



January 2018

Requirements for use of the FSC trademarks by non-certificate holders –crosswalk V1-0 and V2-0






This crosswalk has been created to help facilitate the public consultation on the Requirements for use of the FSC trademarks by non-certificate holders (FSC-STD-50-002 V2-0 D1-0). The crosswalk assists in identifying and highlighting the differences between the existing requirements and the draft revised standard. The proposed changes in this revision process are highlighted in green and identified by colour ranking (see legend below).

Legend	
	No change. The requirement is identical in relation to the previous version of the standard.
	The intent of the requirement has not changed. The requirement has been simplified or reworded for an improved
	New requirement or the requirement has changed in relation to the previous version of the standard.
	Requirement added from another document
	Requirement removed

FSC-STD-50-002 (V2-0)	FSC-STD-50-002 (V1-0)
Part I: Applying for FSC trademark licence	
1 Organizations that are eligible to use the FSC trademarks	
1.1 This standard covers the following use of FSC trademarks by non-certificate holders, hereinafter called ‘organizations’: (a) promotional use by organizations that, according to the standard FSC-STD-40-004, are not required to have FSC certification (e.g. for promoting FSC products, promoting FSC as a system);	1.1 This standard covers the following use of FSC trademarks by non-certificate holders hereinafter called “organizations”:

	<p>(b) consultants, training companies, and investment organizations; (c) promotion of certification services by certification bodies and their affiliate offices (Annex C).</p>	<p>a) Promotional use by organizations that, according to the standard FSC-STD-40-004, are not required to have FSC certification (e.g. for promoting FSC products or promoting FSC as a system) b) For educational or research purposes c) By media organizations (e.g. on press releases, TV commercials) d) Promotion of certification services by certification bodies and their affiliate offices.</p>
	<p>2 Identifying a trademark service provider</p>	
	<p>2.1 Organizations that wish to obtain permission to use the FSC trademarks for commercial use shall apply to their national or regional TSP or, in the absence of a TSP, to FSC International.</p>	<p>3.1 Organizations wishing to obtain permission to use the FSC trademarks shall apply to:</p> <p>a) Their national or regional Trademark Service Provider (TSP) or b) In the absence of a TSP, the FSC International.</p> <p>NOTE: In case of doubt, the organization is advised to contact FSC International for further information.</p>
	<p>2.2 Organizations that want to make commercial use of the FSC trademarks shall sign a trademark licence agreement (TLA) with a TSP or with FSC International, as applicable.</p>	<p>3.2 Organizations that want to make commercial use of the FSC trademarks shall sign a Trademark License Agreement (TLA) with a TSP or with FSC International, as applicable. Educational or research organizations and media are not required to sign a TLA for the use of FSC trademarks.</p>
	<p>2.3 Multinational organizations or groups of companies under the same ownership can choose one of the following options:</p> <p>(a) to sign a single TLA for the whole group with the TSP of the country where the company's headquarters is located or as assigned by FSC International;</p> <p>(b) to sign an individual TLA with a TSP in each country of operation.</p>	<p>3.3 Multinational organizations or groups of companies under the same ownership can choose one of the following options:</p> <p>a) To sign an individual TLA with a TSP in each country of operation b) To sign a single TLA for the whole group with the TSP of the country where the mother company is located or as assigned by the FSC International.</p>

<p>2.4 A holding or company headquarter (which is not required to be FSC-certified) that owns several certified companies or where certified branches of the same company do not have a common licence code, shall either seek approval from their certification bodies or shall sign a TLA for promotional purposes with a TSP (e.g. the development of marketing materials for the whole group) under the following conditions:</p> <ul style="list-style-type: none"> (a) Where the subsidiaries use promotional materials produced by the holding or company headquarters, they shall keep a copy of the trademark approval from the company headquarters in case it is requested by their certification bodies. (b) Where there are both certified and uncertified operations, the trademarks shall not be used in such a way as to seem to apply to the uncertified operations or to the company as a whole. 	<p>3.4 A holding or mother company (which is not required to be FSC certified) that owns several certified companies or where certified branches of the same company do not have a common license code, shall either seek approval from their CBs or shall sign a TLA for promotional purposes (e.g. the development of marketing materials for the whole group) under the following conditions:</p> <ul style="list-style-type: none"> (a) The TLA shall be signed with or as assigned by the FSC International. (b) Where the subsidiaries use promotional materials produced by the holding or mother company, they shall keep a copy of the trademark approval from the mother company in case it is requested by their certification bodies (CBs). (c) Where there are both certified and non-certified operations, the trademarks shall not be used in such a way as to seem to apply to the non-certified operations or to the company as a whole.
<p>2.5 Upon signing the TLA, the organization will receive an individual licence code, which shall be included in all instances in which the FSC trademarks are used. The organization shall not use their supplier's code for promotional purposes.</p>	<p>3.5 Upon signing the TLA, the organization will receive an individual license code, which shall be included in all future uses of the FSC trademarks. The organization shall not use their supplier's code for promotional purposes.</p>
	<p>3.6 The organization shall submit artwork of all new reproductions of FSC trademarks for approval to their TSP or to FSC International, as applicable, unless stated otherwise. Repeated uses may not require pre-approval if, in the opinion of the TSP or FSC International, the license holder has demonstrated a record of correct use. In this case, an agreement shall be made for periodic review.</p>

<p>Part II: Promoting FSC-certified products and the FSC system</p>	<p>2 General requirements</p>
<p>3 Ground rules for using the FSC trademarks</p> <p>3.5 The Forest Stewardship Council AC (FSC) owns the following registered trademarks:</p> <p>(a) the name 'Forest Stewardship Council'</p> <p>(b) the initials 'FSC'</p> <p>(c) the FSC logo</p> <p>(d) the 'Forests For All Forever full' mark</p> <p>(e) the 'Forests For All Forever logo with text' mark</p> <div style="display: flex; justify-content: space-around; align-items: center;">    </div>	<p>2.1 The Forest Stewardship Council A.C (FSC) is the owner of three trademarks:</p> <ul style="list-style-type: none"> • The FSC “checkmark and tree” logo (hereinafter: the “FSC Logo”) • The initials “FSC” • The name “Forest Stewardship Council”. <p>FSC-ADV-50-005 (V1-0)</p> <p>1.1 The Forest Stewardship Council A.C. (FSC AC) is the owner of the Forests-for-All-Forever trademarks and any official language versions thereof.</p> <p>Forests-for-All-Forever trademarks in English:</p> <p>a) Full</p>  <p>b) Logo-and-text</p> 
<p>2.2 FSC-certified products to be promoted for commercial sales shall carry the FSC on-product label. Exceptions to this rule shall be determined on a case-by-case basis by FSC International.</p>	<p>2.3 FSC certified products to be promoted shall carry the FSC on-product label. Exceptions to this rule shall be determined on a case-by-case basis by the FSC International.</p>
<p>3.3 The FSC trademark licence code assigned by FSC to the organization shall accompany any use of the FSC trademarks. It is sufficient to show the code once per item of promotional material.</p>	

