



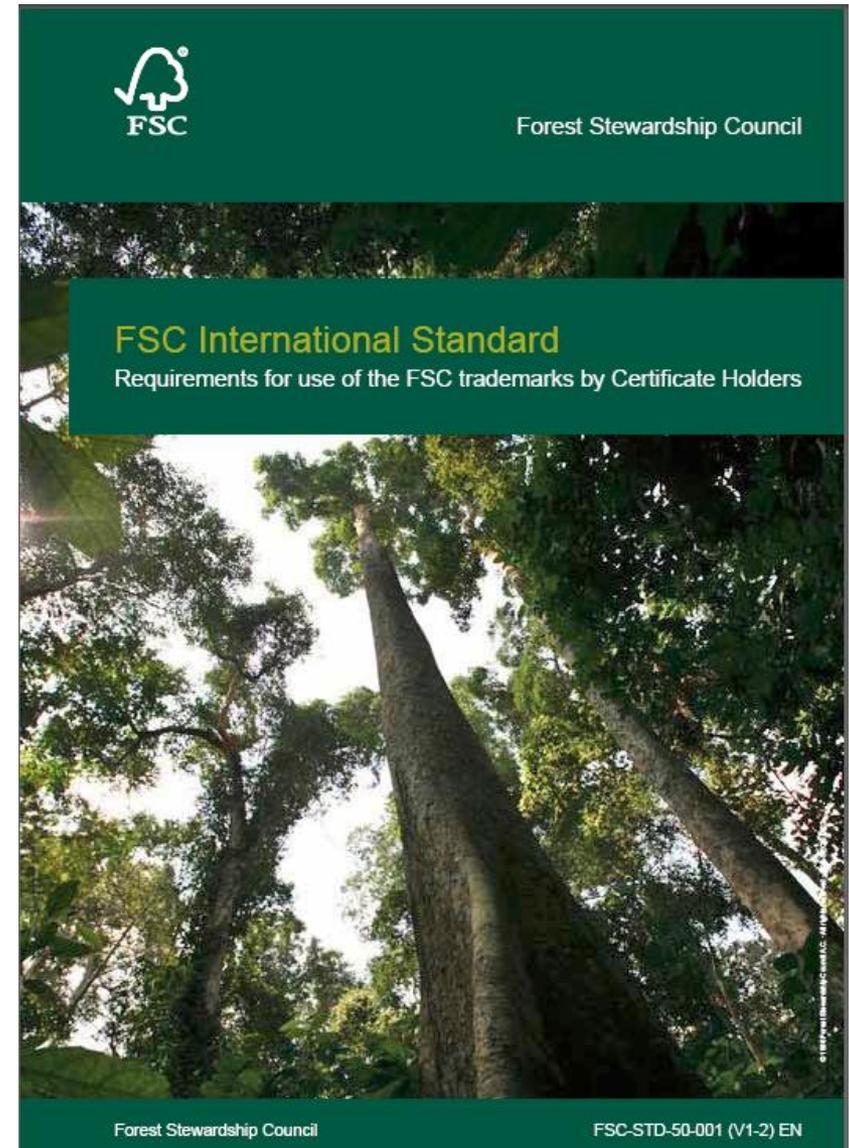
# Guide on using the FSC® trademarks



# FSC

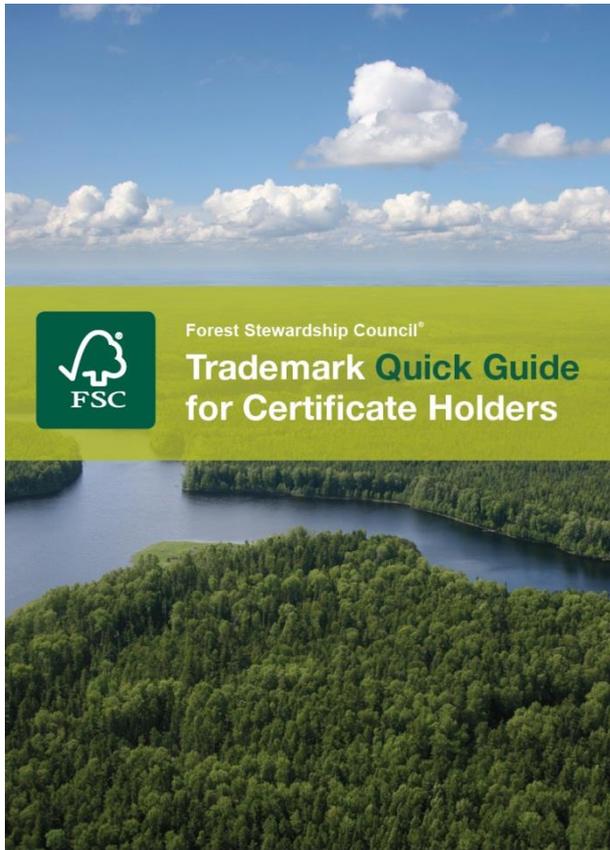
Requirements for use of the FSC trademarks by Certificate Holders are defined in the FSC Trademark Standard

FSC-STD-50-001 (V1-2) EN





# FSC guides





# FSC free online training course on FSC trademark use

The course is available in English, French, German, Italian, Japanese and Portuguese.

It is offered through FSC's [eTraining platform](#), and you can access the course any time at your own pace.

There is no limit to the number of employees who can participate.

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



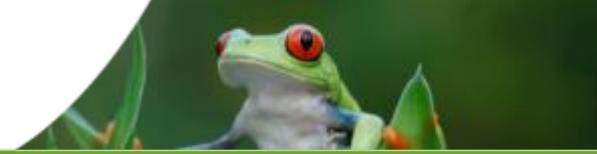
Menu | Resources | Text

**FSC®**  
**TRADEMARK TRAINING**  
 for Certificate Holders

  
**FSC**

*Guidelines for the FSC trademark usage*

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## The FSC trademarks

The Forest Stewardship Council A.C. ®  
owns following trademarks:

1. Forest Stewardship Council
