words 'Forest Stewardship Council'. For example, 'Forest Stewardship Council® (森林管理協議会)' translated into Japanese.

5

Using the FSC trademarks to promote certified products

This section covers the use of the FSC trademarks for promotional use, such as catalogues, online retail, point-of-sale materials, or printed and online promotion.

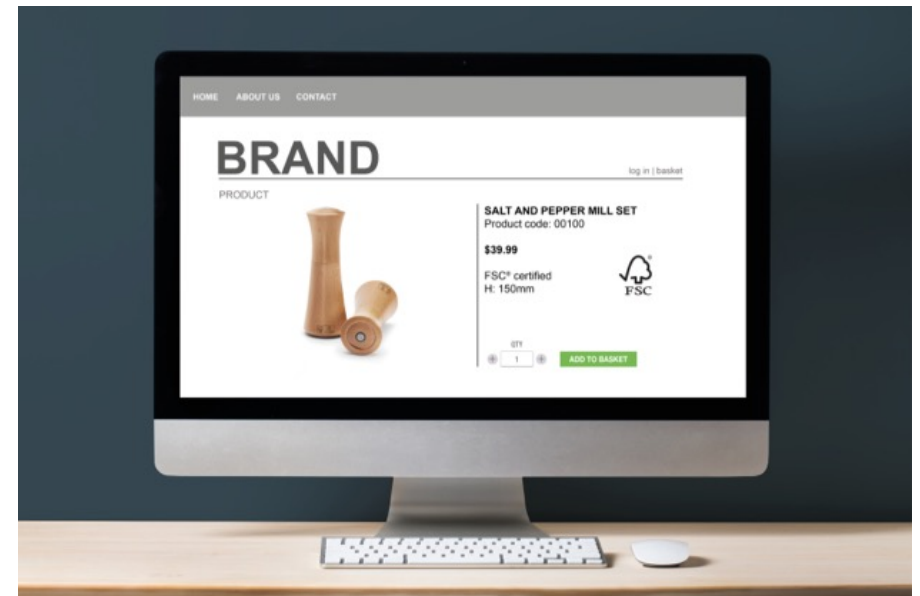
FSC-certified products can be promoted if they:

- carry the FSC label and the label is visible to consumers
- are to be sold only to final consumers and/or used as part of organizational operations
- are not to be transformed, altered, repacked, or relabelled
- have been verified by an FSC trademark service provider.

5 Using the FSC trademarks to promote certified products

Printed and digital promotional materials

It is sufficient to present the compulsory elements only once in your promotional materials. For example, the licence code does not need to be included on every page where FSC is mentioned or where the FSC logo appears. This is applicable to both printed and digital materials such as brochures and websites. For social media, see following page.



5 Using the FSC trademarks to promote certified products

Social media

All the elements of the FSC promotional panel and the 'Forests for All Forever' mark do not need to appear on social media posts, as long as the social media account or the post itself refers to your website where the compulsory elements are displayed. Registered trademark symbols are not required when using the name 'Forest Stewardship Council' or the initials 'FSC' in social media posts.



5 Using the FSC trademarks to promote certified products

Identifying FSC-certified products in promotional materials

When promoting FSC-certified products, all products that are FSC certified must be identified by using the promotional designs, FSC initials, or the FSC logo next to every FSC-certified product.

If your materials list both FSC-certified and uncertified products, the promotional text

(such as **'Look for our FSC®-certified products'**) must be used next to the promotional elements, and the FSC-certified products should be clearly identified.

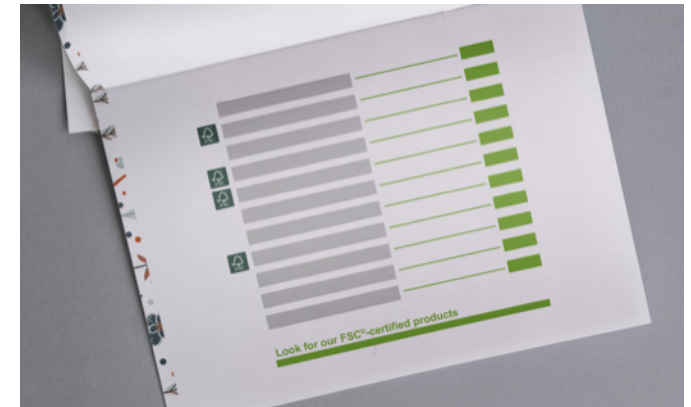
If some or all of the products are available as FSC certified only on request or subject to availability, this must be clearly stated.