<p>3.4 The FSC logo and the 'Forests For All Forever' marks shall include the trademark symbol ® in the upper right corner when used on materials to be distributed in a country where the relevant trademark is registered. The symbol ® shall also be added to 'FSC' and 'Forest Stewardship Council' at the first or most prominent use in any text; one use per material is sufficient (e.g. website or brochure). For use in a country where the trademark is not yet registered, use of the symbol ™ is recommended. The Trademark Registration List document is available in the FSC label generator and marketing toolkit.</p>	<p>10.3 The trademark symbols (® or ™ in superscript font), which represent the registration status of an FSC trademark in the country in which FSC promotional materials are to be distributed (see Annex 1),</p> <ul style="list-style-type: none"> a) shall accompany the use of the FSC logo. b) shall be added to the initials "FSC" or the name "Forest Stewardship Council" at its first or most prominent use in any text (e.g. FSC® or Forest Stewardship Council™).
	<p>NOTE: For materials that are to be distributed internationally, the trademark symbol used will depend on the location of the organization's headquarters.</p>
	<p>10.4 In referring to FSC or to FSC certified products, the preferred term is "responsible" rather than "sustainable", e.g. "responsible forestry" or "responsible forest management".</p>
	<p>NOTE: According to ISO 14021:1999 Paragraph 5.5: "<i>The concepts involved in sustainability are highly complex and still under study. At this time there are no definitive methods for measuring sustainability or confirming its accomplishment. Therefore, no claim of achieving sustainability shall be made</i>".</p>

4.1 When promoting with the FSC logo, the elements shall be:



- FSC logo*
- The FSC website address www.fsc.org (or TSP website)
- The licence code (where required), in the format FSC® N##### (as assigned)*
- The promotional statement 'The mark of responsible forestry', or other text as approved by the TSP or FSC International

* Compulsory element

The promotional panel arrangement is available in the Trademark Portal.

9.1 The organization shall use the following FSC design, as applicable:

Figure 1: The FSC promotional panel and its elements




- The FSC checkmark and tree logo
- The FSC website address www.fsc.org (or TSP website)
- The licence code (where required), in the format FSC® N##### (as assigned)
- The promotional statement "The mark of responsible forestry", or other text as approved by the TSP or FSC International

a) Organizations that are granted a license code shall use the elements of the FSC promotional panel. Promotional panel graphics and texts can be found in Figure 1. Alternative layouts may be approved by agreement with the TSP or the FSC International, as applicable. The promotional statement and website address may be omitted for space reasons.

b) Educational, research and media organizations are not granted a license code and shall use the FSC logo as shown in Figure 2.

9.2 The promotional statement "The mark of responsible forestry" should be used with the FSC promotional panel and FSC logo. However, it may be omitted for space reasons or when FSC is defined or explained in the accompanying text.

<p>When promoting with 'Forests for All Forever' marks, the elements shall be:</p>  <p>* Compulsory element The arrangement shown here is for illustrative purposes only.</p>	<p>FSC-ADV-50-005 (V1-0)</p> <p>1.8 When the Forests-for-All-Forever trademarks are used on promotional materials, the following elements shall be included in addition to the trademark:</p> <ol style="list-style-type: none"> i. a clear reference to the specific product(s) being promoted, and/or FSC-related messaging about forests, examples of messaging can be found at market-ingtoolkit.fsc.org, and ii. FSC trademark license code.
<p>4.3 The elements may also be presented separately, for example on different parts of a web page. It is sufficient to present the promotional elements only once.</p>	
<p>4.4 Organizations are responsible for their own compliance with national consumer protection laws in those countries in which products are promoted and promotional materials distributed.</p>	
<p>5 Promotional use of FSC trademarks in text</p>	
<p>5.1 In text or on small items where the use of the FSC logo or 'Forests For All Forever' trademarks is not possible, 'FSC®' or 'Forest Stewardship Council™' in proximity to the licence code may be used.</p>	<p>10.1 In text or on small items where the use of the promotional panel or the FSC logo is not possible, minimal elements ('FSC®' or 'Forest Stewardship Council™' in proximity to the license code) may be used.</p>
<p>5.2 If an organization wishes to include more information about FSC, this shall be submitted for approval to their TSP or FSC International, as applicable.</p>	<p>10.2 Only the FSC trademark artwork and promotional statement provided in this standard shall be used in promotional materials. If an organization</p>

		wishes to include more information about FSC, this shall be submitted for approval to their TSP or FSC International, as applicable.
	Note 1. Messaging about FSC and FSC-certified products Annex B of this document presents examples describing FSC and FSC-certified products. For more marketing materials, please visit marketingtoolkit.fsc.org .	
	6 Promotional restrictions on the use of the FSC trademarks	
	6.1 Uncertified organizations shall not use the FSC trademarks:	13.1 Non-certified organizations shall not:
	a) with any certificate holder's product labels or promotional panel in any promotional materials.	13.1 e) Use any certificate holder's product labels or promotional panel in any promotional materials.
	b) in a way that could cause confusion, misinterpretation, or loss of credibility to the FSC certification scheme;	2.2 The FSC trademarks shall not be used in a way that could cause confusion, misinterpretation or loss of credibility to the FSC certification scheme.
	c) in a way that implies that FSC endorses, participates in, or is responsible for activities performed by the organization;	
	d) in product brand or company names, such as 'FSC Golden Timber' or website domain names;	13.1 c) Use the FSC trademarks as part of a product name
	e) in applying the FSC labels to any product or packaging;	13.1 a) Apply the FSC labels to any product or packaging
	f) with any information about FSC certification of products in its sales and delivery documents;	13.1 b) Include any information about FSC certification of products in its sales and delivery documents
	g) in creating or using any designs or promotional artwork similar to the FSC logo and labels;	13.1 d) Create or use any designs or promotional artwork similar to the FSC logo and labels
	6.2 The name 'Forest Stewardship Council' in the organization's materials shall not be replaced by a translation.	2.4 The name "Forest Stewardship Council" in the organization's materials shall not be replaced by a translation.