2. FSC
3. The FSC logo (tickmark tree and the initials FSC)
4. Forests-for-All-Forever trademarks





## Two ways of using the trademarks

### 1. On-product use

Labeling of certified products or their packaging.

### 2. Promotional use (off-product)

Use of the FSC trademarks for marketing purposes. E.g. on your homepages, stationary templates, product catalogues, trade fair banners, etc.

There are different labels and requirements for the two types of trademark use.



## Approval process

Unless otherwise agreed, you need to submit all your planned FSC trademark uses via email to NEPCon for approval!

Please ensure that the file does not exceed 5MB.  
You may print and distribute the materials only after you have received a formal approval email from NEPCon.



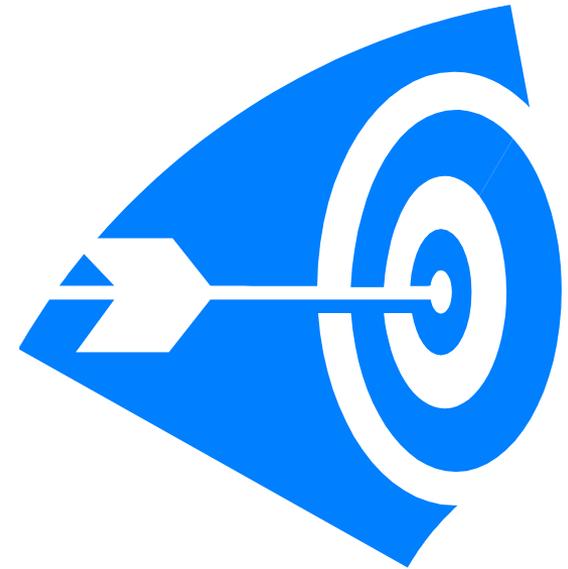
Please note that use of the standard solutions provided by FSC enables fast processing, while more creative trademark use may often require additional time for the approval process.