Clear identification of products

Ensure your promotional materials do not give the impression that they refer to uncertified products or products that do not carry the FSC label (e.g. other uncertified garden furniture on display in the same retail location). Appropriate staff training is advised.



You can use the FSC initials or the FSC logo to identify your FSC-certified products, along with the promotional text **'Look for our FSC®-certified products'**.



5 Using the FSC trademarks to promote certified products

Point of sale promotions

Promotional licence holders can attach point of sale materials, such as hang tags and table talkers, to products, as long as the FSC on-product label is visible to the consumer.

Promotional licence holders cannot apply the FSC labels to any product, packaging or promotional materials.

Co-branding

When the FSC trademarks are arranged for co-branding, they should be presented independently and equally proportioned, with sufficient clear and equal space between them, equivalent to the height of the FSC initials.



6

Making procurement claims

Promotional licence holders can make procurement claims for FSC-certified products if the products:

- carry the FSC label
- are not for sale
- have been verified by an FSC trademark service provider



6 Making procurement claims

Procurement claims

Procurement claims must:

- be accurate and able to be substantiated
- be part of the regular or significant sourcing/purchasing of the organization or business
- reflect efforts to work towards responsible sourcing (i.e. sourcing 100% FSC)
- be verified, except for annual or corporate social responsibility reports.

Here are some examples of how to make procurement claims:

[Company name/We] source X% of our [product type] products as FSC® certified. Learn more: www.fsc.org



[Company name/We] source X% of our [product type] as FSC® certified. Learn more: www.fsc.org

By YYYY all our [product type] will come from FSC®-certified forests. Learn more: www.fsc.org

[Company name] has a preference for FSC®-certified [product type], and [company name]'s goal for [product type] purchases is for a minimum of X% to be FSC® certified.

[Company name/We] source X% of our [product type] products as FSC® certified from forests with verified impacts on [insert impact(s)].

For example:

-  Hotel Green has a preference for FSC®-certified paper towels.
-  At Hotel Green, some of our paper cups are FSC® certified.

Verification of claims

Contact your trademark service provider to agree on the verification process for procurement claims. Depending on their capacity and your needs, the claims may be verified directly by the trademark service provider or you might be asked to use an FSC-accredited certification body.

Procurement claims for unlabelled products

FSC-certified products to be promoted shall carry the FSC on-product label. Exceptions to this rule shall be determined on a case-by-case basis by your trademark service provider in agreement with FSC International.

7

Promoting ecosystem services

Ecosystem services represent a range of benefits that people derive from nature, such as clean water, outdoor recreation, productive soil, and carbon reduction. The positive impacts of some activities on FSC-certified forests can now be verified using *FSC-PRO-30-006 Ecosystem Services Procedure*.

Promotional example:

WE'RE HELPING TO FIGHT CLIMATE CHANGE

By investing in FSC®-certified forests, we are supporting tree planting and forest conservation which reduces greenhouse gas emissions and helps protect our planet.



Brand Logo



FSC® N000000

7 Promoting ecosystem services

By using ecosystem services claims, businesses and governments can demonstrate and communicate the impacts of their purchases, investments, and financial support the conservation and restoration of the forest.

Ecosystem services claims can also be used to demonstrate the impact made by investments in preserving ecosystem services and contributions towards the United Nations Sustainable Development Goals (SDGs).

Here are some examples of FSC ecosystem services claims:

- In our store you can find FSC®-certified [product] from responsibly managed forests with a positive impact on [type of impact (e.g. biodiversity and watershed services)].
- [Organization name] supports the conservation of areas of importance for [recreational and/or tourism] activities in this FSC®-certified forest.
- These carbon credits are being generated in an FSC®-certified forest where positive impacts on biodiversity have been verified.

Who can make FSC ecosystem services claims?

Financial sponsors

Promote sponsorship of verified FSC ecosystem services impacts for which they have actively contributed.