<p>Note 2. Translation of 'Forest Stewardship Council' A translation of the name can be included in brackets but it shall not replace the words 'Forest Stewardship Council'.</p>	<p>NOTE: A translation of the name can be included in brackets but it shall not replace the words "Forest Stewardship Council"</p>
<p>6.3 The FSC trademarks shall not be used in a way that implies equivalence to other forest certification schemes (e.g. FSC/xxx certification).</p>	<p>2.5 The FSC trademarks shall not be used together with the marks of other forest certification schemes in a way that implies equivalence or that is disadvantageous to the FSC trademarks in terms of size or placement.</p>
<p>6.4 When used on the same promotional material as marks of other certification schemes, the FSC trademarks shall not be used in a way that disadvantages FSC in terms of size or placement.</p>	
<p>6.5 Organizations shall not use the FSC trademarks for promotional purposes on any organizational stationery including business cards.</p>	<p>13.2 Organizations other than certification bodies and their affiliate offices shall not use the FSC trademarks for promotional purposes on any stationery including business cards or at the top of document templates or publicity materials.</p>
<p>Note 3. Compliance with the requirements FSC reserves the right to suspend or terminate permission to use the FSC trademarks if the organization is failing to comply with the FSC trademark requirements, as set out in this standard. The interpretation of these rules is at the sole discretion of FSC.</p>	<p>2.6 FSC reserves the right to suspend or terminate the license agreement if the organization fails to comply with the FSC trademark requirements as set out in this standard.</p>
	<p>2.7 The interpretation of the requirements in this standard is at the sole discretion of FSC.</p>
	<p>13.3 Non-certified organizations shall not use the FSC on-product labels. However, in exceptional circumstances, organizations may be authorized to use an example of the FSC on-product labels for educational purposes with prior approval from their TSP.</p>

<p>Part III: Requirements by user group</p>	
<p>7 Promotion of FSC-certified products</p> <p>7.1 Organizations that wish to promote FSC-certified products shall:</p> <p>(a) submit all intended uses of FSC trademarks and artwork of promotional material for approval to their TSP (or to FSC International as applicable); and</p>	<p>4.1 Organizations wishing to promote FSC certified products shall:</p> <p>a) Submit the artwork of the promotional material for approval to their TSP (or to FSC International as applicable)</p>
<p>(b) provide evidence that the product is FSC-certified; the evidence shall be in the form of invoices, delivery documents, tracked online claims, product information management extracts, or the equivalent issued by the FSC-certified supplier (Clause 7.2); or</p>	<p>b) Provide evidence that the product is FSC certified. The evidence shall be in the form of invoices, delivery documents or the equivalent issued by the FSC certified supplier showing the chain of custody certification number of the supplier along with adequate FSC sales claims clearly indicating which products are certified.</p>
<p>(c) demonstrate there is an internal process in place to ensure products are purchased from certified suppliers, the FSC chain of custody is intact, and the products purchased from certified suppliers carry the FSC on-product label (Clause 7.3).</p>	
<p>Note 4. Sampling of evidence The TSP can request invoices or letters of confirmation for sampling to verify the accuracy of product information generated from product information management or equivalent systems.</p>	
<p>7.2 The evidence provided shall be addressed to the organization and shall include:</p> <p>a) the chain of custody certification number of the direct supplier b) the FSC claim for each product (e.g. FSC Mix, FSC 100%, FSC Recycled) c) indication of which products are certified.</p>	
<p>Note 5. Exemption from sourcing from an FSC-certified supplier There are conditions under which an organization can be exempt from the requirement of sourcing directly from an FSC-certified supplier. See Annex D.</p>	

<p>7.3 The organization shall either have an approved trademark use management system in place (see Annex A) or submit all intended uses of FSC trademarks to its TSP for approval. See Annex A for further information on the trademark use management system.</p>	
<p>Point of sale or in-store promotions</p> <p>7.4 Organizations may affix promotional materials to any certified products or their packaging following the graphic rules provided in this standard. Organizations shall not use the FSC on-product labels.</p>	<p>13.4 Organizations shall not use the FSC on-product labels in promotional materials affixed to any products or their packaging. They may, however, affix promotional materials to the certified product following the graphic rules provided in this standard.</p>
<p>Promotional materials listing products</p> <p>7.5 It is sufficient to present the promotional elements (see clauses 4.1 and 4.2) only once in catalogues, brochures, websites, social media platforms, etc. If they list both FSC-certified and uncertified products. Text such as 'Look for our FSC®-certified products' shall be used next to the promotional elements and the FSC-certified products shall be clearly identified. If some or all of the products are available as FSC-certified on request only, this shall be clearly stated.</p>	<p>9.3 Where the FSC trademarks are being used to identify specific certified products in a catalogue or on a website, the promotional panel may appear only once. A clarifying statement such as "Look for FSC certified products" shall be included when the products are not all on the same page as the promotional panel. Each certified product shall be individually identified, using one of the FSC trademarks (i.e. logo, name or initials).</p>
<p>Note 5. Clear identification of products</p> <p>All promotions should take care to avoid giving the impression that products without an FSC on-product label are also FSC-certified (e.g. other uncertified garden furniture on display in the same retail location). Appropriate staff training is advised.</p>	<p>NOTE: In-store and website promotions should take care to avoid giving the impression that products without an FSC on-product label are also FSC certified (e.g. other uncertified garden furniture on display in the same retail location). Appropriate staff training is advised.</p>
	<p>5 Use of FSC trademarks for educational or research purposes</p> <p>5.1 Organizations wishing to use the FSC trademarks for educational or research purposes are not required to sign a TLA. They shall, however, request permission to use the FSC trademarks from a TSP or from the FSC International.</p> <p>5.2 Each permission to use the FSC trademarks will be granted for a single use only. Educational and research organizations are requested to sign and return an acknowledgment of receipt of the FSC trademarks upon delivery</p>

