



Requirements for use of the FSC trademarks by certificate holders – revision crosswalk

23 February 2017

This crosswalk has been created to help facilitate the public consultation on the *Requirements for use of the FSC trademarks by certificate holders (FSC-STD-50-001 V2-0 Draft 2-0)*. The crosswalk identifies and highlights the differences between the existing requirements and the draft revised standard. The proposed changes in this revision process are highlighted in red and identified by colour coding (see legend below).

Legend for identifying change	
	No change
	Requirement modified
	Added from another document
	New requirement
	Requirement removed

Draft requirements	Change to current requirements
Part I: General requirements	
1. Ground rules for using the FSC trademarks	
1.1. The Forest Stewardship Council AC (FSC) owns the following registered trademarks: (a) the name 'Forest Stewardship Council' (b) the initials 'FSC' (c) the FSC 'checkmark-and-tree' logo	1.1 Two new trademarks added from FSC-ADV-50-004.

	<p>(d) the 'Forests For All Forever' – full mark (e) the 'Forests For All Forever' – logo with text mark</p>	
	<p>1.2. In order to use the FSC trademarks, the organization shall have a valid FSC trademark licence agreement and hold a valid certificate.</p>	<p>1.2 Clarification added.</p>
	<p>Note 1. Consultations for certification Organizations applying for forest management certification or conducting activities related to implementation of controlled wood requirements, may refer to FSC by name and initials for stakeholder communication.</p>	<p>Note 1 added for clarification.</p>
	<p>1.3. The FSC trademark licence code assigned by FSC shall be included with all applications described in this standard. It is sufficient to show the code once per product or promotional material.</p>	<p>1.5 Removed: '[with all applications described in this standard] unless stated otherwise'. Clarification related to the number of uses per product or promotional material added.</p>
	<p>1.4. The FSC logo and the 'Forests For All Forever' marks shall include trademark symbol ® in the upper right corner when used on products or 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 registered yet, use of symbol TM is recommended. The listing of registration status of the FSC trademarks by country and mark is available in the FSC trademark portal and marketing toolkit.</p>	<p>1.15 New trademarks added. Language clarified. Requirement changed into recommendation for the use of the TM symbol. Removed: '[The symbol] is an intrinsic part of the logo'. Most prominent use added as an option. Clarification on the number of uses per material added. Removed: "The registration status of the FSC trademarks for the respective country is listed in Annex 1". Reference made instead to the FSC trademark portal and marketing toolkit.</p>
	<p>1.5. Holders of group, multiple site, or project certificates shall refer to Annex A of this standard for additional requirements for the use of the FSC trademarks.</p>	<p>1.3 Language clarified and name of annex changed.</p>
	<p>1.6. The organization shall either have the trademark use management system in place or submit all intended uses of FSC trademarks to its certification body for approval. Please see Annex B for further information on the trademark use management system.</p>	<p>1.16 (and note below it) Note related to the clause removed. Trademark use management system added as an option. Reference to the relevant annex added.</p>

	1.7. The products which are intended to be labelled with the FSC on-product label or promoted as FSC certified shall be included in the organization's certificate scope and shall meet the eligibility requirements for labelling as stipulated by the respective FSC standard.	1.9 Language clarified.
2. Restrictions on using FSC trademarks		
	2.1 The FSC trademarks shall not be used:	
	(a) in a way that could cause confusion, misinterpretation, or loss of credibility to the FSC certification scheme	1.6
	(b) in a way that implies that FSC endorses, participates in, or is responsible for activities performed by the company, outside the scope of certification	1.7
	(c) to promote product quality aspects not covered by FSC certification	1.12
	(d) in product brand names, company names, or website domain names	1.13 (and note below it) Removed: 'The FSC trademarks can be used to describe the certification of the product.' Removed note: 'For example, a product may not be named "Golden FSC Timber"; instead "FSC™ certified Golden Timber" or "Golden Timber – FSC™ certified" must be used.'
	(e) in connection with FSC controlled wood or controlled material – they shall not be used for labelling products or in any promotion of sales or sourcing of controlled material or FSC controlled wood; the initials FSC shall only be used to pass on FSC controlled wood claims in sales and delivery documentation, in conformity with FSC chain of custody requirements.	1.4 Clarification added, clause aligned with requirements for controlled wood.
	2.2 The name 'Forest Stewardship Council' shall not be replaced with a translation. A translation may be included in brackets after the name: Forest Stewardship Council® (translation)	1.14 (and note below it) Note below clause 1.14 added to the clause with language clarification. Example added.