## Blanket approval

You may obtain a blanket approval for specific types of FSC trademarks use, based on good records and clear division of responsibilities for correct trademark use in your company.

A blanket approval typically covers on-product labeling.





## Two protected trademark symbols

There are two different symbols to choose from, depending on how the trademarks are protected in each country: ® or **TM**. You should choose symbol according to the materials' final destination (see next slide).

NB: Remember that using the Name "Forest Stewardship Council" or the initials "FSC" is also use of trademarks, and they must therefore be followed by the appropriate trademark Symbol for the first use in any text.





## Two protected trademark symbols

® or TM



Please always check the latest guidance in ANNEX 1: TRADEMARK REGISTRATIONS BY COUNTRY AND MARK in the Resource Center of the Label Generator <https://trademarkportal.fsc.org/portal/login.php>



# FSC trademark license code

As a certified company, you have an FSC trademark license code. This code needs to accompany all of your FSC trademark use.

You can find your license code at <http://info.fsc.org/certificate.php> by entering your company name or certificate registration code.

Certificate

Certificate Code  All All

FSC Controlled Wood

CW Risk Assessment

Status  Valid

Product

Level 1  All

Level 2  All

Level 3  All

Species  The scientific name of a species

Page: 1/1

## Results

Found 1 results.

Certificate Code	Certificate Status	CW	License Number	License Status	Organization Name	Site/Member	Country	Issue Date	Expiry Date
<a href="#">SW-COC-002223</a>	<a href="#">Valid</a>	<input checked="" type="checkbox"/>	<a href="#">FSC-C012577</a>	<input checked="" type="checkbox"/>	FAKRO PP Sp. z o.o.		POLAND	2012-03-02	2017-03-01

Page: 1/1



# FSC Trademark License Code vs. Certificate Registration Code

Case	License code	Cert number
On-product label	X	
Promotional panel	X	
Other promotional use of the logo	X	
Text reference to certification	X	
Invoice: promotional logo for template	X	
Invoice: identifying the FSC certified products		X
Other sales and shipping documents		X



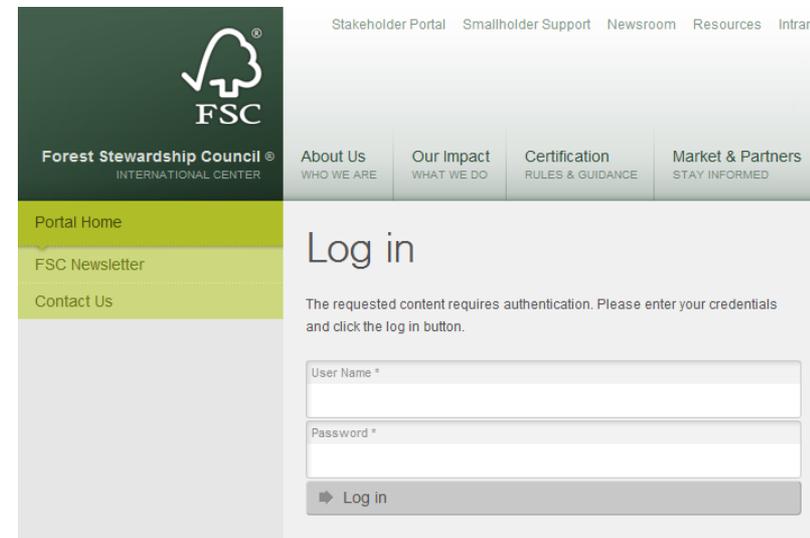
# The FSC Certificate Holder Portal (CHP)

The CHP provides access to the FSC logos and labels

How to access CHP:

1. Go to <http://info.fsc.org/CHLogin>
2. Enter your user name and password
3. Use the left-hand menu to find the graphics you need.