8 Consultants and training companies	
8.1 Consultants and commercial organizations offering training or consulting services regarding FSC systems shall sign a TLA to obtain permission to use the FSC trademarks in training materials and for promotional purposes.	6.1 Commercial organizations offering training regarding FSC systems and consultants shall sign a TLA to obtain permission to use the FSC trademarks in training materials and the FSC promotional panel for promotional purposes.
8.2 Consultants and commercial organizations offering training or consulting services shall not imply that FSC endorses any training or consulting services unless agreed otherwise and shall take full responsibility for the accuracy of any reference to FSC. A disclaimer shall be included in all promotional material; i.e. 'FSC® is not responsible for the content of any training/ consultation offered by [name of organization]'. 8.2.1 Any claims by investment organizations shall be accompanied by a disclaimer on promotional material; i.e. 'FSC is not responsible for and does not endorse any financial claims on returns on investments'.	6.1.2 They shall not imply that FSC endorses any training unless agreed otherwise and shall take full responsibility for the accuracy of any reference to FSC. A disclaimer shall be included: "FSC is not responsible for the content of any training offered by [name of organization]". 6.2.1 Any claims by investment organizations shall be accompanied by a disclaimer "FSC is not responsible for and does not endorse any financial claims on returns on investments".
9 Investment organizations	
9.1 Investment organizations shall sign a TLA to obtain permission to use the FSC trademarks for promotional purposes when promoting investment products for FSC-certified forests.	6.2 Investment organizations shall sign a TLA to obtain permission to use the FSC trademarks and FSC promotional panel for promotional purposes when promoting investment products for FSC certified forests.
9.2 Any claims by investment organizations shall be accompanied by a disclaimer on promotional material; i.e. 'FSC is not responsible for and does not endorse any financial claims on returns on investments'.	6.2.1 Any claims by investment organizations shall be accompanied by a disclaimer "FSC is not responsible for and does not endorse any financial claims on returns on investments".
	7.1 Media organizations are not required to sign a TLA. They are free to use the FSC trademarks if the information is not incorrect.
	7.2 A TSP or FSC International will provide the FSC trademarks to media organizations on request.

Part IV: Graphic rules for promotion

10 FSC logo

10.1 The FSC promotional panel and FSC logo shall be used in the colour variations depicted in Figures 1 and 2.



Figure 1: Promotional panel colours

Figure 2: Standard colours of the FSC logo



10.2 Positive green is the preferred standard colour for the FSC logo, which shall be reproduced in Pantone 626C (Figure 3). Negative green or black and white (positive or negative) may be used as an alternative.


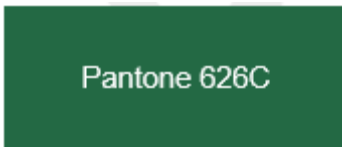
Figure 5: Standard FSC promotional panel colors







Figure 6: Standard colors of the FSC logo



12.1 Positive green is the preferred standard color for the promotional panel, which shall be reproduced in Pantone 626C (see Figure 4). Negative green or black and white (positive or negative) may be used as an alternative (see Figure 5 and Figure 6).

<p>Figure 3: Pantone 626C</p> 	<p>Figure 4: Color Pantone 626C</p> 
<p>10.3 If standard colours are not available for the print area, an available colour providing legible contrast on a solid background may be used instead. The logo or panel may be produced in positive or negative versions, or as transparent.</p>	<p>12.2 If the printed item does not use green, black or white, the FSC promotional panel and the FSC logo may be produced using the darkest available color, provided that the contrast allows for legibility.</p> <p>12.3 When none of the above options are possible, the FSC promotional panel may appear transparent on a solid colored, non-patterned background, provided that the contrast allows for legibility.</p> <p>NOTE: The FSC promotional panel elements or logo can also be used in white on a dark and solid non-patterned background, provided the contrast allows for legibility.</p>
<p>Size of the logo</p> <p>10.4 FSC trademarks shall be printed at a size at which all elements are legible.</p>	<p>11.4 All elements of the promotional panel shall be legible.</p>
<p>10.5 The recommended minimum size of the FSC logo is 10 mm, and it shall be no less than 6 mm in height. This also applies when the logo is used as part of a promotional panel layout (see clause 4.1).</p>	<p>11.1 The minimum size of the FSC logo in a promotional panel or without a background shall not be less than 10 mm measured from the top of the tree to base of the letters “FSC”.</p>

<p>Recommended minimum size of logo</p>  <p>Minimum size of logo</p> 	
	<p>11.2 In the following cases, the FSC logo may be used with a minimum size of 7 mm:</p> <ul style="list-style-type: none"> a) The paper size is A5 or smaller. b) The FSC logo is used to indicate individual FSC certified products (e.g. in catalogues or brochures).
<p>Spacing and exclusion zone</p> <p>10.6 There shall be enough clear space surrounding the trademark to ensure it remains uncluttered. The minimum clear space is calculated by using the height of the FSC initials of the logo.</p> 	<p>11.3 There shall be enough clear space surrounding the promotional panel and/or the FSC logo to ensure that it remains uncluttered. The minimum clear space is calculated by using the height of the FSC initials of the logo (see Figure 3).</p> <p>Figure 3: Example of spacing</p> 

11 'Forests For All Forever' marks

Colour and size

11.1 'Forests For All Forever' trademarks shall be used only in the following colour variations:

a) Dark and light green



b) White and light green



c) White and dark green



d) White



e) Black



f) Dark green



Please note that the colours refer to the trademark, not the background colour, which is given here only to display marks with white elements.

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2.3 Allowed color variations for the marks shall be

a) Dark and light green



b) White and light green



c) White and dark green



d) White



e) Black








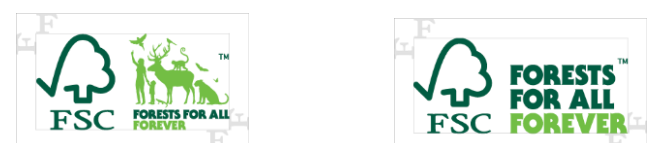

f) Dark green





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2.8. The marks shall not be placed on background that inter-feres with the design, or could be misleading about what they refer to.