	<p>Note 2. 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>Note below clause 1.6.</p>
		<p>1.8 Removed: 'The use of FSC trademarks shall not imply that FSC is responsible for the production of any products, documents or promotional materials.'</p>
		<p>1.11 Removed: 'If the organization wishes to include more information about FSC in any materials, this shall be approved by the certification body.'</p>
<p>Part II: Using the FSC labels on products</p>		
<p>3 Selecting the FSC label</p>		
	<p>3.1. In order to make an on-product claim, the organization shall select the correct FSC label on the basis of the FSC claim. <i>Text claims may be made only in addition to an on-product label.</i></p>	<p>2.1 Removed: '[the FSC claim] it has been supplied with or is qualified for'. Clarification added.</p>
	<p>3.2. <i>The labels corresponding to the claims categories shall be:</i> (a) FSC claims FSC 100%; FSC Mix; FSC Recycled <i>Images showing the labels</i> (b) FSC claims specific for small and community producers FSC 100%; FSC Mix; <i>Images showing the labels</i></p>	<p>3.1 (and note above it) Removed: There are three categories of the FSC label, which describe the content of FSC material. The correct label should be chosen according to the claim with which the product or material has been supplied. Each category of label is available in portrait or landscape designs. The FSC labels are: a) 100% label for products containing 100% material from FSC certified forests. The label text is "[Product type] from well-managed forests". b) Mix label for products containing a combination of material from FSC certified forests, FSC Controlled Wood or eligible recycled fiber. The label text is "[Product type] from responsible sources". c) Recycled label for products containing only recycled fiber. The label text is "[Product type] made from recycled material".</p>

		Labels corresponding to claims categories specific for small and community producers added from FSC-ADV-50-003.
	<p>3.3. The FSC on-product label elements are:</p> <ul style="list-style-type: none"> ▪ FSC logo (Compulsory element) ▪ FSC website address ▪ Label title (Compulsory element) ▪ Label text ▪ Product type (Compulsory in certain circumstances, see clauses 3.6 and 3.7). ▪ FSC trademark licence code (Compulsory element) ▪ Moebius loop <p><i>Image showing the on-product label elements.</i></p>	<p>3.2 Removed: 'The required elements of the standard label are'</p> <p>3.4 Removed: 'The required elements of the mini label are'</p> <p>The 'standard label' and 'mini label' categories are abandoned in this revised draft. FSC provides a set of labelling elements, defines the compulsory elements, and the user can choose which of the optional elements to use.</p>
	<p>3.4. Only the FSC label artwork provided by the label generator or otherwise issued and approved by the certification body or FSC shall be used. Access to the label generator is arranged by the organization's certification body.</p>	<p>1.10 (and note below it): Note below clause 1.10 added to the clause.</p>
	<p>3.5. Organizations are responsible for compliance with national labelling requirements and consumer protection laws in those countries in which products are promoted, distributed, and sold.</p>	
Specifying product type		
	<p>3.6. The product type shall be specified unless all the materials of the product and its packaging/content are FSC certified (see 4.1). Certified material may be specified either by using product type within the label or by additional text next to it. There are two cases where specific rules apply:</p> <p>(a) Product type shall always be specified on FSC-certified printed publications.</p>	<p>2.2 Language clarified. Removed: 'other than minor components'</p>
	<p>(b) Where FSC-certified products contain neutral materials that cannot be distinguished from FSC-certified ingredients (e.g. uncertified neutral materials such as cotton fibre used in FSC-certified paper), the FSC-certified ingredient shall be clearly specified (e.g. 'wood' instead of 'paper' or 'packaging').</p>	<p>Based on FSC Board decision made in February 2017 on clarifying misleading labelling of products containing neutral materials.</p>
		<p>Removed note below 2.2: Examples are "Wood from well-managed forests" for an FSC certified wooden item in non-FSC certified packaging (100% label) or "Packaging from responsible sources" in the case of a non-FSC certified</p>