*Can't find your password?  
Contact your NEPCon  
trademark agent.*



The screenshot shows the FSC Certificate Holder Portal (CHP) login page. The page features the FSC logo and the text "Forest Stewardship Council® INTERNATIONAL CENTER". The navigation menu includes "Stakeholder Portal", "Smallholder Support", "Newsroom", "Resources", and "Intranet". The main content area is titled "Log in" and contains a message: "The requested content requires authentication. Please enter your credentials and click the log in button." Below this message are two input fields: "User Name \*" and "Password \*". A "Log in" button is located at the bottom of the form.



# CHP – how to find logos and labels



## On-product:

- For product labeling choose "On Product Label Generator"



## Off-product:

- For promotional use choose "GePromotional Panel Generator"



## Logos:

- For stand alone logos choose "Resource Center"

The labels automatically include your unique Trademark License code.



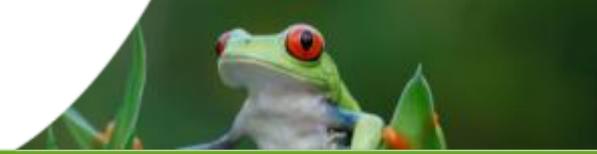


## Using “FSC” and “Forest Stewardship Council” without the FSC logo

- ✓ 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 R) 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”*



## What you can write about FSC?

FSC standard says:

4.4 Claims regarding qualities outside the control of FSC (such as other environmental attributes of the product) shall be clearly separated from text about FSC.

Additional information about FSC may accompany the FSC label with prior approval by the certification body. In referring to FSC or to FSC certified products, the preferred term is “responsible”, e.g. “responsible forestry” not “sustainable forestry”.

[FSC Standards Interpretations](#)





# What you can write about FSC?

Certificate Holders are Certified, not Accredited

Clients are not Partners or Sponsors of FSC and/or Rainforest Alliance

Certificate Holders are certified by NEPCon





# Examples

FSC certified products are forest-friendly.

This product is made with wood sourced from certified forests and other controlled sources

FSC certification supports good forest management where the health and safety of forest workers is secured and where precious forest wildlife is well looked after.

FSC is an international membership organisation that sets standards for responsible forest management and is supported by a broad range of stakeholders. It works through 10 global principles for good forest management that apply anywhere in the world.



FSC certification – for people and wildlife (this is not very accurate but still acceptable)

FSC certified products support the well-being of the world's forests.



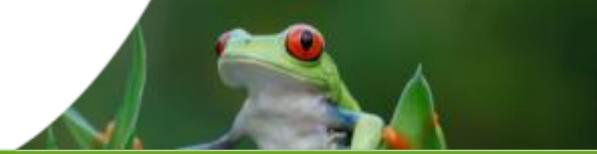
## Product labeling (on-product use)





## Product labeling (on-product use)

- ✓ You can use the product labels available in the system for labeling your product or its package.
- ✓ You can customise your labels directly in the system (choose color combination, landscape/portrait, language, product type).
- ✓ In addition to the product label, you may add extra 'stand-alone' FSC logos.



## 3 types of claims

100%



Mix



Recycled

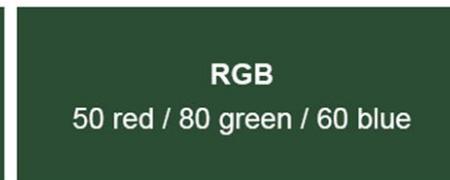
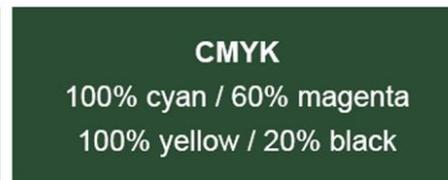


2.1: In order to make an on product claim, the organisation shall select the correct FSC label based upon the FSC claim it has been supplied with or is qualified for.