<p>11.2 The green colours for reproduction shall be:</p> <p>a) Dark green: Pantone 626C (R0 G92 B66 / C81 M33 Y78 K28)</p> <p>b) Light green: Pantone 368C (R114 G191 B66 / C60 M0 Y100 K0).</p>	<p>FSC-ADV-50-005 (V1-0)</p> <p>2.4. The green colors for reproduction in print shall be</p> <p>a) Dark green: Pantone 626C</p> <p>b) Light green: Pantone 368C</p>
<p>11.3 No other colours shall be used; the marks shall not be reproduced if the required colours are not available.</p>	<p>FSC-ADV-50-005 (V1-0)</p> <p>2.5. The green colors for reproduction on screen shall be</p> <p>a) Dark green: R0 G92 B66</p> <p>b) Light green: R114 G191 B66</p>
<p>11.4 The minimum size for the 'Forests For All Forever full' mark shall be 10 mm in height and 6 mm for the logo with text mark.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>10 mm</p>  </div> <div style="text-align: center;"> <p>6 mm</p>  </div> </div>	<p>FSC-ADV-50-005 (V1-0)</p> <p>2.1. The minimum size for the Forests-for-All-Forever trademarks when printed shall be</p> <p>a) 30mm width for the full mark</p> <p>b) 23mm width for the logo-and-text mark.</p> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 20px;"> <div style="text-align: center;">  <p>30mm</p> </div> <div style="text-align: center;">  <p>23mm</p> </div> </div> <p>FSC-ADV-50-005 (V1-0)</p> <p>2.2. The minimum size for the Forests-for-All-Forever trademarks when used on screen shall be</p> <p>a) 150px width for the full mark</p>

	<p>b) 100px width for the logo-and-text mark.</p> 
<p>Placement of the marks</p> <p>11.5 There shall be sufficient clear space around the marks. The minimum space is calculated by using the height of the 'FSC' initials on the logo.</p> 	<p>FSC-ADV-50-005 (V1-0)</p> <p>2.7. There shall be enough clear space surrounding the marks. The minimum space is calculated by using the height of the FSC initials on the logo.</p> 
<p>Translations of the marks and strapline</p> <p>11.6 The official language versions of the 'Forests For All Forever' trademarks provided by FSC shall be used only in countries stipulated in the Trademark Registration List available in the FSC trademark portal and marketing online toolkit. Organizations shall not create new translations.</p>	<p>FSC-ADV-50-005 (V1-0)</p> <p>1.6 The official language versions of the Forests-for-All-Forever trademarks shall be used only in countries stipulated in Annex 1 with the respective registration symbol.</p> <p>NOTE: Annex 1 is a living document that is updated periodically as the registration process of the marks proceeds. Please look for updated versions of the document in FSC Trademark Portal.</p>
<p>11.7 Translations of the strapline 'Forests For All Forever' approved by FSC may be used in text format within the messaging or below the mark, while still respecting the exclusion zones.</p>	<p>FSC-ADV-50-005 (V1-0)</p> <p>1.7 Translation of the strapline 'Forests for All Forever' may be used in text format within the messaging and/or below the trademark, respecting the exclusion zones. The approved translations for this purpose can be found at www.marketingtoolkit.fsc.org in the downloads section.</p>

	<div style="display: flex; justify-content: space-around; align-items: center;">   </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 10px;"> (translated strapline) (translated strapline) </div>
12 Misuse of the FSC trademarks	
12.1 The following are not allowed:	13.5 The following are not allowed (see Figure 7):
a) changing the proportions of any designs;	a) Changing the proportions of the FSC promotional panel or the FSC logo
b) changing or adding contents of any designs beyond the specified elements;	b) Changing or adding contents to the FSC promotional panel
c) making FSC appear to be part of other information, such as environmental claims not relevant to FSC certification;	c) Making the FSC logo appear to be part of other information, such as environmental claims not relevant to FSC certification
d) placing the FSC logo within another border or background;	d) Placing the FSC logo within another border or background
e) creating new colour variations;	e) Using more than two colors on the FSC promotional panel
f) changing the shape of the border or background;	f) Changing the shape of the border or background of the FSC promotional panel
g) tilting or rotating the designs in relation to other content;	g) Rotating the FSC promotional panel or the FSC logo
h) violating the exclusion zone around designs;	h) Violating the clear space around the FSC promotional panel or the FSC logo
i) combining any FSC trademarks or designs with any other branding in a way that implies association;	i) Combining the FSC promotional panel or the FSC logo with the user's own branding in a way which implies association
j) placing the logo or the marks on a background that interferes with the design;	j) Placing the FSC logo or the FSC promotional panel on a strongly patterned background or image or using the FSC logo as a watermark.

k) using the shown elements of the 'Forests For All Forever' marks on their own.

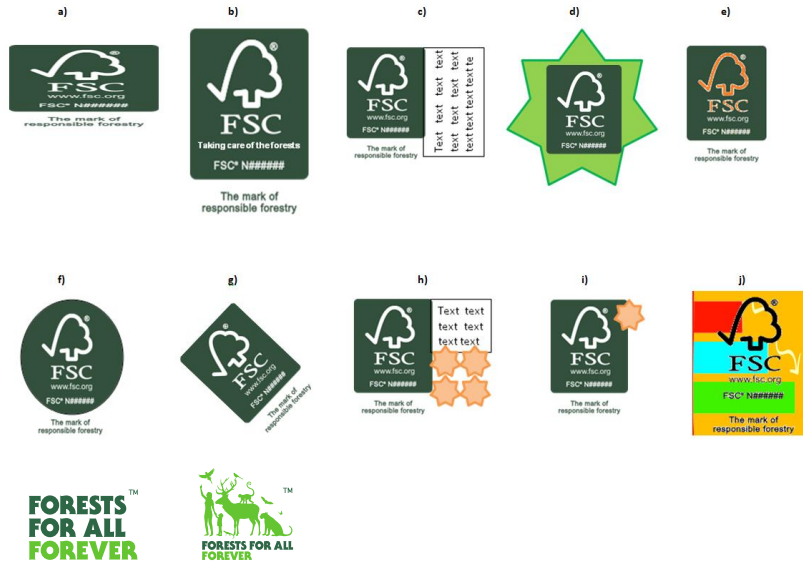


Figure 7: examples of unacceptable uses



Annex A. Trademark use management system

1. General

- 1.1 Instead of submitting all intended uses of FSC trademarks to its trademark service provider (TSP) for approval, the organization may implement a trademark use management system with an internal control system. The system, with all the conditions specified in this Annex, shall be approved by the TSP before the organization may start using it.
- 1.2 Prior to the use of an internal control system, the organization shall demonstrate a good understanding of the requirements in question by submitting a sufficient number of consecutive correct approval requests to the TSP for each type of intended use. It is at the discretion of the

TSP to determine when the organization has demonstrated a good record of submissions.

