



# FSC LABEL AND TRADEMARK USE

Because Forests and People Matter

The FSC label and trademarks are the final link between certified forests and consumers of forest products. It is important that the FSC label and trademarks are used correctly to maintain its credibility. With your help, we can achieve this goal. When consumers see the FSC label on a product or the FSC trademarks on promotional materials (suggest to use 'promotional materials' to tie in with promotional use), they should be confident that the source of the FSC certified forest product has been independently evaluated to ensure the long-term economic, social and environmental benefit of the forest.

## What are the FSC trademarks?

FSC owns three trademarks: the name 'FOREST STEWARDSHIP COUNCIL', the initials 'FSC', and the 'checkmark-and-tree' logo. All uses of these trademarks, either on promotional materials or on the FSC label for certified products, have to be licensed.

## Who can use the FSC trademarks or FSC labels?

All users must enter into licensing agreements with FSC. Having done so, they will receive an FSC authorized code number. Generally, there are three authorizing bodies:

1. FSC International licenses trademark use by FSC Accredited Certification Bodies, FSC Regional Offices and FSC National Initiatives. When a license is issued, a code number is assigned e.g. FSC-SECR-0001.
2. FSC-Accredited Certification Bodies license the use by certified forest operations, manufacturers and wholesalers as part of the certification contract. These users are called "certificate holders". Certificate holders are issued with a code number e.g. xxx-COC-000000 or xxx-FM/COC-000000; where "xxx" stands for the certification body which awarded the certificate, FM for "forest management", and COC for "chain of custody".
3. FSC Nominated Agents issue "Logo Resource Packs" to "non-certificate holders", usually retailers, non-certified institutions and non-governmental organisations. Non-certificate holders are issued with a code number e.g. FSC-XXX-000; where "XXX" stands for the respective country code. For media and educational establishments, "Mini-Packs" are issued. Code numbers are not issued with mini-packs as approval for using the FSC trademarks is granted for only one purpose and reproduction.

### Obligatory approval

All usage of the FSC trademarks or labels requires prior written approval by the responsible authorizing body. For this, the authorizing body has to be provided with the corresponding proof and documentation.

### Repackaging FSC certified products

Products can only be sold as FSC-certified if they are covered by a chain of custody invoice. Non-certificate holders must become chain of custody certified if they wish to repackage and/or sell an FSC-certified product to another company or person who also wishes to promote the product as FSC-certified.

## How and where can the FSC trademarks or labels be used?

There are two types of usages: 'on-product' and 'promotional use'.

### ON-PRODUCT USE by Certificate Holders

"On-product use" means that the FSC label is physically on a certified forest product or on its labelling or pack-aging (heat brands, product tags, labels, stencils, watermarks, retail packaging, plastic wrap, etc.).

Only FSC chain of custody certificate holders can use the FSC labels on-product. FSC-accredited certification bodies approve and monitor all trademark and label use by their

certificate holders. The FSC label shall be used in accordance with the 'FSC Product Labeling Guide' and FSC-STD-40-201 *On product labeling requirements* included in the brand pack distributed by the Certified Bodies to FSC certificate holders.

## Reference samples of FSC labels



### 100% label:

Products with a 100% FSC label come from forests certified as meeting the environmental and social standards of FSC.



### Mixed sources:

Products with a Mixed Sources label support the development of responsible forest management worldwide. The wood comes from FSC certified well managed forests, company controlled sources and/or post-consumer reclaimed material.



### Recycled:

Post-consumer reclaimed material includes wood and/or wood fiber that has been reclaimed from a product after that product has been used for its intended end-use purpose by individuals or businesses.

## PROMOTIONAL USE by Certificate Holders and Non-Certificate Holders

"Promotional use" means that the FSC trademarks are not attached to a certain product, but are used on promotional material (posters, brochures, flyers and advertising leaflets, shelf-talkers and barkers, bulletins and magazines, websites, invoices\*, business cards\* and letters\*). This includes promotion of FSC certified forests, certified products and general information about FSC.

All FSC certificate holders (forest management, chain of custody and joint certificates) and non-certificate holders can be authorized to use the FSC trademarks for promotional purposes. Use of FSC logo for promotional purposes has to observe the following requirements:

\*Stationery use and use on invoices is for FSC certificate holders only, and is regulated by special requirements. For more information, please contact FSC Certification Bodies listed on FSC website: [http://www.fsc.org/en/about/documents/Docs\\_cent/5](http://www.fsc.org/en/about/documents/Docs_cent/5).

## PROVING AUTHORISATION AND OWNERSHIP

- The user's FSC authorized code number is included. This can be placed directly under the FSC logo or in parenthesis after the copyright claim.
- The copyright claim must be included: © 1996 Forest Stewardship Council A.C.

## Graphic requirements

- The FSC logo is at least 10 mm in size.
- There is no text or graphic within the exclusion zone (area around the "checkmark-and-tree" logo which is shown in graphic copy files).
- The logo is of an appropriate color and contrast.
- Use of FSC logo on promotional materials for FSC certified products shall be accompanied by an approved and appropriate promotional statement (see illustration example).
- When the trademarks are used for product promotion, the product reference must not be confusing or misleading. It should be obvious which products are certified and which are not. Non-certificate holders must have invoices or delivery notes showing the FSC certification code number of the certified supplier at their disposal, in order to provide evidence that the products they want to promote are FSC-certified.

### Important!

The FSC label shall not be used on-product with the logos, names or identifying marks of other forest certification schemes whose standards do not comply with the FSC Principles and Criteria and other FSC standards of forest certification. This is to reduce confusion about environmental claims, and to protect the integrity of the FSC label and trademarks.