		product in FSC certified packaging (Mix label) or “Paper made from recycled material” for a publication (Recycled label).
	3.7. Specific product names shall not be used as product types. A list of product types (e.g. ‘paper’, ‘wood’) is provided in the label generator. These are intended as broad categories. The list is not exhaustive and organizations shall contact FSC via the certification body with any request for a new product type, e.g. for a non-timber forest product, to be added.	10.11 Language clarified
Using the Moebius loop		
	3.8. The use of the Moebius loop is optional for FSC Mix and FSC Recycled labels.	3.2.1 Language clarified
	3.9 The Moebius loop shall not be used without a percentage figure. The figure shall reflect the sum of post- and pre-consumer reclaimed material content, which can be substantiated through FSC chain of custody controls.	2.5 Language clarified. Removed: ‘either through internal procedures or information from the supplier based on their chain of custody processes.’
4. Labelling requirements		
	4.1. The label shall be used only where all timber-based parts of the product are covered by FSC certification. Packaging made of timber-based materials is considered a separate element. Therefore, the label may refer to the packaging, the product inside, or both, depending on which elements are certified.	2.4 Language clarified. Added clarification on what the label should refer to.
	4.2. The FSC label should be clearly visible on the product, its packaging, or both.	2.3 Requirement changed into recommendation.
	Note 3. Visible labelling enables promotion Retailers can promote products as FSC certified only if the label is visible to consumers.	2.7 Language clarified and clause changed into a note.
	4.3. When a product is FSC labelled, marks of other forest certification schemes shall not be used on the same product. In catalogues, books, and similar FSC-labelled publications, other forest certification scheme marks may be used for promoting other products or for educational purposes.	2.6. and 2.6.1. Language clarified Removed: ‘as long as there are no claims about the paper of the publication being certified against the other certification scheme.’

Using the FSC logo or any reference to FSC in addition to an on-product label	
4.4. The FSC logo with the licence code may be applied directly to the product (e.g. heat branded) only if an on-product label is used on the packaging or on a hang-tag or similar.	4.3 Clause widened to address all additional logos used on products, not only heat marks and stencils. Language clarified.
4.5 Additional FSC logos or reference to FSC may be used only when the on-product label is visible to the consumer (label is accessible without damaging the sales packaging). For example, if the on-product label is inside the sales packaging, no reference to FSC may be applied on outside the packaging.	Note below 2.3: Note changed into a clause, language clarified. Clause widened to address any reference to FSC made in addition to the on-product label, not only additional logos. Added requirement of visibility/accessibility of the on-product label in order to use additional logos/reference to FSC.
Segregation marks and labelling semi-finished products	
4.6. FSC trademarks may be used to identify FSC-certified materials in the chain of custody before the products are finished. These 'segregation marks' for internal use should comply with this standard. It is not necessary to submit segregation marks to the certification body for approval. All segregation marks shall be removed before the products go to the final point of sale, or are delivered to uncertified organizations.	Interpretation added as clause.
4.7. If an organization wishes to label semi-finished products, the FSC label shall only be applied in a way that it can be removed before or during further processing.	Note below 4.6: Language clarified. Recommendation changed into requirement.
Labelling arrangements between organizations	
4.8. If two FSC-certified organizations enter into an agreement whereby the supplier labels products with the buyer's FSC trademark licence code, the following conditions shall be met	4.5 Language clarified
(a) Products to be labelled shall be included in the certificate scope of both organizations.	Added to clarify conditions.
(b) Both parties shall inform their certification bodies in writing about the agreement. This information shall include the definition of the certification body or certificate holder that shall be responsible for approval of on-product labels.	4.5 a)