Purchasers of external environmental assets such as carbon credits

Promote verified FSC ecosystem services impacts associated with external assets.

All organizations selling or using FSC 100% products carrying FSC ecosystem services claims

Promote FSC 100% products carrying FSC ecosystem services claims.

What kind of documentation is needed?

Registration of sponsorship on FSC database.

Documentation of proof of purchase, such as a carbon credit certificate.

Listing of FSC certification and/or ecosystem services claim within an external registry.

Impact claims on FSC-certified supplier invoices or ecosystem services certification document in the **FSC public search database** (<https://info.fsc.org>).

See Annex A for additional examples of ecosystem services claims. For more information, see Part IV of the **FSC Ecosystem Services Procedure** <https://ic.fsc.org/en/document-center/id/328> (Market Tools: Using Ecosystem Services Claims). The list of possible impacts in Annex B of the procedure form the basis of all ecosystem services claims. Claims are valid for five years or for as long as the FSC Forest Management certificate is valid.

8

Using the FSC trademarks for the promotion of FSC certification services

Certification Bodies

- The use of the FSC trademarks by certification bodies shall be approved by a trained certification body trademark approver or sent directly to FSC International.
- The certification bodies shall only advertise or promote services or activities that are within the scope of their FSC accreditation.
- Certification bodies are authorized to use the FSC trademarks on document templates and their business cards together with the following statement: **'FSC® accredited certification body'**.

Affiliate offices providing certification services

- The use of the FSC trademarks by affiliate offices shall be approved by a trained certification body trademark approver or sent directly to FSC International.
- The affiliate offices shall only advertise or promote services or activities that are within the scope of the FSC accredited certification body.
- Where affiliate offices deliver certification services on behalf of a certification body, every use of the FSC trademarks or reference to FSC in promotional materials shall visibly feature the words **'delivering FSC® certification services in association with [name of certification body]'** on the materials.

9

Verification of FSC-certified products

Promotional licence holders who wish to promote FSC-certified products must demonstrate that the products to be promoted are FSC certified, FSC labelled, and come from a certified source.



9 Verification of FSC-certified products

Verification documentation

In order to demonstrate that the products you wish to promote comply, you need to submit supporting documentation to your trademark service provider for each product.

Submit valid documentation of certification:

- Invoices
- Delivery documents
- Tracked online claims
- Product information management extracts
- Other commercial documents (e.g. brand licensing agreement) issued by the FSC-certified supplier.

If requested, additional proof that the products are FSC labelled may be required.

What is not valid documentation:

- Copies of chain of custody certificates
- Self-declarations by your organization and the supplier
- Screenshots from the **FSC public search database** (<https://info.fsc.org>)

The documentation must be addressed to your organization and include the following information:

- Chain of custody certification number of the supplier
- FSC claim for each product (e.g. FSC Mix, FSC 100%, FSC Recycled)
- An indication of which products are certified
- Forest management certificate number for claims for 100% FSC-certified products with ecosystem services claims.

When the direct supplier is not certified

There are exemptions from sourcing directly from an FSC-certified supplier.

For example, if the supplier only adds contents to finished packaging but does not alter it in any way, or if the product is customized and branded for you, then an exemption from the requirements for sourcing directly from an FSC-certified supplier can be made by your trademark service provider on a case-by case basis. Please contact your trademark service provider for further advice.

For example:

- An uncertified publishing house supplying calendars branded for your organization printed by a certified printer.
- Uncertified food catering contractors for supermarkets who supply fresh sandwiches or wraps packed in FSC-certified and labelled sandwich or wrap boxes for sale in store.

9 Verification of FSC-certified products

Verifying FSC-certified products within your organization

Initially your service provider may ask you to submit all documentation for your FSC products in order to verify them. Once you are more familiar with the verification process, you can agree with your service provider to establish your own system of verification, which may include approving your own uses of the trademarks in your artwork.

These can be applied as required according to the size and type of activities and operations of your organization. In some cases, written procedures may not be required, particularly for organizations with small or straightforward operations.