# Color options for on-product labels

There are 4 standard color combinations:



## Other colors:

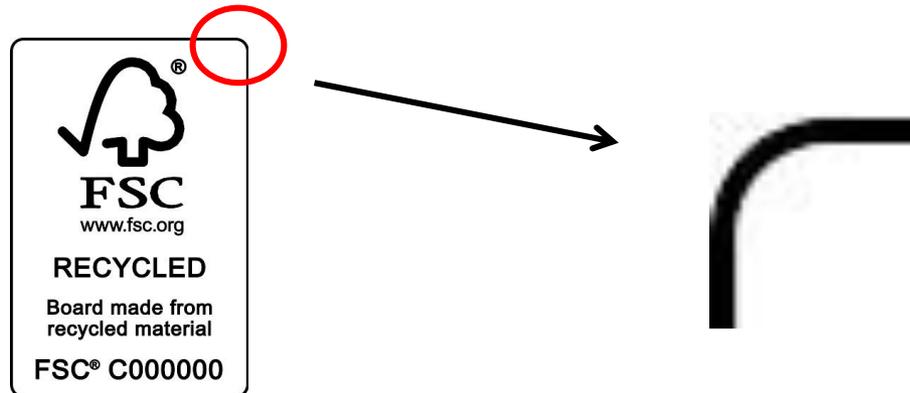
If the printed item do not use standard colors, the label may be produced using the darkest available color (in positive or negative versions) provided the contrast allows legibility.



## On-product labels:

### Use of the frames are optional!

- ✓ The use of frames around the labels are optional.
- ✓ If you wish to use the frame, it shall be with rounded corners like the design from the label generators.





# Minimum size requirements – product labels





# Background and transparent versions

It is allowed to place the label or logo on a **“soft graphics” background** (patterned or Photographic) that is not disruptive or compromising to the label or logo.



If there are no unprinted white areas in a printjob, it is allowed to use a **transparent version** of the label or logo in black or white on a solid or **“soft graphics” background** that provides sufficient contrast.



NB: Transparent labels are not available in the system. You need to prepare them yourself.



# Background and clear space requirement

Leave clear space around the label corresponding to 1 x the letters "FSC"



For photographic background use translucent frame around label





### SOLID BACKGROUND



Solid with rounded corners



Solid without rounded corners



### PATTERNED BACKGROUND



Regular patterned background



Slightly patterned background



Strongly patterned background affecting exclusion zone



Strong patterns with fade out exclusion zone



NOTE: Regular patterns are most likely to be approved; strong patterns that affect the exclusion zone are less likely to be approved.



### PATTERNED BACKGROUND



Any pattern going through the label or logo ❌



❌



❌

### PHOTOGRAPHIC BACKGROUND



Background affects the exclusion zone ❌



Photographic background with exclusion zone faded out ✅



Slightly photographic background ✅

### PLACEMENT



In combination with other brands ❌



Endorsement of quality aspects outside FSC certification ❌



In conjunction but independent from other brands ✅

### SHAPED BACKGROUND



Within a border ❌



Within a border with the exclusion zone respected ✅

NOTE: Patterned backgrounds are more likely to be approved than photographic backgrounds and illustrations.

The examples refer to the FSC-STD-50-001 (V1-2)



# Mini label

In some cases it is allowed to use a mini label instead of a full label:

- It is *always* allowed to use mini labels on paper size A5 or packaging of 500 ml or less.
- It *can be* allowed to use minilabels in case of clear space constraints on larger materials

## Minimum sizing:

You can download mini labels from FSC's Certificate Holder Portal using the same generator which creates full labels





## Product type

You need to choose the correct product type – both for the full label and the mini label.



Full label



Mini label

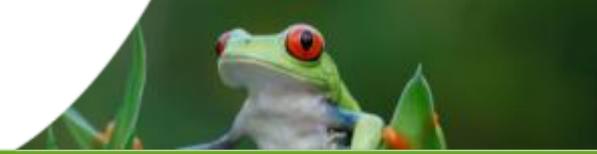
The product type shall be always specified on FSC certified printed publications.



## When you should add product type?

Example: if wooden product is packed in paper box you shall clarify if FSC label concern to wooden product or papper box.