	(c) The supplier is responsible for ensuring that the buyer's code is used only on products that are supplied to that buyer.	4.5 b) Responsibility given to the supplier, and not to the selected certification body.
	(d) Both organizations shall keep the contract easily available for auditing by the certification bodies.	4.5 c) Requirement widened to include both organizations Added clarification with regard to the data that should be kept available.
	Note 4. Arrangements with uncertified organizations The product to be labelled may carry the branding of a retailer or brand owner that does not need to be certified.	4.6 Language clarified, clause changed into a note Removed: ' All standard guidance about labelling, preventing confusion of brands and information, and trademark approval shall be followed. '
		3.3. Removed: ' The mini label may be used when there is not sufficient clear, unprinted space for the standard label in the area where the label is to be placed. For example, the area intended for writing or printing on letter templates or postcards is not considered as clear, unprinted space. Approval for use of the mini label shall be at the discretion of the certification body. '
		3.3.1. Removed: ' Mini label may be always used in the following cases: a) Paper size is A5 or smaller b) Packaging is 500ml volume or less. '
		Removed note below 3.4. ' If none of the label options given can be used, for reasons of space or product type, an individual solution should be proposed to FSC via the certification body. '
		4.1 Removed: ' Stationery and brochures printed on FSC certified paper shall not be labeled in such a way or with the label in such a prominent position as to make it appear that any organization represented in the publication, or its products, are endorsed by FSC. For example, the label shall not be placed on the front cover of a brochure or at the top of a letterhead or other document template, or next to images of forest based products which are not FSC certified. '

		4.2 Removed: 'When a business card is printed on FSC paper, the mini label with product type shall be used at minimum size. The use of the mini label shall not imply that the organization is affiliated with FSC.'
		4.4 (and note below it) Removed: 'Claims regarding qualities outside the control of FSC (such as other environmental attributes of the product) shall be clearly separated from text about FSC. Additional information about FSC may accompany the FSC label with prior approval by the certification body. In referring to FSC or to FSC certified products, the preferred term is "responsible", e.g. "responsible forestry" not "sustainable forestry". When the text is supplied by the certified organization's client and the client is not FSC certified, the client should be asked by the certified organization to contact FSC for approval.'
		Note to 4.5 removed: 'The organizations are not required to be in a direct client relationship, but any other company in the intervening supply chain needs to hold an FSC chain of custody certificate'.
Part III: Promotional use of the FSC trademarks		
5. Promotional elements		
	5.1. Organizations may promote FSC-certified products and their status as an FSC certificate holder with FSC logo or 'Forest For All Forever' marks. When doing so, their licence code and product- or forest-related messaging shall be included. The use of the website address is recommended. Examples of promotion: <i>Graphic (5.1 a)</i> , <i>Graphic (5.1 b)</i>	5.1 (and note above it) Introduced flexibility regarding the promotional elements. Minimum required elements specified and examples of promotion provided. Removed: 'The following elements shall be used in the promotional panel: a) FSC "checkmark-and-tree" logo b) FSC trademark license code c) Promotional statement "The Mark of Responsible Forestry", "Responsible Forest Management" or other claim provided or approved by FSC d) FSC website address'
	5.2. If there are space constraints, text may be omitted when using FSC logo (5.1 a).	Note below 5.1

		Clarification added.
	5.3. The elements (logo/mark, text, licence code, website) may be also presented separately, for example, on different parts of a web page. The FSC promotional panel (5.1(a)) is a ready-to-use arrangement available in the trademark portal.	Note below 5.1 Added clarification related to the promotional elements
	5.4. The licence code shall be displayed at least once per material, including when making text-only references to the FSC certification of a product or an organization without using the logo or other marks.	
	5.5. The text mark 'Forests For All Forever' may be used on the right side of the FSC on-product label. The mark shall not be used with promotional panel or with any other visual than FSC logo and on-product label.	
	5.6. Organizations are responsible for their own compliance with national labelling requirements and consumer protection laws in those countries in which products are promoted, distributed, and sold.	
	Note 5. Talking about FSC and FSC-certified products In Annex C of this document, examples of describing FSC and FSC certified products are presented. For more marketing material, please visit marketingtoolkit.fsc.org	
6. Promotional use requirements		
	6.1. It is sufficient to present all promotional elements (5.1) only once in catalogues, brochures, websites, etc. If they list both FSC-certified and un-certified products, a 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 FSC certified on request only, this shall be clearly stated.	6.1 Wording aligned to 5.1. Added clarification on the number of times to present all promotional elements. Removed: 'in a prominent place'. Added clarification for cases when products are available on demand.
	6.2. If the FSC trademarks are used for promotion on invoice templates, delivery notes, and similar documents that may be used for FSC and non-FSC products, the following or similar statement shall be included: "Only the products that are identified as such on this document are FSC® certified."	7.5 Clarification added to include alternative formulations of the sentence.