1.3 If an organization demonstrates consistent failure to control its FSC trademark use, the TSP or FSC International may request that all trademark use be submitted for approval by them prior to use.

1.4 The TSP or FSC International may request an annual desk inspection to ensure conformity with the trademark use management system.

2. Trademark use management system

2.1 The organization shall implement and maintain a trademark use management system adequate to its size and complexity, to ensure its continuous conformity with all applicable requirements of this standard (FSC-STD-50-002 V2-0), including the following:

- a) appoint a management representative who has overall responsibility and authority for the organization's conformity with all applicable trademark requirements;
- b) implement and maintain up-to-date documented procedures covering the trademark control within the organization;
- c) define the personnel responsible for the implementation of each procedure;
- d) inform the TSP personnel responsible for the implementation of each procedure and update the TSP in writing with any changes in personnel;
- e) define the scope of the system to include verification of products, promotional graphics with messaging, or both;
- f) train defined staff on the up-to-date version of the organization's procedures to ensure their competence in implementing the trademark use management system;
- g) maintain complete and up-to-date records of all trademark approvals, which shall be retained for a minimum period of five (5) years.

<p>2.2 For the verification of products, the organization shall:</p> <ul style="list-style-type: none"> h) demonstrate there is a process in place to confirm the FSC-certified status of products (i.e. flow chart, standard operating procedure); i) inform the TSP in writing when new certified product categories are purchased. <p>2.3 Prior to each new use of the FSC trademarks, the organization shall ensure trademark use control by implementing an internal trademark approval process.</p> <p>2.4 The organization's internal control systems shall include designated trademark controllers who act as internal approvers of the trademark use. It is recommended that trademark controllers shall be trained on FSC trademark use by the TSP.</p>	
<p>Annex B. How to describe FSC and products with FSC claims</p>	
<p>Here are some examples of how to describe FSC and FSC-certified products. This list is not intended to be exhaustive; other alternatives are possible as long as they communicate the meaning of FSC correctly. Please also see marketingtoolkit.fsc.org for ideas on messaging and inspiration for creating marketing materials.</p> <p>How to describe FSC</p> <ul style="list-style-type: none"> • The Forest Stewardship Council® (FSC®) is a global, not-for-profit organization dedicated to the promotion of responsible forest management worldwide. FSC defines standards based on agreed principles for responsible forest stewardship that are supported by environmental, social, and economic stakeholders. To learn more, visit www.fsc.org • The Forest Stewardship Council® is an international nongovernmental organization that promotes environmentally appropriate, socially 	

beneficial, and economically viable management of the world's forests.

To learn more, visit www.fsc.org

- FSC® is dedicated to the promotion of responsible forest management worldwide.
- FSC® helps take care of forests for future generations.
- FSC® helps take care of forests and the people and wildlife that call them home.

How to describe a product with an FSC label/claim

- By choosing this product, you help take care of the world's forests. Learn more: www.fsc.org
- By choosing this product, you are supporting responsible management of the world's forests.
- The FSC® label means that the materials used for this product come from [see label-specific text].
- The FSC® label means that materials used for the product have been responsibly sourced.

100% label

- Only [material/fibres] from FSC®-certified forests have been used for this product.
- This product is made from FSC®-certified [material].
- [Material] of this product comes from well-managed, FSC®-certified forests.
- This FSC® label means that wood has been harvested to benefit communities, wildlife, and the environment.

Mix label

- This product is made from FSC®-certified and other controlled material.
- This product is made from material from well-managed, FSC®-certified forests and other controlled sources.
- This product is made from material from well-managed FSC®-certified forests, recycled materials, and other controlled sources.
- This product is made from material from well-managed FSC®-certified forests and from recycled materials.
- This product is made from recycled materials and other controlled sources.

Do not say that products carrying the 'Mix' label are made of materials from responsibly or well-managed forests without referring to the other sources used.

Recycled label

- The forest-based material in this product is recycled.
- The FSC® label on this [product] ensures responsible use of the world's forest resources.

Do not say that a product carrying the 'Recycled' label is made of material from responsibly or well-managed forests.

Smallholder label

- The FSC® label means that [material] for this product has been harvested to benefit smallholders and communities.
- This FSC® label means that [material] has been harvested to benefit smallholders, communities, wildlife, and the environment.

<p>The use of the FSC trademarks by certification bodies (CBs) and their affiliate offices is covered under the Accreditation Agreement in connection with the Trademark Licence Agreement (TLA).</p>	
<p>1.1 The use of the FSC trademarks by CBs and their affiliate offices shall be approved by a trained CB trademark approver or sent directly to FSC International.</p>	<p>8.1 The use of the FSC trademarks by CBs and their affiliate offices shall be approved by a trained CB trademark approver or sent directly to FSC International.</p>
<p>1.2 The CB shall only advertise or promote services or activities that are within the scope of their FSC accreditation.</p>	<p>8.2 The CB shall only advertise or promote services or activities that are within the scope of their FSC accreditation.</p>
<p>1.3 The trademark licence code shall be used on FSC certificates and in any publicity, training materials, or documents issued by the CB in connection with FSC certification.</p>	<p>8.3 The trademark license code shall be used on FSC certificates and in any publicity, training materials or documents issued by the CB in connection with FSC certification.</p>
<p>1.4 Where a CB has affiliate offices delivering certification services on its behalf, every use of the FSC trademarks or reference to FSC in promotional materials shall visibly feature the words 'delivering FSC certification services in association with [name of CB]' on the materials.</p>	<p>8.4 Where a CB has affiliate offices deliver certification services on its behalf, every use of the FSC trademarks or reference to FSC in promotional materials shall visibly feature the words "delivering FSC certification services in association with [name of CB]" on the materials</p>
<p>1.5 Certification bodies and their affiliate offices are authorized to use the FSC trademarks for promotional purposes on any stationery including business cards or at the top of document templates or publicity materials.</p>	<p>13.2 Organizations other than certification bodies and their affiliate offices shall not use the FSC trademarks for promotional purposes on any stationery including business cards or at the top of document templates or publicity materials.</p>
<p>1.6 Only CBs are authorized to use the FSC trademarks (e.g. the FSC promotional panel) on their business cards together with the following statement: 'FSC® accredited certification body'.</p>	<p>8.5 Only CBs are authorized to use the FSC trademarks (e.g. the FSC promotional panel) on their business cards together with the following statement: "FSC® accredited certification body".</p>
<p>Annex D. Exemption from the requirement of sourcing directly from an FSC-certified supplier</p>	
<p>The following conditions have been evaluated to ensure that they do not compromise the integrity of the FSC chain of custody system.</p> <p>1. Core preconditions</p>	