## FSC label with license code of final recipient

- ✓ Final Recipient can ask Manufacturer to add FSC label with their license code.
- ✓ The Manufacturer and Final Recipient should sign an agreement for use of the FSC logo. The agreement must define data of the FSC certificates held by the Manufacturer and Final Recipient. There should be also information about certification body who will issue approval for this use. (ask NEPCon for template)
- ✓ Signed agreement and project with FSC label should be send to both certification bodies, but only one, chosen in agreement will issue approval for companies.
- ✓ Agreement does not apply when Final Recipient would like to use FSC label with Manufacturer's license code.



# FSC On-product labeling – Mobius Loop



- An mobius loop shall not be used without a percentage figure
- The figure shall reflect the post- and pre-consumer reclaimed material content
- The FSC Recycled label will always state “100%” when an mobius loop is used.
- If wished, the post-consumer reclaimed fiber percentage can be communicated independently next to the label





## Check list:

- ✓ **Placement:** On a solid or “soft graphics” background
- ✓ **Exclusion zone:** Uncluttered space around the label corresponding to at least 1 x the height of the letters FSC in the logo
- ✓ **Sizing:** Minimum size requirements are fulfilled
- ✓ **Product type:** Correct product type chosen
- ✓ No changes to the colors or proportions of the label or logo



# Promotional use of FSC trademarks



The mark of  
responsible forestry



## Your options

- ✓ You may use the FSC trademarks to promote your company or your certified products
- ✓ You can use the FSC logo and trademarks on for example your homepage, letterhead, email signature, standard invoice and delivery note templates, product catalogues, and in banners etc. used at trade fairs. You may also use the FSC trademarks on company gift items.



# Promotional use of FSC trademarks



The mark of  
responsible forestry

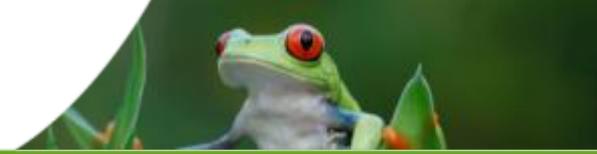
Portrait



The mark of  
responsible forestry

FSC® C000000

Landscape



## Promotional panel

You may use the standard promotional panel, which can be downloaded at the [Certificate Holder Portal](#).



The mark of  
responsible forestry



The mark of  
responsible forestry



The mark of  
responsible forestry



The mark of  
responsible forestry





## Promotional panel - some options

**Frame:** You may use the panel *without the frame*.

**Color:** You may use *white color for the text below the frame*, provided it is legible on the chosen background.

**Text:** You may put the text below the frame in *one, two or three lines*.





## Promotional use with stand-alone logo

Rather than using the ready-made promotional label, you can also apply the stand-alone logo and include the required elements yourself:

1. License code
2. [www.fsc.org](http://www.fsc.org)
3. FSC-endorsed off-product statement



*The placement and color of these elements are more flexible, however there are certain restrictions.*

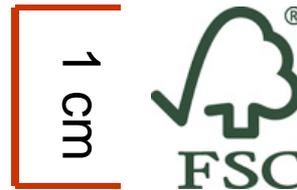


## Minimum size requirement

The FSC logo must be at least 1 cm in height, whether included in the promotional panel or used stand-alone.



The mark of  
responsible forestry





## Stand-alone logo and mini logo

If you use the standard promotional label (or the stand alone logo including the required elements), you can also use the stand alone logo in itself other places in the material.

A mini stand alone logo of 7 mm high can be used:

- on paper size A5 or packaging of 500 ml or less
- to indicate FSC-certified products (in catalogues etc.)



In all other cases the logo must be at least 10 mm high!



# Use of FSC logo on invoice, sales documents and delivery note templates

As a certified company you may use FSC's logo on your standard invoice and delivery notes. You need to follow the general requirements for promotional use. In addition, you need to add the following text:

***"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 trademarks shall not be used at the top of document templates such as letterheads, sales documents and emails.





