



**FORESTS<sup>™</sup>  
FOR ALL  
FOREVER**

# **Trademark Quick Guide for Certificate Holders**

March 2018



# About FSC® trademarks and this quick guide

Labelling and promoting with FSC trademarks highlights your achievements in responsible sourcing of forest-derived materials and informs consumers and clients that their purchasing choices contribute to taking care of the world's forests. The FSC trademarks are the primary communication tools for FSC certificate holders to demonstrate that their products meet the standards set by FSC.

This trademark quick guide was developed based on the FSC Trademark Standard 50-001(V2-0).

Compliance with this standard is mandatory for all FSC certificate holders making use of the FSC trademark. This guide provides the core information extracted from the trademark standard 50-001 with visual examples to help trademark users communicate their commitment and achievements in a simple way. It does not, however, cover all aspects of trademark use. Therefore, should queries arise, please refer to FSC trademark standard 50-001 (V2-0) for detailed information and trademark rules in conjunction with this quick guide.

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# What are the FSC® trademarks?

1. The FSC® logo



2. The initials:

FSC®

3. The name:

Forest Stewardship Council®

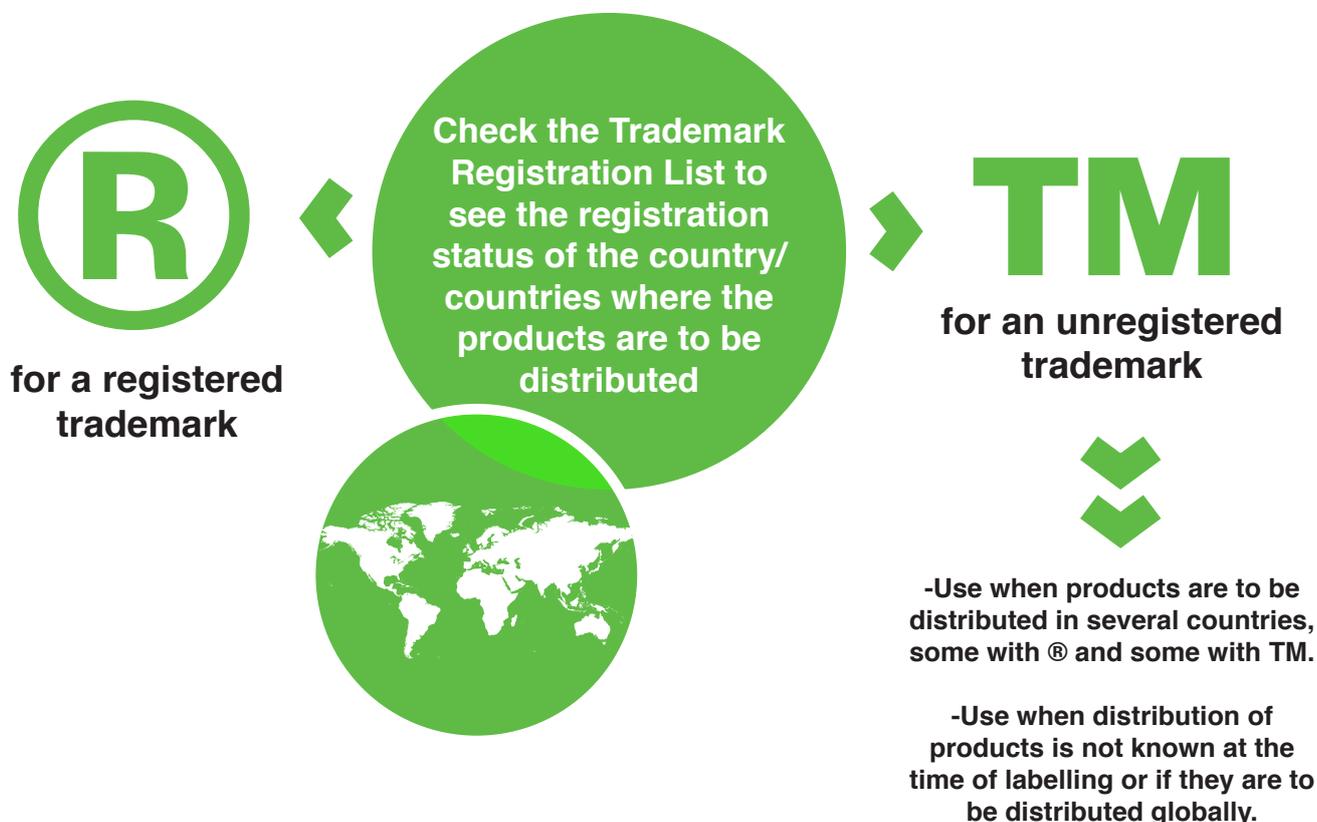
4. 'Forests For All Forever' - full mark