Examples of good practice for setting up a system of verification include:

- Document a procedure to ensure that FSC-certified products are purchased from certified suppliers (e.g. flow chart, standard operating procedure).
- Document a procedure to ensure all trademark use complies with the trademark use guide (e.g. copy of the guide, checklist).
- Appoint an individual (FSC primary contact person) who will be responsible for all contact with FSC and for responding to any requests for documentation or information.
- Train staff on the up-to-date version of the organization's internal system verification procedures and ensure they are familiar with the specifications of the trademark use guide.
- Maintain complete and up-to-date records of all trademark uses.

Your trademark service provider or FSC International may request a desk review or artwork spot check to ensure conformity with the trademark use guide.

10

Incorrect use of the FSC trademarks

It is best practice to use the FSC trademark artwork files by downloading them from the FSC Trademark Portal and the FSC Marketing and Communications Toolkit.

FSC Trademark Portal

<https://trademarkportal.fsc.org>

FSC Marketing and Communications Toolkit

<https://marketingtoolkit.fsc.org>

Protecting our trademarks

Forest Stewardship Council AC is the sole owner of the FSC trademarks, including the initials FSC®, the name Forest Stewardship Council®, the FSC checkmark-and-tree logo, and the 'Forests For All Forever' trademarks in English, French, Chinese, German, Portuguese, Spanish, and Russian language versions.

FSC prioritizes rigorous monitoring of its trademarks for infringements of the FSC trademarks by third parties and misuses of the FSC trademarks by authorized users. In case of FSC trademark violations, FSC strictly requires that third parties amend or remove any use of the FSC trademark which it considers as contradicting or not conforming to its guidelines or standards. FSC reserves the right to object to any such violations, and in cases of trademark licensing, may terminate, revoke use-permissions, and/or modify any agreement to use its trademarks at its discretion.

10 Incorrect use of the FSC trademarks

Examples of incorrect use

The following are not allowed:

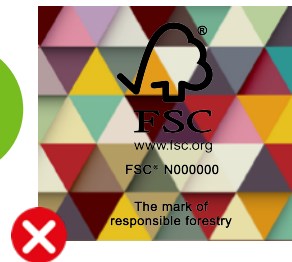
- Changing the proportions of any designs
- Changing or adding contents of any designs beyond the specified elements
- Making FSC appear to be part of other information, such as environmental claims not relevant to FSC certification
- Creating new colour variations
- Changing the shape of the border
- Tilting or rotating the designs in relation to other content
- Violating the exclusion zone around designs
- Combining any FSC trademarks or designs with any other branding in a way that implies association, such as endorsement by or partnership with FSC
- Placing the trademarks on a background that interferes with the design
- Placing any trademarks in way that is misleading regarding what they refer to
- Separating the visual and graphical elements of the 'Forests For All Forever' marks.



(Another environmental claim)



Text
Text
Text
Text



10 Incorrect use of the FSC trademarks

Promotional restrictions

Make sure that the FSC logo, the 'Forests For All Forever' mark, Forest Stewardship Council name or initials (FSC) are not used in a way that:

- causes confusion, misinterpretation, or loss of credibility to the FSC certification scheme
- implies that FSC endorses, participates in, or is responsible for activities performed by the organization
- implies FSC certification, such as use on corporate stationery including business cards and email signatures
- suggests or implies that non-certified products are FSC certified
- implies product qualities outside FSC standards (e.g. health benefits)
- includes the FSC trademarks in product brand or company names, such as 'FSC Golden Timber' or website domain names
- is connected with sales or sourcing of FSC controlled wood or controlled material
- implies equivalence to other forest certification schemes (e.g. FSC/xxx certification)
- disadvantages FSC in terms of size or placement when used on the same promotional material as marks of other certification schemes.