The organization and the products to be promoted shall comply with all of the following preconditions before they can be considered for an exception:

- 1.1 The promoted products are finished and labelled. The promoted products are not subject to further modification or processing.
- 1.2 The trademark applicant is capable of providing the evidence from the certified supplier.
- 1.3 In case the direct supplier of the organization wishes to promote products with the FSC trademarks, then the direct supplier shall apply to the trademark service provider (TSP) or to FSC International.
- 1.4 No more than two consequent links of licensed organizations may be allowed for promotion.

2. Specific conditions


In addition to the conditions specified above, the organization shall comply with at least one of the following conditions:


- 1.1 The supplier and the organization are part of the same corporate structure.
- 1.2 The supplier is supplying exclusively to the organization and this is the sole reason for it to exist.
- 1.3 The direct supplier adds contents to the certified product (e.g. packaging) but does not alter it in any way. The direct supplier shall not add any forest-based materials to the product.

<p>1.4 The product specifications are made for the trademark applicant and the product is branded with the trademark applicant brand. The direct supplier shall not add any forest-based materials to the product.</p>	
<p>Annex E. Terms and definitions</p>	
<p>For the purposes of this standard, the terms and definitions given in FSC-STD-01-002 <i>FSC Glossary of Terms</i> and the following apply.</p>	<p>For the purposes of this International Standard, the terms and definitions given in <i>FSC-STD-01-002 FSC glossary of terms</i> and the following apply:</p>
<p>Affiliate offices: Legal body outside of the organizational control of the certification body that is implementing all or any part of FSC accredited certification services.</p>	<p>Affiliate offices: Legal body outside of the organizational control of the certification body that is implementing all or any part of FSC accredited certification services.</p>
<p>NOTE: The use of individual external personnel such as auditors or technical experts under contract is not considered affiliate offices.</p>	<p>NOTE: The use of individual external personnel such as auditors or technical experts under contract is not considered affiliate offices.</p>
<p>Certification body: Body that performs conformity assessment services and that can be the object of accreditation (adapted from ISO/IEC 17011:2004 (E)).</p>	<p>Certification body (CB): An organization accredited to provide FSC certification services</p>
<p>Chain of custody (COC): The path taken by raw materials, processed materials, and products from the forest (and/or recycled sources) to the consumer, including all successive stages of processing, transformation, manufacturing, and distribution.</p>	<p>Chain of Custody (COC): The path taken by raw materials, processed materials and products from the forest (and/or recycled sources) to the consumer, including all successive stages of processing, transformation, manufacturing and distribution</p>
<p>Finished product: Product that receives no further transformation in terms of processing, labelling, or packaging prior to its intended end use.</p>	<p>Finished product: Product that receives no further transformation in terms of processing, labeling, or packaging prior to its intended end use</p>
<p>FSC-certified product: A product that conforms to all applicable certification requirements and is eligible to be sold with FSC claims and to be promoted with the FSC trademarks. FSC controlled wood is not considered an FSC-certified product.</p>	

<p>FSC trademark licence code: Identification code issued to organizations that have signed an FSC trademark licence agreement. For certificate holders, this is in the form FSC® C##### and for organizations with a trademark licence, this is in the form FSC® N#####. It is used to identify the organization on the FSC licence holder database and must accompany any use of the FSC trademarks.</p>	<p>FSC trademark license code: The identification code issued to organizations that have signed an FSC License Agreement. The code takes the form FSC® N##### for non-certificate holders and FSC® A##### for certification bodies. It is used to identify the organization on the FSC license holder database and must accompany any use of FSC trademarks.</p>
<p>FSC trademarks: FSC has several registered trademarks: (a) the FSC logo; (b) the initials 'FSC'; (c) the name 'Forest Stewardship Council'; (d) the 'Forests For All Forever – full' mark; and (e) the 'Forests For All Forever – logo with text' mark.</p>	<p>FSC trademarks: FSC owns three trademarks: a) the FSC “checkmark and tree” logo, b) the initials “FSC”, and c) the name “Forest Stewardship Council”.</p>
<p>FSC logo: The FSC ‘checkmark and tree’ with the letters ‘FSC’ underneath, including the registered or trademark symbol in the upper right corner.</p>	<p>FSC logo: The FSC “checkmark and tree” with the letters “FSC” underneath, including the registered or trademark symbol in the upper right corner</p>
<p>Group entity: The entity that applies for group certification and holds any group certificate that is issued. The group entity may be an individual person, a cooperative body, an association, or other similar legal entity.</p>	
<p>Label generator: The online service for providing the FSC labels and logo to organizations that are entitled to use FSC trademarks.</p>	
<p>On-product label: Arrangement of required information to make a public FSC claim about the materials used in a product, to be used attached to the product or its packaging</p>	<p>FSC on-product label: Graphic design, consisting of the FSC logo plus other required elements, for on-product use of the FSC trademarks</p>
<p>Organization: Registered legal entity that has signed an FSC licence agreement and does not hold a valid FSC chain of custody certificate but wishes to use the FSC trademarks for promotional purposes.</p>	<p>Organization: Company, authority, NGO or institution, public or private, that does not hold an FSC certificate but wishes to use the FSC trademarks for promotional purposes</p>
<p>Promotional panel: The FSC logo and promotional statement, editable to include the user’s licence code, in a prescribed layout.</p>	<p>Promotional panel: The FSC logo and promotional statement, editable to include the user’s license code, in a prescribed layout.</p>

