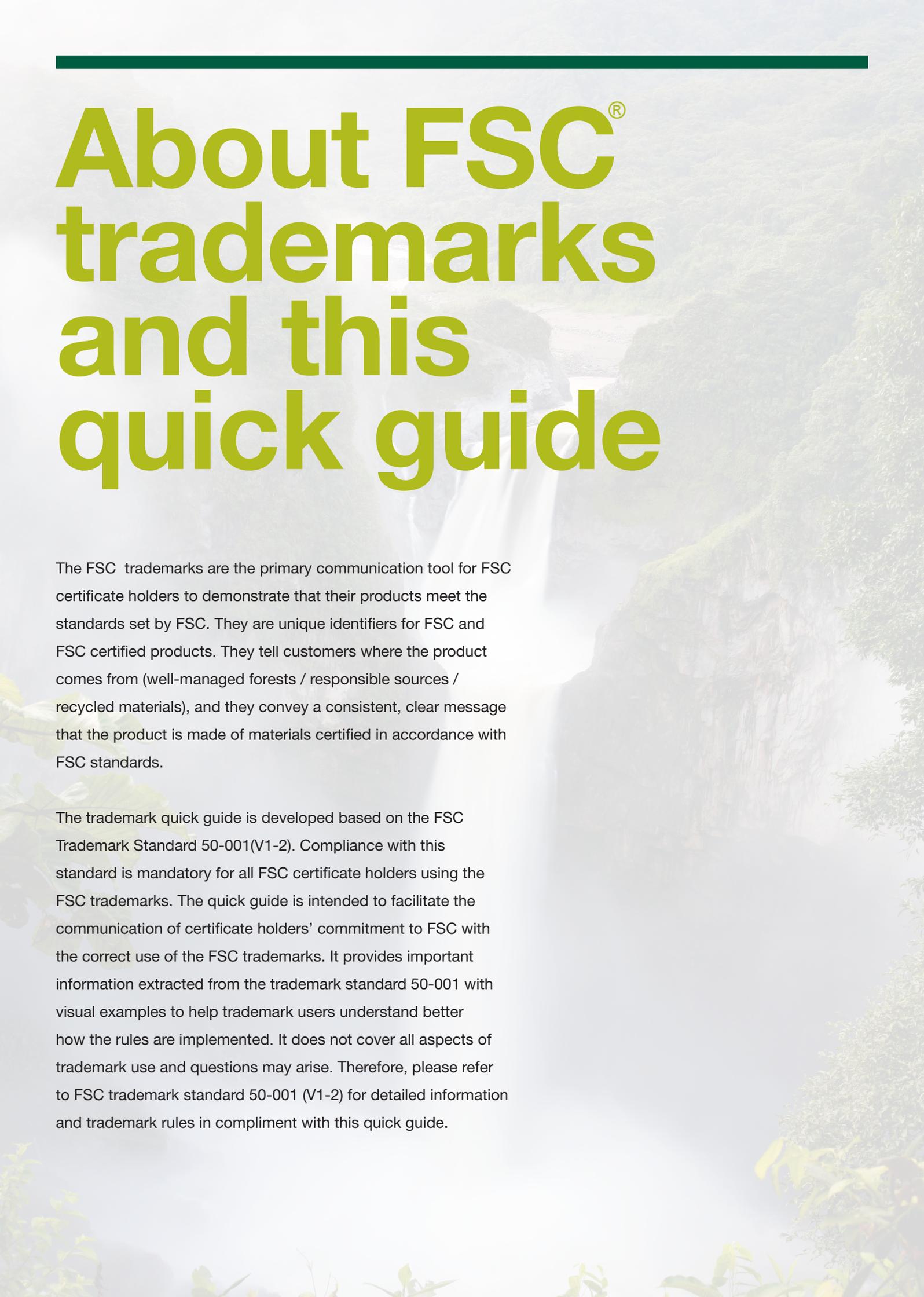




Forest Stewardship Council®

Trademark **Quick Guide** for Certificate Holders





About FSC[®] trademarks and this quick guide

The FSC trademarks are the primary communication tool for FSC certificate holders to demonstrate that their products meet the standards set by FSC. They are unique identifiers for FSC and FSC certified products. They tell customers where the product comes from (well-managed forests / responsible sources / recycled materials), and they convey a consistent, clear message that the product is made of materials certified in accordance with FSC standards.