Promotional items and trade fairs		
	6.3. The FSC logo (1.1(c)) may be used on promotional items not for sale such as mugs, pens, T-shirts, caps, banners, company vehicles. In these cases, the FSC logo and FSC trademark licence code are sufficient.	8.1 Clarification added.
	6.4. If promotional items are made wholly or partly of wood (e.g. pencils or memory sticks), they must meet the applicable labelling requirements as specified by FSC-STD-40-004, but do not need to carry an on-product label .	8.2 Clarification added.
	6.5. When FSC trademarks are used for promotion at trade fairs, the organization shall:	8.3
	(a) clearly mark which products are FSC certified; or	8.3 a) Removed: 'and the products shall carry an on product label' .
	(b) add a visible disclaimer stating "Ask for our FSC®-certified products" or similar if no FSC-certified products are displayed – use of text to describe the FSC certification of the organization does not require a disclaimer.	8.3 b) Language clarified to allow variations.
Investment claims about FSC-certified operations		
	6.6. Organizations shall take full responsibility for the use of the FSC trademarks by investment companies and others making financial claims based on their FSC-certified operations.	9.1
	6.7. Any such claims shall be accompanied by a disclaimer "FSC® is not responsible for and does not endorse any financial claims on returns on investments."	9.2
7. Restrictions on promotional use		
	7.1. The FSC trademarks shall not be used together with the marks of other forest certification schemes in a way that implies equivalence or in a way which is disadvantageous to the FSC trademarks in terms of size or placement.	7.2

	7.2. The FSC logo or 'Forest For All Forever' marks shall not be used on business cards for promotion. Text claim with licence code is allowed, e.g. "We are FSC®-certified (FSC® C#####)" or "We sell FSC®-certified products (FSC® C#####)".	7.4 Possibility of including promotional text claim on business card added.
	7.3. FSC-certified products shall not be promoted with the certification body logo alone.	6.2
		7.1 Removed: 'Organizations which have not produced, labeled or sold any FSC certified products since their previous annual certification body surveillance audit shall not use the FSC trademarks for general promotion of the company.'
		7.3 Removed: 'The FSC trademarks shall not be used at the top of document templates such as letterheads, sales documents and emails.'
Part IV: Graphic rules		
8. FSC on-product label and checkmark-and-tree logo		
Colour		
	8.1. FSC on-product label and FSC logo shall be used in following colour variations: Green negative (Image); Green positive (Image); Black-and-white negative (Image); Black-and-white positive (Image).	10.1 and 11.7 Language clarified and two clauses combined.
	8.2 The green colour for reproduction shall be Pantone 626C (or R0 G92 B66 / C81 M33 Y78 K28).	10.1.1 (and note below it) RGB and CMYK values added.
	8.3. 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 label may be produced in positive or negative versions.	10.1.2 (and note below it) Removed: 'The approval of the color shall be at the discretion of the certification body. For example: If a printed item uses only yellow and dark blue (no black, white or FSC green) the FSC label can appear in dark blue positive (yellow text, blue label background) or dark blue negative (blue text, yellow label background).'