<p>Trademark use management system: A framework of procedures described in Annex A of this standard, used by a licence holder to ensure correct use of FSC trademarks.</p>	
<p>Trademark Licence Agreement (TLA): The agreement and legal document signed between the organization (licensee) and FSC (licensor) in order to grant the licensee a specific use of the FSC trademarks (the Licensed Materials) in a specific territory or worldwide.</p>	<p>Trademark License Agreement (TLA): The agreement and legal document signed between the organization (licensee) and FSC (licensor) in order to grant the licensee a specific use of the FSC trademarks (the Licensed Materials) in a specific territory or worldwide</p>
<p>Trademark Service Provider (TSP): Organization (such as an FSC National or Regional Office or FSC International as applicable) appointed by FSC to sublicense the use of the FSC trademarks in a certain territory and to provide services such as approving the use of FSC trademarks and monitoring of potential infringements.</p>	<p>Trademark Service Provider (TSP): Organization (such as an FSC National or Regional Office or FSC International as applicable) appointed by FSC to sublicense the use of the FSC trademarks in a certain territory and to provide services such as approving the use of FSC trademarks and monitoring of potential infringements.</p>
	<p>Certificate: FSC certificate issued by an FSC accredited certification body</p>
	<p>FSC certified: A product, process or service that has been certified by an FSC accredited certification body as being in compliance with an applicable and endorsed FSC standard</p>
<p>Verbal forms for the expression of provisions [Adapted from <i>ISO/IEC Directives Part 2: Rules for the Structure and Drafting of International Standards</i> (2011)]</p> <ul style="list-style-type: none"> • <i>shall</i> indicates requirements strictly to be followed to conform with the standard. • <i>should</i> indicates that, among several possibilities, one is recommended as particularly suitable, without mentioning or excluding others, or that a certain course of action is preferred but not necessarily required. 	<p>Verbal forms for the expression of provisions [Adapted from <i>ISO/IEC Directives Part 2: Rules for the structure and drafting of International Standards</i>]</p> <p>“<i>shall</i>” indicates requirements to be followed strictly in order to conform to the standard.</p> <p>“<i>should</i>” indicates that, among several possibilities, one is recommended as being particularly suitable, without mentioning or excluding others, or that a certain course of action is preferred but not necessarily required.</p>

<ul style="list-style-type: none"> • <i>may</i> indicates a course of action permissible within the limits of the document. • <i>can</i> is used for statements of possibility or capability, whether material, physical, or causal. 	<p><i>“may”</i> indicates a course of action that is permissible within the limits of the document.</p> <p><i>“can”</i> is used for statements of possibility and capability, whether material, physical or causal.</p>
	<p>ANNEX 1: TRADEMARK REGISTRATIONS BY COUNTRY AND MARK</p>

Country		FSC	Forest Stewardship Council
Argentina	®	®	®
Australia	®	®	®
Bolivia	®	®	®
Brazil	®	®	®
Canada	®	®	®
China	®	®	®
European Union (EU)	®	®	®
	Austria, Belgium, Bulgaria, Cyprus ¹ , Czech Republic, Denmark ² , Estonia, Finland ³ , France ⁴ , Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, The Netherlands ⁵ , Poland, Portugal ⁶ , Romania, Slovakia, Slovenia, Spain ⁷ , Sweden and the United Kingdom		
Japan	®	®	®
Mexico	®	®	®
New Zealand	®	®	®
Peru	®	®	TM
Russia	®	TM	®
Switzerland	®	®	®
USA ⁸	®	®	TM
Other countries ⁹	TM	TM	TM

Updated: February 2012

¹ Please use the ® for any trademark use in the part of the island that is under the sovereignty of the Republic of Cyprus as it has full EU Trademark protection. Please use the TM symbol in part of the island that is under the sovereignty of the Turkish Republic of Northern Cyprus as it is not part of the EU.

² Greenland and Faroe Islands do not have EU Trademark protection; The TM symbol shall be used.

³ The Aland Islands are included as part of EU Community Trademark protection. The ® symbol shall be used.

⁴ The ® symbol shall be used in the French overseas departments (Départements et régions d'outre-mer - DROM) of Guadeloupe, Martinique, Reunion and Guyane. The French overseas territories (territoires d'outre-mer – TOM) French Polynesia, Mayotte, Saint Barthélemy, Saint Martin, Saint Pierre and Miquelon, and Wallis and Futuna are not protected by the EU Community Trademark protection. Please use the TM symbol in these states.

⁵ Please use the TM symbol in Curacao, Saint Martin, Bonaire and St. Eustatius as they do not have EU Trademark protection.

⁶ The ® symbol shall be used in the Azores and Madeira. They are protected under EU Trademark protection as they are considered to be under Portuguese sovereignty.

⁷ The ® symbol shall be used in the Canary Islands and Ceuta and Melilla as they have EU Trademark protection.

⁸ The US Trademark protection also extends to Hawaii, Puerto Rico, American Samoa, U.S. Virgin Islands, Guam, Federated State of Micronesia and Midway Islands. The symbols as set out in the USA shall be used.

⁹ Please bear in mind that this table is subject to further development and will be updated periodically.

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	<p>1.2 In order to use the Forests-for-All-Forever trademarks, the organization shall have either signed an amendment to a valid trademark license agreement covering the use of the Forests-for-All-Forever trademarks, or signed a trademark license agreement covering the use of all the FSC trade-marks.</p>
	<p>FSC-ADV-50-005 (V1-0) 1.3 Users shall not translate or change any elements of the Forests-for-All-Forever trademarks.</p>
	<p>FSC-ADV-50-005 (V1-0) 1.4 All requirements for use of the FSC trademarks in standard FSC-STD-50-002 (V1-0) shall apply, unless stated otherwise in this advice note.</p>
	<p>FSC-ADV-50-005 (V1-0) 1.5 The English version of the trademarks may be used in all countries. The symbol used with the trademark shall reflect the registration status of the trademark in the intended coun-try of distribution. The registration status of the FSC trade-marks for the respective country is listed in Annex 1 of FSC-STD-50-002.</p>