The trademark quick guide is developed based on the FSC Trademark Standard 50-001(V1-2). Compliance with this standard is mandatory for all FSC certificate holders using the FSC trademarks. The quick guide is intended to facilitate the communication of certificate holders' commitment to FSC with the correct use of the FSC trademarks. It provides important information extracted from the trademark standard 50-001 with visual examples to help trademark users understand better how the rules are implemented. It does not cover all aspects of trademark use and questions may arise. Therefore, please refer to FSC trademark standard 50-001 (V1-2) for detailed information and trademark rules in compliment with this quick guide.

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What are the FSC® trademarks?

FSC owns the following three trademarks:

1. The FSC® “checkmark-and-tree” logo:



2. The initials:

FSC®

3. The name:

Forest Stewardship Council®

Who needs to comply with the trademark standard FSC®-STD-50-001?



All FSC® certificate holders with a valid certificate

Trademark symbol ® or TM?



® - for a registered trademark

TM - for an unregistered trademark

Why is the use of the trademark symbol important? To protect the FSC[®] trademarks!

How to choose which symbol to use

Step 1

Check Annex 1 in FSC-STD-50-001 to see registration status of the country/countries involved



Step 2

Choose a correct symbol to use according to country/countries where the products are to be **distributed**

For example: Wood furniture produced in Turkey, distributed in Germany and UK:

Step 1

Turkey TM, Germany ® , UK ®



Step 2

®

!	When products are to be distributed in several countries, some with R and some with TM, which symbol to use? TM
!	When distribution of products is not known at the time of labeling, which symbol to use? TM

How / When to use the trademark symbol

The symbol ® or TM in superscript font should be added to the initials FSC and the name Forest Stewardship Council **for the first or the most prominent use in any text**, e.g. FSC[®] or Forest Stewardship Council[®]

FSC® labels - Use of the FSC labels on products

The FSC® standard labels: 100%, MIX, Recycled

FSC label artwork is available on the label generator. Access to the label generator is arranged by the Certification Bodies.

Please refer to “Matrix of FSC labels” for complete label examples and detailed label elements.

Portrait



Landscape



The FSC® mini labels

Portrait



Landscape



Use of a product type within the label

An appropriate product type is required in the following cases:

- Final product includes non FSC certified material
- FSC certified printed publications

E.g.



FSC® label colors

1) **Green, black, and white** are the FSC standard label colors. Green (positive) is the preferred version.

Green color: **Pantone 626C**. The equivalent color to Pantone 626C may be used in CMYK or RGB.



Green
(positive)



Green
(negative)



Black and White
(positive)



Black and White
(negative)

2) When there are no green, black or white colors used in a printed item, the label may be produced using the darkest available color that is used in the printed item in positive or negative versions.

Example 1



Positive



Negative

Example 2



Positive



Negative

3) Where no unprinted white areas are available, in a printed item using standard or limited colors, a transparent label may be used, provided the label elements are reproduced in black or white on a background color that gives sufficient contrast.

Example 1



Example 2



Use of the mini label

Scenario 1

Mini label may be always used in the following cases:

- Paper size A5 or smaller
- Packaging 500ml volume or less

Example 1



Example 2



Scenario 2

When there is not sufficient unprinted space for the standard label, the mini label may be used.

Example 1 - A4 Flyer



However, the area intended for writing or printing, for example on letter templates or postcards, is not considered as unprinted space.