## Non-certificate Holders

A non-certificate holder is an organization or individual who does not have FSC certification but may wish to use the FSC trademarks to:

- promote FSC labeled products to final consumers;
- specify or advise the use of FSC products;
- promote the use of FSC products in their business or activities;
- promote FSC as a system

Retailers, holding and parent companies, as well as multi-national companies may all wish to use the FSC trademarks without needing to have FSC certification themselves, and may all be non-certificate holders.

To find out more about using the FSC trademarks and to register as a non-certificate holder, contact your local [Trademark Service Provider \(TSP\)](#) through your FSC National Office. If there is no National Office in your country, please contact [trademark@fsc.org](mailto:trademark@fsc.org).



## FSC logo with other eco-labels

7.2: The FSC trademarks shall not be used together with the marks of other forest certification schemes in a way which implies equivalence or in a way which is disadvantageous to the FSC trademarks in terms of size or placement.

Do not allow other forestry certification scheme logos (SFI, PEFC) to be larger than the FSC logo – they should be the same size or smaller than FSC

Do not allow statements such as “PEFC is better than FSC”, etc.

Do not allow statements which makes FSC and the other forestry certification schemes seem connected – such as “We are FSC/SFI certified”



## FSC logo with other eco-labels

The FSC logo can be used in conjunction with other eco-labels promotionally. In this case, please ensure that the FSC rules are followed.

**Please remember to send artwork to NEPCon for approval.**





# Forests for all forever





## Forests for all forever

FSC has launched a new brand toolkit <https://marketingtoolkit.fsc.org> it's freely available for all FSC certificate holders.



To log in, use your existing user name and password for the FSC Trademark Portal.

The toolkit includes a complete set of logos, visuals and templates to help you to promote your company and its FSC products. There are visuals for on-product use (alongside the standard FSC label) and visuals for off-product use.



# How to use Forests-for-All-Forever trademarks

Requirements for use of new brand are written in:



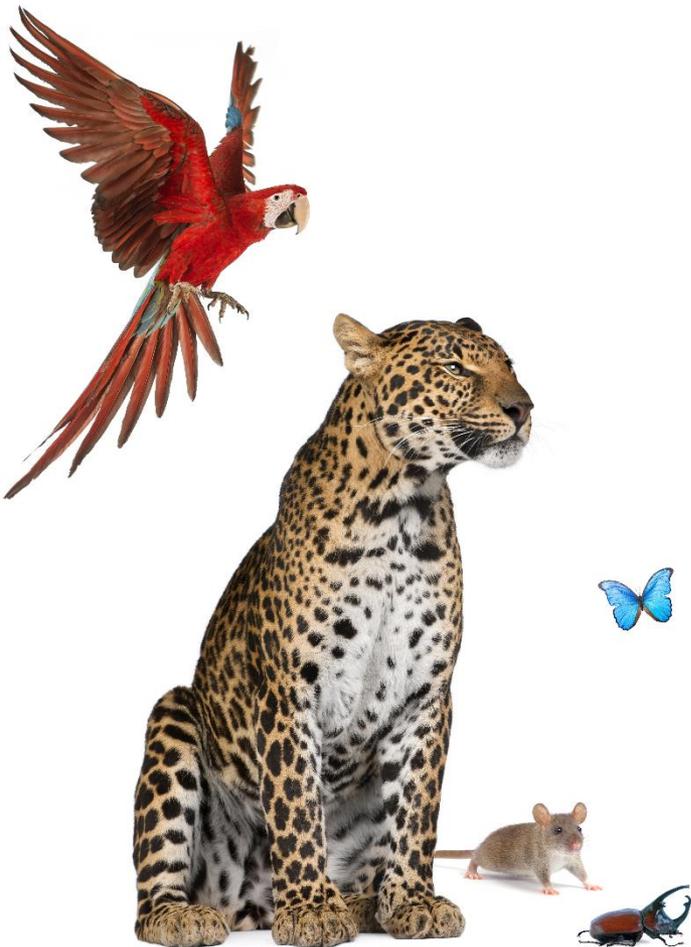
FSC-ADV-50-004 (V1-0) EN

In order to use the Forests-for-All-Forever trademarks, the organization shall have a valid license agreement and have agreed to the terms and conditions of use for the Forests-for-All-Forever trademarks available online at <https://marketingtoolkit.fsc.org>.





