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.
Contents

What are the FSC® trademarks? 03 - 03
Who needs to comply with the trademark standard FSC-STD-50-001 (V1-2)? 03 - 03
Trademark symbol ® or TM? 03 - 03
How to choose which symbol to use 04 - 04
How / when to use the trademark symbol 04 - 04
FSC® labels - Use of the FSC® labels on products 05 - 06
FSC® label colors 06 - 08
Use of the mini label 09 - 10
Promotional use of the FSC® trademarks – Promotional panel 11 - 11
DOs and DON’Ts for the promotional panel 12 - 12
Promotional panel colors 12 - 12
Promotional use of the FSC® trademarks – Extra logos (Standalone logos) 13 - 13
Placement of the FSC® label, logo, and promotional panel 14 - 14
What are the FSC® trademarks?

FSC owns the following three trademarks:

1. The FSC® “checkmark-and-tree” logo:  
2. The initials:  
3. The name:  

FSC®  
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.

The FSC® mini labels

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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.
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 Example](image1)

![Negative Example](image2)

Example 2

![Positive Example](image3)

![Negative Example](image4)
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.
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
Scenario 2

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

Example 1 - A4 Flyer

![A4 Flyer Image]

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

Example 2

![Postcard Image]
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.

Example 1

Example 2
Use the promotional panel or its elements in a prominent place in catalogues, brochures and on sales websites

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

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 at the top of document templates

Do not use the promotional panel on business cards

Do not use the promotional panel as the FSC on-product label

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.

Green
(positive)

Green
(negative)

Black and White
(positive)

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.

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.