Promotional licence holders cannot:

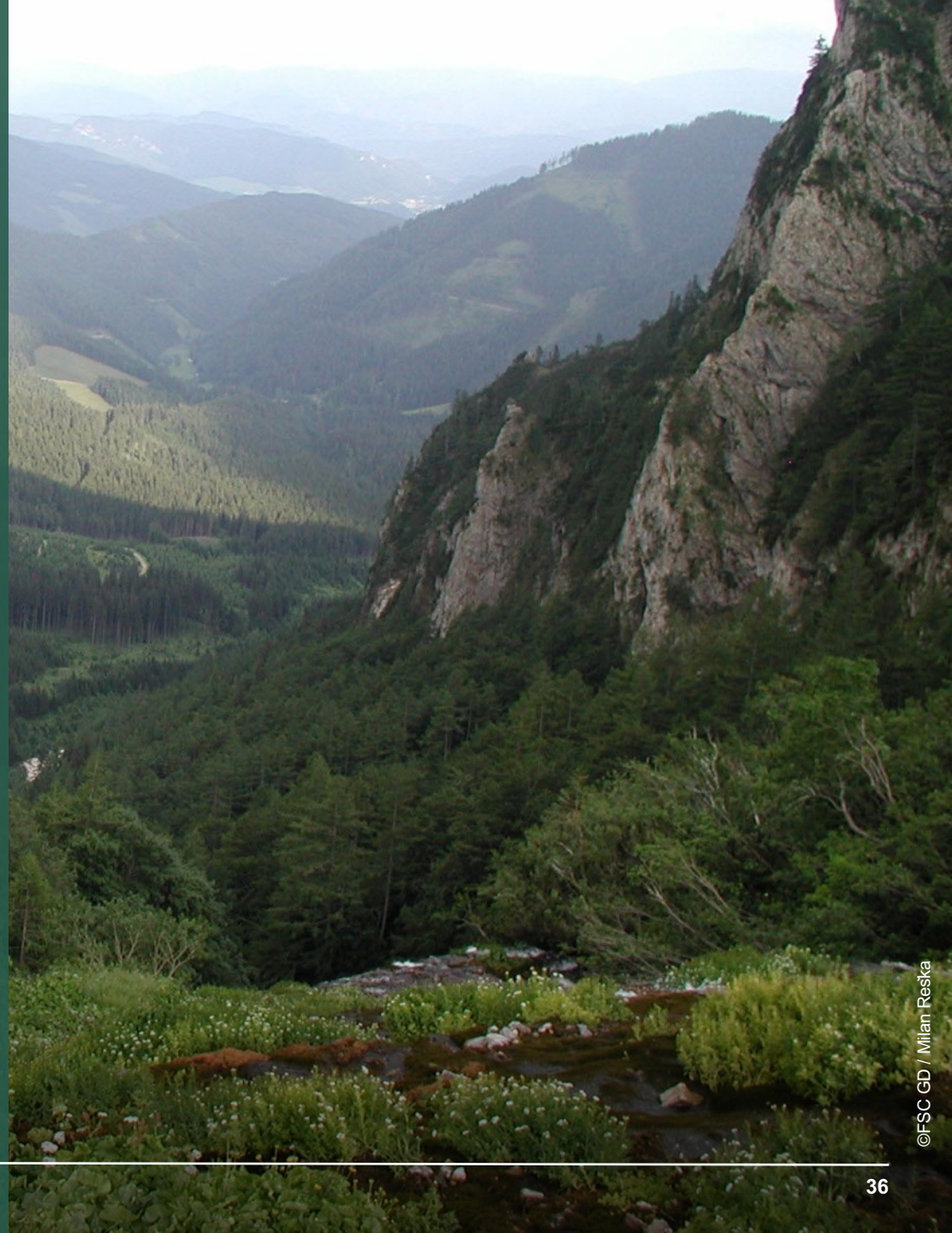
- apply the FSC on-product labels to any product or packaging
- include any information about FSC certification of products in sales and delivery documents
- use a certificate holder's on-product labels or promotional panel in any promotional materials
- use or create any designs or promotional artwork similar to the FSC logo, marks, or promotional designs.

Compliance with the guidelines

FSC reserves the right to suspend or terminate permission to use the FSC trademarks if the organization fails to comply with the FSC trademark requirements, as set out in this guide. The interpretation of these rules is at the sole discretion of FSC.

Annex A:

How to describe FSC and FSC-certified, labelled products



Annex A: How to describe FSC and FSC-certified, labelled products

Here are some examples showing how to describe FSC and FSC-certified products. This list is not intended to be exhaustive; other alternatives are possible as long as they communicate the meaning of FSC correctly.