# Language versions of trademarks



Trademarks are available in following languages:

English, Spanish, Portuguese, French, German, Russian

 The English version of the trademarks may be used in all countries. The symbol used with the trademark shall reflect the registration status of the trademark in the intended country of distribution. The registration status of the FSC Forest Stewardship Council® trademarks for the respective country is listed in Annex 1 of FSC-STD-50-001.



## Language versions of trademarks

Translation of the strapline 'Forests for All Forever' may be used in **text format** within the messaging and/or below the trademark, respecting the exclusion zones. The approved translations for this purpose can be found at [marketingtoolkit.fsc.org](http://marketingtoolkit.fsc.org) in the downloads section.



(translated strapline)



(translated strapline)



## On-product use

When the full Forests-for-All-Forever - trademark is used on a product, a clear reference shall be made to the specific product being promoted. For example, packaging that is carrying a full Forests-for-All-Forever trademark shall visibly position a description such as 'FSC-certified board' or similar on the product.

Use of the Forests-for-All-Forever trademarks on a product shall not replace the on-product claim in the form of a correct FSC label, or any requirement for use of the label as stipulated in FSC-STD-50-001 (V1-2).





## Promotional use

When the Forests-for-All-Forever trademarks are used on promotional materials, the following elements shall be included in addition to the trademark:

- a) a clear reference to the specific product(s) being promoted, and/or FSC-related messaging about forests (examples of messaging can be found at [marketingtoolkit.fsc.org](http://marketingtoolkit.fsc.org)),
- b) FSC trademark license code.





## Graphic rules

The minimum size for the Forests-for-All-Forever trade-marks when printed shall be

- a) 30mm width for the full mark
- b) 23mm width for the logo-and-text mark.



The minimum size for the Forests-for-All-Forever trade-marks when used on screen shall be

- a) 150px width for the full mark
- b) 100px width for the logo-and-text mark.



## Approved colors

The green colors for reproduction in print shall be

a) Dark green: Pantone 626C



### **DARK GREEN**

Pantone® 626C  
C81 M33 Y78 K28

b) Light green: Pantone 368C



### **LIGHT GREEN**

Pantone® 368C  
C60 M0 Y100 K0



### **BLACK**

C0 M0 Y0 K100



### **WHITE**

C0 M0 Y0 K0

The green colors for reproduction on screen shall be

a) Dark green: R0 G92 B66



### **DARK GREEN**

R0 G92 B66  
HEX #005c42

b) Light green: R114 G191 B66



### **LIGHT GREEN**

R114 G191 B66  
HEX #72bf44



### **BLACK**

R0 G0 B0  
HEX #000000



### **WHITE**

R255 G255 B255  
HEX #ffffff

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



## Placement

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



The marks shall not be placed on background that interferes with the design or could be misleading about what they refer to.



# Few common graphic mistakes to avoid:

1. Don't stretch the brandmarks.
2. Don't rotate the brandmarks.
3. Don't use the "Forests-for-All-Forever" lockup without the FSC logo.
4. Don't change the animals.
5. Don't change the colours.
6. Don't place the brandmark on a busy background.
7. Don't switch the order of the brandmark elements.
8. Don't change the size of the elements within the brandmarks.
9. Don't lock up any element of the brandmark with an on-product label. Have a look in [Inspiration](#), to see how these should sit separately.
10. Don't make a 3D image of the brandmarks.





## *Contact our specialist*

**name**

**title**

**E-mail | tel**

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**CERTIFIED  
WOOD  
UPDATE**

[www.nepcon.net/newsletter](http://www.nepcon.net/newsletter)

*NEPCon works to ensure responsible use of natural resources and secure sustainable livelihoods by transforming land-use, business practises and consumer behaviour.*