Size and format of the labels		
	8.4. FSC labels may be used in portrait or landscape versions.	10.4
	<p>8.5. FSC labels shall be printed at a size at which all elements are legible. Minimum size for the label shall be:</p> <p>(a) in portrait format 9 mm in width (<i>Image</i>);</p> <p>(b) in landscape format 6 mm in height (<i>Image</i>).</p> <p>Recommended minimum size for label with all elements:</p> <p>(a) in portrait format 17 mm in width (<i>Image</i>);</p> <p>(b) in landscape format 12 mm in height (<i>Image</i>).</p>	<p>Aspect of legibility introduced.</p> <p>10.5 Removed: 'Minimum size for the portrait label is 17mm in width.'</p> <p>10.6 Removed: 'Minimum size for the landscape label is 12mm in height.'</p> <p>10.17 Removed: 'Minimum size of the portrait mini label is 11mm in width'.</p> <p>10.18 Removed: 'Minimum size of the landscape mini label is 8mm in height'.</p> <p>The 'standard label' and 'mini label' categories are abandoned in this revised draft. FSC provides a recommended minimum size for labels with all elements and a minimum size for all labels.</p>
	8.6. Where adding the product type or translation requires more space, the portrait label may be increased in height and the landscape label in width only.	10.7 Language clarified.
	8.7. The use of a border around the label is preferred. When the border is not used the label elements shall not be altered or separated.	<p>Language clarified and two clauses, 10.2 and 10.2.1, combined.</p> <p>Removed: 'When the border is not used and the surrounding color is different from the label background, the label background must always have rounded corners as for the label with a line border.'</p>
	8.8. When it is not technically possible to print labels with multiple lines for very small products with limited surface for printing (e.g. pens, make-up brushes), a one-line arrangement of label elements may be used following the size guidance of the landscape label.	
Size of the logo		
	8.9. The minimum size of the checkmark-and-tree logo – also when used as part of promotional panel – shall be calculated by the height of the logo. Recommended minimum size of the logo is 10 mm, and it shall be no less than 6 mm in height.	<p>11.8 Size reduced and language clarified.</p> <p>Removed 11.8.1: 'In the following cases, extra logos may be used with a minimum size of 7mm:</p> <p>a) Paper size is A5 or smaller</p> <p>b) Packaging is 500ml volume or less</p>

		c) Logo used to indicate FSC certified products (e.g. in catalogues, brochures and websites)'.
Placement		
	8.10. There shall be enough clear space surrounding the label and logo to ensure that they remain uncluttered. The minimum space is calculated by using the height of the 'FSC' initials of the logo.	10.13 Reference to logo added.
	8.11. The label or logo shall not be placed on a background that interferes with the design or could be misleading about what the label or logo refers to.	Language clarified and two clauses combined, 10.14 and 11.9
		10.1.3 (and notes below it) Removed: 'Where no unprinted white areas are available, in a printed item using standard or limited colors, a transparent label may be used, allowing the label elements to be reproduced in black or white on a background color that provides sufficient contrast. For example: If the background of a printed item using full colors is red and it is technically difficult to reserve a white area, the label elements may be reproduced in black or white on the red background providing sufficient contrast. If in exceptional circumstances none of the above color options are possible, an individual solution should be proposed to FSC via the certification body.'

		10.3 Removed: 'The font used for labels is Arial Unicode MS.'
		10.8 Removed: 'The trademark symbol shall be chosen for the logo and the initials FSC before the license code in the label, as in Annex 1.'
		10.9 Removed: 'The FSC trademark license code is automatically added when the label generator is accessed via log-on and password.'
		10.10 Removed: 'The label text can be edited to select the appropriate product type.'
		10.12 Removed: 'The percentage of recycled content shown below the Moebius Loop may be edited as follows a) For the FSC Mix label, the percentage figure can be added for a Moebius loop. b) For the FSC Recycled label, the figure is always 100%.'
		10.15 Removed: 'In the label generator, up to 4 languages of the label text can be added to a label.'
		10.16 Removed 'When there are space limitations, the mini label may be used (see 3.3). Color, format, font and placement shall follow the rules of the standard label. The trademark symbol shall be chosen as specified in Annex 1.'
		11.1 Removed 'When the promotional panel is used, the color, format and placement shall follow the rules of the FSC label. The promotional panel may appear without the border.'