Example 2



Promotional use of the FSC® trademarks – Promotional panel

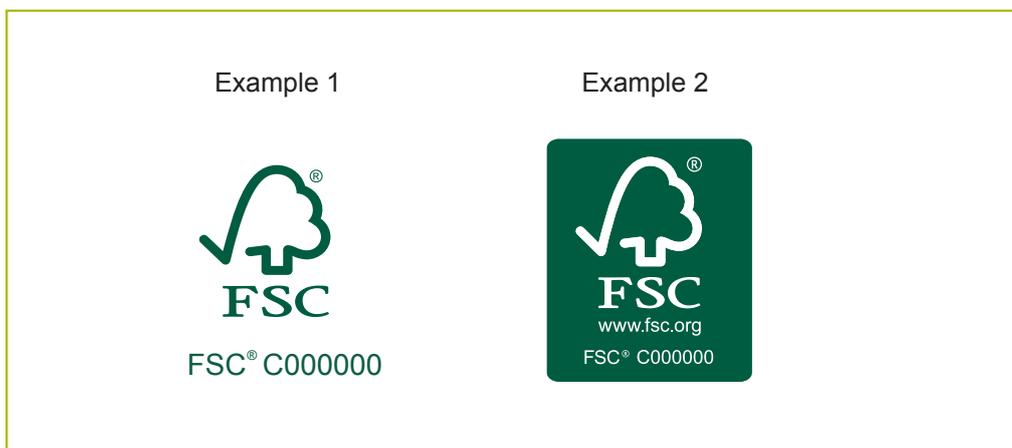
Organizations may use the FSC promotional panel to **promote their FSC certified products, and their status as FSC certificate holders** in brochures, websites, point of sale materials and other promotional materials or promotional items.

Promotional Panel



Alternative wording and extra information to be used in association with the promotional panel require prior approval from FSC via the Certification Body.

Alternative layouts may be approved by the Certification Body. For example: the promotional claim, FSC website address, and/or colored background may be omitted for space reasons.





DOs 	DON'Ts 
Use the promotional panel or its elements in a prominent place in catalogues, brochures and on sales websites	Do not use the promotional panel at the top of document templates
Include a link or text such as "Look for FSC certified products" next to the promotional panel, where the products are not all on the same page and indicate the FSC certified products by using the logo or the initials FSC	Do not use the promotional panel on business cards
	Do not use the promotional panel as the FSC on-product label
Use of the promotional panel or only the logo and license code if preferred on promotional items, such as t-shirts, mugs, pens, vehicles etc	Do not use the promotional panel together with the marks of other forest certification schemes, implying equivalence or in a way which is disadvantageous to the FSC trademarks in terms of size or placement
	Do not include an FSC logo on a promotional item made fully or partially of wood unless it qualifies for labeling

Promotional panel colors

The color, format, and placement of the promotional panel follow the rules of the FSC labels.



The mark of responsible forestry

Green
(positive)



The mark of responsible forestry

Green
(negative)



The mark of responsible forestry

Black and White
(positive)



The mark of responsible forestry

Black and White
(negative)

Promotional use of the FSC® trademarks – Extra logos (Standalone logos)

The FSC logo (“checkmark-and-tree” and the initials) may appear on its own on product or in promotional material in addition to the FSC label or promotional panel.

Extra logo colors: green, black, and white. The color of extra logos follows the same color rules for the label.



Green - Pantone 626C



Black



White

Extra logos with a minimum size of 7mm may be used in the following cases:

- a) Paper size is A5 or smaller
- b) Packaging is 500ml volume or less
- c) Logo is used to indicate FSC certified products (e.g. in catalogues, brochures and websites)

Placement of the FSC® label, logo, and promotional panel

They may not be placed on photographic or strongly patterned background which interferes with or goes through the design, or could be misleading as to what is certified.

Please refer to “Quick guide to FSC Trademark usage – Background” for more visual examples of how the FSC label, logo, and panel can be placed.



Please respect the exclusion zone around the label, logo, and panel



Logo is independent of other branding



Logo with frame on a patterned or photographic background



Use of the label on a regular patterned background



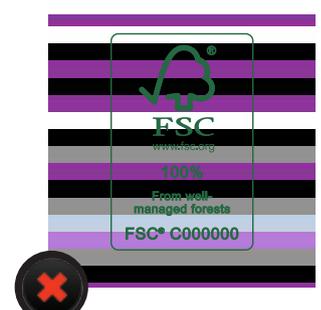
Use of the logo in a circle



Misleading – logo used in combination with other branding



Use of the logo on a photographic background which goes through the logo design



Use of the label on a patterned background that goes through the label