Please also see the [FSC Marketing and Communications Toolkit \(marketingtoolkit.fsc.org\)](#) for ideas on messaging and inspiration for creating marketing materials.

How to describe FSC

- The Forest Stewardship Council® (FSC®) is a global, not-for-profit organization dedicated to the promotion of responsible forest management worldwide. FSC defines standards based on agreed principles for responsible forest stewardship that are supported by environmental, social, and economic stakeholders. To learn more, visit www.fsc.org
- The Forest Stewardship Council® is an international nongovernmental organization that promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests. To learn more, visit www.fsc.org
- FSC® is dedicated to the promotion of responsible forest management worldwide.
- FSC® helps take care of forests for future generations.
- FSC® helps take care of forests and the people and wildlife that call them home.

How to describe a product with an FSC label/claim

- By choosing [this/these] product[s], you help take care of the world's forests. Learn more: www.fsc.org
- By choosing [this/these] product[s], you are supporting responsible management of the world's forests.
- The FSC® label means that the materials used for [this/these] product[s] come from [see label-specific text].
- The FSC® label means that materials used for [this/these] product[s] have been responsibly sourced.

Annex A: How to describe FSC and FSC-certified, labelled products

100% label

- Only [material/fibres] from FSC®-certified forests have been used for this product.
- This product is made from FSC®-certified [material].
- [Material] of this product comes from well-managed, FSC®-certified forests.
- This FSC® label means that wood has been harvested to benefit communities, wildlife, and the environment.

Mix label

- This product is made from FSC®-certified and other controlled material.
- This product is made from material from well-managed, FSC®-certified forests and other controlled sources.
- This product is made from material from well-managed FSC®-certified forests, recycled materials, and other controlled sources.
- This product is made from material from well-managed FSC®-certified forests and from recycled materials.

Do not say that products carrying the 'Mix' label are made of materials from responsibly or well-managed forests without referring to the other sources used.

Recycled label

- The forest-based material in this product is recycled.
- The forest-based material in this product is [percentage %] recycled.
- The FSC® label on this [product] ensures responsible use of the world's forest resources.

Do not say that a product carrying the 'Recycled' label is made of material from responsibly or well-managed forests.

Smallholder label

- The FSC® label means that [material] for this product has been harvested to benefit smallholders and communities.
- This FSC® label means that [material] has been harvested to benefit smallholders, communities, wildlife, and the environment.

Ecosystem services claims for certified products with 100% label/claim

- This [product] is from well-managed forests with a verified positive impact on [insert impact(s)].
- From well-managed forests with verified positive impacts on [insert impact(s)].

Ecosystem services claims for financial sponsorship

- Company [X] has financially sponsored verified positive impacts on [insert impact(s)] in [specify forest].
- The verified impact makes a contribution to United Nations Sustainable Development Goal [number (name of SDG)], through financial sponsorship of ecosystem services impact verified through FSC® certification.

Ecosystem services claims for purchasers of external environmental assets with verified ecosystem services impacts

- The assets we purchased are with FSC®-verified positive impacts on [insert impact(s)].

Glossary

Affiliate offices: Legal body outside of the organizational control of the certification body that is implementing all or any part of FSC accredited certification services NOTE: The use of individual external personnel such as auditors or technical experts under contract is not considered affiliate offices.

Certification body: Body that performs conformity assessment services and that can be the object of accreditation (adapted from ISO/IEC 17011:2004 (E)). Accredited certification bodies are accredited by Accreditation Services International (ASI) certification against voluntary sustainability standards and are issued with a code in the form FSC® A#####.

Chain of custody: The FSC chain of custody (CoC) is the path taken by products from the forest, or in the case of recycled materials from the moment when the material is reclaimed, to the point where the product is sold with an FSC claim and/or is finished and FSC labelled. The CoC includes each stage of sourcing, processing, trading, and distribution where progress to the next stage of the supply chain involves a change of product ownership.

Ecosystem services claim: Assertion of a verified impact on ecosystem services, which can be used for the purpose of promotion or accessing markets for ecosystem services and may also be passed along the supply chain on sales and/or delivery documents of associated products.