5. 'Forests For All Forever' - logo with text mark



# How to choose which symbol to use?




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

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## How to use the trademark symbol?

Add to upper right corner for:



# Know the FSC® on-product labels

FSC label artwork is available on the Trademark Portal. Access to the portal is arranged by the certification bodies.

## Types of labels



There are 3 types of labels according to label title. 

## Elements of a label



The inclusion of an appropriate product type is required in the following instances:

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

## Minimum sizes

All elements are required to be legible. 



# FSC® label colors

**Green, black, and white** are the FSC standard label colors. The green colour is **Pantone 626C**.

If none of the standard label colours are to be used in a printed item, the label may be produced using an available colour providing legible contrast. The label may also be used on a coloured background that gives sufficient contrast.

## Examples

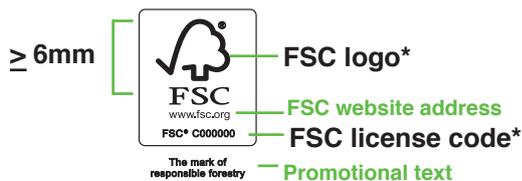




# Promotional use of the FSC® trademarks

You can use the FSC trademarks to promote FSC-certified products, and your status as an FSC certificate holder on brochures, websites, point of sale materials and other promotional materials or promotional items.

## Example 1: Logo in promotional panel



## Example 2: 'Forests For All Forever'



\*Compulsory element

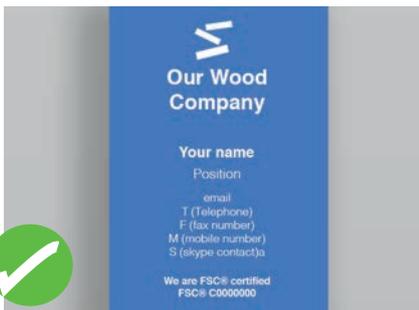
# Color of the logo and 'Forests For All Forever' marks

	Logo	Label	'Forests For All Forever' marks	
A)				
B)				
C)				
D)				
E)				
F)				

# DOs and DON'Ts of FSC® trademarks

Looking for more inspiration to create promotional materials? Visit [marketingtoolkit.fsc.org](http://marketingtoolkit.fsc.org)

## DOs



Use text line with license code to promote your certification on business cards e.g. 'We are FSC® certified (FSC® C#####)'

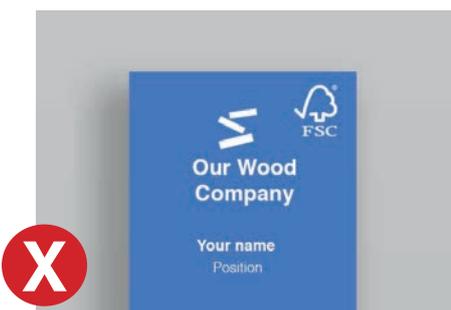


Always identify clearly which products are FSC certified and which are not, when promoting with FSC trademarks. See 6.1 and 6.2 in FSC-STD-50-001 for trademark use in invoices and catalogues.



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.

## DON'Ts



Do not use the FSC logo or 'Forests For All Forever' marks for promotion on business cards.



Do not use the FSC trademarks 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 FSC marks on a promotional item made fully or partially of wood unless it qualifies for labeling.

! The FSC logo and 'Forests For All Forever' marks may appear on their own on products or in promotional material in addition to the FSC on-product label.

\*Disclaimer: 'Happy Forest Certification' and 'Our Wood Company' are fake examples created for this publication. Any resemblance with reality is purely coincidence.

# Placement of the FSC<sup>®</sup> trademarks

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



Logo is independent of other branding.



Use of the logo 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 patterned background that goes through the label.



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