		11.2 Removed 'The minimum size of the promotional panel is calculated by the height of the logo ("checkmark-and tree" and initials) which shall not be less than 10mm. The promotional statement can be arranged on one, two or three lines as needed.'
		11.3 Removed 'The font of the text for the promotional panel is Arial Unicode MS or as provided in the label generator. When only the minimum promotional elements (these are the logo and the license code) are used the font for the license code may be matched with the font of the other text in the promotional material.'
		11.4 Removed 'The trademark symbol shall be chosen for the logo and the initials FSC before the license code in the promotional panel, as in Annex 1.'
		11.5 Removed 'When the promotional elements are used without the colored background panel, they shall not be placed on a photographic or strongly patterned background which interferes with or goes through the elements, or could be misleading as to what is certified.'
		11.6 Removed 'The FSC logo ("checkmark and tree" and initials) may appear on its own on product or in promotional material in addition to the FSC label or promotional panel. When other optional elements are included (such as license code), the font may follow that of the surrounding text.'
9. 'Forest For All Forever' marks		
Colour and size		
9.1	'Forests For All Forever' trademarks shall be used only in 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	Added from FSC-ADV-50-004. Language clarified.

	9.2 The green colours for reproduction shall be: (a) Dark green: Pantone 626C (R0 G92 B66 / C81 M33 Y78 K28) (b) Light green: Pantone 368C (R114 G191 B66 / C60 M0 Y100 K0)	Added from FSC-ADV-50-004.
	9.3 No other colours shall be used; the marks shall not be reproduced if the required colours are not available. Please note that the colours only refer to the mark, not the background colour, which is given here only to display marks with white elements.	Added from FSC-ADV-50-004. Clarification added.
	9.4 The minimum size for the 'Forests For All Forever' full mark shall be 10 mm in height and for the text-only mark 6 mm when printed.	Added from FSC-ADV-50-004. Measuring system changed from width to height. Minimum size reduced for the text-only mark.
Placement of the marks		
	9.5 There shall be enough clear space around the marks. The minimum space is calculated by using the height of the 'FSC' initials on the logo.	Added from FSC-ADV-50-004
	9.6 The marks shall not be placed on backgrounds that interfere with the design or could be misleading about what they refer to.	Added from FSC-ADV-50-004
Translations of the marks and strapline		
	9.7 Organizations shall not create new translations or change any elements of the 'Forests For All Forever' trademarks.	Added from FSC-ADV-50-004 Language clarified.
	9.8 The official language versions of the 'Forests for All Forever' trademarks shall be used only in countries stipulated in the Trademark Registrations by Country and Mark that is available in the trademark portal.	Added from FSC-ADV-50-004 Name of the reference document updated.
	9.9 Translations of the strapline 'Forests For All Forever' approved by FSC may be used in text format within the messaging or below the trademark, while respecting the exclusion zones.	Added from FSC-ADV-50-004 Language clarified. Removed: 'The approved translations for this purpose can be found at marketingtoolkit.fsc.org in the downloads section' .
10. Misuse of FSC trademarks		
	10.1. The following are not allowed:	12.2

	(a) Changing proportions of any designs	12.2 a) Language changed to include all options
	(b) Changing or adding to the contents of any designs beyond the specified elements	12.2 b) Language clarified
	(c) Making FSC appear to be part of other information such as environmental claims not relevant to FSC certification	12.2 c) Language clarified
	(d) Creating new colour variations	12.2 e) Language clarified
	(e) Changing the shape of the border or background	12.2 f)
	(f) Tilting or rotating the designs in relation to other content	12.2 g) Language clarified
	(g) Violating the exclusion zone around designs	12.2 h) Language clarified
	(h) Combining any FSC trademarks or designs with any other branding in a way that implies association.	12.2 i) Language clarified
	(i) Placing the logo or label on a background that interferes with the design	12.2 j) Language clarified
	(j) Using elements of the 'Forest For All Forever' marks on their own	
		12.1 Removed: These rules apply to all labels and promotional panels and to the logo when used promotionally in the organization's own layout.
		12.2 d) Removed: Placing the logo or label within another border or shaped background.
		Removed: Annex 1 Trademark Registrations by Country and Mark.
Annex A. Additional trademark rules for group, multi-site, and project certificate holders		