Environmental asset: A legal commodity or tradable instrument representing an environmental outcome, such as a reduced emission of greenhouse gases ('carbon credit') or a restoration of wetlands within a wetlands compensatory mitigation scheme ('wetland credit'). (Source: adapted from Richardson, D. et al. [2017] *International Encyclopaedia of Geography: People, the Earth, Environment and Technology*. Wiley-Blackwell.) 'External' refers to environmental assets that are certified using a non-FSC scheme.

Finished product: A product that will not undergo further transformation in terms of processing, labelling, or packaging prior to its intended end use or sale to the end user or final consumer. Installation of finished products, the filling of packaging, and cutting to size are not considered product transformation, unless these activities involve repackaging, changing of the certified product composition, or relabelling.

FSC-certified product: A product that conforms to all applicable certification requirements and is eligible to be sold with FSC claims and to be promoted with the FSC trademarks. FSC controlled wood is not considered an FSC-certified product.

FSC claim: Claim made on sales and delivery documents for FSC-certified material or FSC controlled wood that specifies the material category and, for FSC Mix and FSC Recycled products, an associated percentage claim or credit claim.

FSC logo: The FSC 'checkmark and tree' with the letters 'FSC' underneath, including the registered or trademark symbol in the upper right corner.

FSC trademark licence agreement: The agreement and legal document signed between the organization (licensee) and FSC (licensor) in order to grant the licensee a specific use of the FSC trademarks (the licenced materials) in a specific territory or worldwide.

FSC trademark licence code: Identification code issued to organizations that have signed an FSC trademark licence agreement. For non-certified organizations with a trademark licence, this is in the form FSC® N#####. It is used to identify the organization on the FSC licence holder database.

FSC trademarks: FSC has several registered trademarks: (a) the FSC logo; (b) the initials 'FSC'; (c) the name 'Forest Stewardship Council'; (d) the 'Forests For All Forever' full mark; and (e) the 'Forests For All Forever' logo with text mark.

Marketing and Communications Toolkit: A platform for sharing consumer insights, sustainability (FSC) campaigns, imagery, marketing trends, and creative assets on a global scale.

On-product label/FSC label: Arrangement of required information to make a public FSC claim about the materials used in a product, to be used attached to the product or its packaging.

Glossary

Organization: A registered legal entity that has signed an FSC licence agreement and wishes to use the FSC trademarks for promotional purposes.

Promotional claim: A claim that is used to promote the FSC system or FSC-certified product. For example: 'This table is made from FSC-certified wood'.

Promotional designs: The FSC promotional panel and the 'Forests For All Forever' marks.

Promotional materials: Are designed to advertise, or raise awareness about, FSC and labelled FSC-certified products to audiences who do not require an FSC claim to be made.

Promotional licence holder: A registered legal entity that has signed an FSC licence agreement and does not hold a valid FSC chain of custody certificate but wishes to use the FSC trademarks for promotional purposes.

Promotional panel: The FSC logo and promotional statement, editable to include the user's licence code, in a prescribed layout.

Sponsor: A person or organization that provides funds for a project or activity carried out by another. A sponsor financially supports an FSC forest management certificate holder by providing funds to finance or reward the ecosystem services impact. The sponsor may benefit from this transaction through promotion using FSC trademarks.

Trademark Portal: The online service for providing the FSC logo and the promotional panel to organizations that are entitled to use FSC trademarks.

Trademark service provider: Organization (such as an FSC national or regional office or FSC International, as applicable) appointed by FSC to sublicense the use of the FSC trademarks in a certain territory and to provide services such as approving the use of FSC trademarks for promotional licence holders and monitoring of potential infringements.

References and further information

FSC-STD-01-002 FSC Glossary of Terms

FSC-STD-40-004 Chain of Custody Certification

FSC-STD-50-001 Requirements for use of the FSC trademarks by certificate holders

FSC-PRO-30-006 Ecosystem Services Procedure



Title: FSC Trademark Use Guide for
Promotional Licence Holders

Contact: FSC Global Development
Adenauerallee 134, 53113 Bonn, Germany

+49 (0)228 367 660

+49 (0)228 367 6630

trademark@fsc.org

All information correct as of February 2019.

© 2019 Forest Stewardship Council AC. All rights reserved.

FSC® F000100