

### Guide for promotional use of the FSC® logo and trademarks

This is an basic guide which covers only the most typical types of promotional use of the FSC trademarks. The guidance below is based on the rules described in the FSC Standard FSC-STD-50-001 (most recent revision applies). Additional requirements arise for holders of group, multi-site or project certificates.

In order to use the FSC-trademarks, the organization shall have signed the FSC trademark license agreement and hold a valid FSC COC certificate. FSC-certified companies shall seek advice and approval from the accredited certification body (TÜV NORD CERT GmbH) about labelling considerations.

All use of FSC trademarks has to be approved by the certification body prior to use. During the on-site-evaluation the proposed logo use may get approval from the auditor. At all other times the draft logo applications have to be sent to the certification body ([TNCERT-FSC@tuev-nord.de](mailto:TNCERT-FSC@tuev-nord.de)). The certification body grants a decision of release through qualified personnel within two days. Logo use and approval management are verified during the on site audits.

The FSC trademarks are:

- The FSC “checkmark-and-tree” logo
- The name “Forest Stewardship Council”
- The abbreviation “FSC”

All three trademarks are intellectual property of the FSC. In addition, the FSC logo holds copyright protection and therefore should be marked with an ® or ™.

Advice for sellers of FSC Controlled Wood: The name “Forest Stewardship Council” and the FSC “checkmark-and-tree”-logo shall not be used in connection with sales or promotion of FSC Controlled Wood. The initials “FSC” shall only be used to pass on FSC Controlled Wood claims to FSC certified organizations in sales and shipping documentation.

### Online trademark resources

FSC-certified companies have access to an online platform provided by the FSC, containing many useful resources for trademark users, including graphic material and guidance documents (label generator). Access to the label generator is arranged by the accredited certification body (TÜV NORD CERT GmbH).

### General use

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

The FSC label shall be clearly visible on the product, its packaging or both.

The label shall not be used to make a partial claim about the product. Where permanent parts of the products (other than any packaging materials or non-forest based materials) are not covered by FSC certification, the FSC label shall not be used.

### FSC Labels

There are three categories of the FSC label, which describe the content of FSC material. The correct label shall be chosen according to the claim the product or material has been supplied with.

The FSC labels are:

- **100%** label for products containing 100% material from FSC forests: “[Product type] from well managed forests”
- **Mix** label for products containing a combination of material from FSC certified forests, FSC Controlled Wood or eligible recycled fibre: “[Product Type] from responsible sources”
- **Recycled** label for products containing only recycled fiber: “[Product type] made from recycled material”

In the label generator, up to four languages of the label text can be added to a label. The standard label includes following information: FSC logo, FSC website address, label title, Label text, FSC trademark license code.

Green, black and white are the standard FSC label colours (green colour for reproduction shall be Pantone 626C). Labels may be used in portrait or landscape versions. Minimum size portrait is 17 mm width, landscape 12 mm height. As an exception is the use of a mini label allowed (paper size A5 or smaller, packaging 500ml volume or less). Standard graphics and texts are available from the label generator. Alternative layouts may be approved by agreement with the certification body.

### Product promotion

When using the FSC trademarks in product promotion, you need to clearly link the FSC trademarks to the certified products.

FSC used in a product name: Products can be referred to as for example “FSC® Paper” provided that the ® symbol in superscript directly follows the trademark „FSC“. Another option is to include the words “FSC certified” before or after the product name.

FSC’s on-product label designs can be used for the marketing of products.

It is possible for certified suppliers to permit non-certified buyers to use the certified suppliers' certification product in product marketing (pl. note specific FSC regulations).

#### Use of the FSC trademarks with trademarks of other Forest Management Conformity Assessment Schemes

The FSC trademarks shall not be used on-product together with the logos, names or other identifying marks of other forest management conformity assessment schemes.

#### Use of the FSC trademarks for general company promotion (off product)

The off-product use of the FSC Trademarks together with the logos, names or other identifying marks of forest management conformity assessment schemes is permitted if the following conditions are met:

- The FSC trademarks are clearly separated from the logos, names or identifying marks of other forest management conformity assessment schemes, and the reproduction does not imply any association between FSC and other schemes.
- The FSC trademarks are not reproduced in a way that is disadvantageous compared to other forest management conformity assessment schemes, in terms of logo or font size, placement, order etc.
- Some off product reproductions constitute exceptionally prominent placements of the FSC trademarks, such as: use on company stationery, publication covers, use on trade fair booths. In such cases, the certification body (TÜV NORD CERT GmbH) scrutinizes the certificate holder's requests.
- If the presented FSC trademarks do not cover the same range of certified products as those of other forest management conformity assessment schemes then it must be clearly stated which are within the scope of FSC certification (or which are not).

#### Use of the FSC trademarks together with the logo of TNCERT

The FSC label may be used on product together with certification body's logos. If both logos appear on a product, the FSC logo shall be visible enough to avoid confusion with respect to other certification bodies programmes.

#### Trademark use in case of a suspended or withdrawn certificate

In case of the event that a certificate is suspended or withdrawn, the supplier shall immediately cease:

- To make any use of any FSC trademarks
- To sell any products that the supplier had previously labelled or marked using the FSC trademarks.
- To make any claims that imply that they comply with the requirements for certification.

**Please always be aware of the recent FSC requirements for trademark use. Be also reminded of the requirement of approval of logo use by the accredited FSC certification body (TÜV NORD CERT GmbH) prior to use.**