	<p>1. Special requirements for:</p> <ul style="list-style-type: none"> (a) FSC group forest management certificate holders (b) FSC group and multi-site chain-of-custody certificate holders 	Annex 2- 1. Language clarified.
	<p>1.1 The group entity (or manager, or central office) shall ensure that all uses of the FSC trademarks by the group entity or its individual members are approved by the certification body prior to use, or that the group has opted to use the trademark use management system. When seeking for approval by the certification body, group members shall submit all approvals via the group entity or central office and keep records of approvals. Alternative submission methods may be approved by the certification body.</p>	Annex 2- 1.1 Language clarified. Trademark use management system added as option.
	<p>1.2 The group entity shall not produce any document similar to an FSC certificate for its participants. If individual membership documents are issued, these statements shall be included:</p> <ul style="list-style-type: none"> (a) "Managing the FSC® certification programme of [name of group]" (b) "Group certification by [name of certification body]" 	Annex 2- 1.2
	<p>1.3 No other forest certification schemes' marks or names shall appear on any membership documents issued by the group in connection with FSC certification.</p>	Annex 2- 1.3 Language clarified.
	<p>1.4 Subcodes of members shall not be added to the licence code.</p>	Annex 2- 1.4
<p>2. Special requirements for FSC project certification (applicants or certificate holders)</p>		
	<p>Requirements for trademark use in the context of FSC project certification will be consulted together with the Project certification standard FSC-STD-40-006 <i>FSC Chain of Custody Standard for Project Certification</i>. The final requirements will be included in this document once they have been approved.</p>	
<p>Annex B. Trademark use management system</p>		
<p>1. Trademark management system</p>		

	<p>1.1 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-50-001 V2-0), including the following:</p> <ul style="list-style-type: none"> (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) train defined staff on the up-to-date version of the organization's procedures to ensure their competence in implementing the trademark management system; (e) maintain complete and up-to-date records of trademark approvals, which shall be retained for a minimum period of five (5) years. 	
2. Trademark control system		
	<p>2.1 Prior to use of the FSC trademarks, the organization must ensure trademark control by implementing an internal trademark control process or by receiving external approval from its certification body.</p>	
	<p>2.2 Organizations' internal control systems shall include designated trademark controllers who act as internal approvers of the trademark use. Trademark controllers must have been trained on FSC trademark use – the online FSC Trademark Training Course for Certificate Holders is recommended.</p>	
	<p>2.3 Control systems may apply to on-product labelling and/or to promotion with FSC trademarks.</p>	
	<p>2.4 The organization shall demonstrate good understanding of the requirements in question by submitting sufficient number of consecutive correct approval requests to the certification body for each type of intended use (i.e. organizations controlling both labelling and promotion shall submit requests for each). It is at the discretion of the certification</p>	

	body to determine when the organization has demonstrated a good record of submissions.	
2.5	If an organization demonstrates consistent failure to control its FSC trademark use, the certification body may request that all trademark use be submitted for approval by them prior to use.	
Annex C. How to describe FSC and products with FSC claim		
	<p>Here are some examples on how to talk about FSC and how to describe FSC-certified products. This list is not intended to be exhaustive; other alternatives are possible as long as they transmit the meaning of FSC correctly. Please also see marketingtoolkit.fsc.org for ideas for 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. • FSC® – Forests For All Forever <p>How to describe a product with FSC label/claim:</p> <ul style="list-style-type: none"> • 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 material used for this product comes from [see label-specific text]
- The FSC® label means that material used for the product has been responsibly sourced.

100% label

- Only [material/fibres] from FSC®-certified forests have been used for this product.
- This product is made of 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 of certified and controlled material.
- This product is made of material from well-managed forests and other controlled sources.
- This product is made of material from well-managed forests, recycling, and other controlled sources.
- This product is made of material from well-managed forests and from recycling.
- This product is made of material from recycling and other controlled sources.

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

Recycled label

- The forest-based material in this product comes from recycling.
- 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 wood for this product has been harvested to benefit communities.
- This FSC® label means that wood has been harvested to benefit communities, wildlife, and the environment.