



Forest Stewardship Council®

## FSC INTERNATIONAL STANDARD

Requirements for promotional use of the FSC® trademarks by non-certificate holders

FSC-STD-50-002 V1-0 EN



<b>Title:</b>	Requirements for promotional use of the FSC trademarks by non-certificate holders
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<b>Scope:</b>	International
<b>Approval date:</b>	7 June 2012
<b>Effective date:</b>	This standard becomes effective immediately. Non-certificate holders shall be in compliance by 30 June 2013. Existing promotional materials, which have been approved before the effective date, may continue to be used and distributed until stock runs out.
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The Forest Stewardship Council® (FSC®) is an independent, not for profit, non-government organization established to promote environmentally appropriate, socially beneficial and economically viable management of the world's forests.

FSC's vision is that the world's forests meet the social, ecological and economic rights and needs of the present generation without compromising those of future generations.

## Foreword

The FSC trademarks are the primary tool for organizations seeking to communicate responsible sourcing of forest products or wishing to promote good forest management standards. FSC products are tracked and labeled according to the chain of custody system, which enables consumers to identify them in stores and promotional materials. It is vital that the trademarks are used correctly, and that no claims are associated with non-certified products or with product attributes that are not within the scope of FSC certification.

In compiling this standard, FSC strives to achieve a balance between enabling widespread and simple use of the trademarks and protecting the integrity and credibility of the FSC system.

Only organizations in possession of a valid Chain of Custody certificate are permitted to manufacture, package or label products with the FSC on-product label. (For more information about the use of the FSC trademarks by FSC certified organizations, please see FSC-STD-50-001 *Requirements for use of the FSC trademarks by Certificate Holders.*) However, in certain circumstances, non-certificate holders, such as retailers, brand owners and end users, may apply to become trademark licensees in order to promote the FSC certified products they sell or use in their own business activities.

Use of the FSC trademarks to promote the FSC system by non-commercial organizations, such as environmental organizations, educational establishments and the media, or organizations that deliver FSC certification services is also covered by this standard.

This document sets out the ground rules and graphic guidelines that apply to all those categories of trademark users not required to have FSC certification. FSC may also provide specific guidance for each group of users, which is to be used in conjunction with this standard.

This standard covers the following type of trademark uses by non-certificate holders:

- Promotional use by organizations that, according to standard FSC-STD-40-004, are not required to have FSC certification (e.g. for promoting FSC certified products or promoting FSC as a system)
- For educational or research purposes
- By media organizations (e.g. on press releases, TV commercials)
- Promotion of certification services by certification bodies and their affiliate offices.

Non-certificate holders that are unsure as to which category covers their proposed use of the trademarks should refer to their Trademark Service Provider (TSP) or to FSC International.

### Note on the use of this standard

All aspects of this standard are considered to be normative and apply to all eligible user groups other than FSC certificate holders, including the scope, standard effective date, references, terms and definitions, notes, tables and annexes, unless otherwise stated.

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## **A Scope**

This International Standard shall be used as a normative document for promotional FSC trademark use by all eligible users who are not required to be certified according to the FSC Chain of Custody standard FSC-STD-40-004, for educational purposes, on media pieces and by certification bodies and their affiliate offices.

## **B References**

The following referenced documents are indispensable for the application of this document. For references without a version number, the latest edition of the referenced document (including any amendments) applies:

*FSC-STD-01-002 FSC glossary of terms*

*FSC-STD-40-004 FSC standard for chain of custody certification*

*FSC-STD-50-001 Requirements for use of the FSC trademarks by certificate holders*

*ISO 14021:1999 Environmental labels and declarations - Self-declared environmental claims (Type II environmental labeling).*

## **C FSC normative documents replaced by this standard**

*FSC-TMK-50-201 “FSC requirements for the promotional use of the FSC trademarks by FSC certificate holders and non-certified commercial organizations (2007)” – all parts applicable to non-certified organizations*

## **D Terms and definitions**

For the purposes of this International Standard, the terms and definitions given in *FSC-STD-01-002 FSC glossary of terms* and the following apply:

**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

NOTE: The use of individual external personnel such as auditors or technical experts under contract is not considered affiliate offices.

**Certificate:** FSC certificate issued by an FSC accredited certification body

**Certification body (CB):** An organization accredited to provide FSC certification services

**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

**Finished product:** Product that receives no further transformation in terms of processing, labeling, or packaging prior to its intended end use

**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

**FSC on-product label:** Graphic design, consisting of the FSC logo plus other required elements, for on-product use of the FSC trademarks

**FSC logo:** The FSC “checkmark and tree” with the letters “FSC” underneath, including the registered or trademark symbol in the upper right corner

**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.

**FSC trademarks:** FSC owns three trademarks: a) the FSC “checkmark and tree” logo, b) the initials “FSC”, and c) the name “Forest Stewardship Council”.

**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

**Promotional panel:** The FSC logo and promotional statement, editable to include the user’s license code, in a prescribed layout.

**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

**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.

**Verbal forms for the expression of provisions**

[Adapted from *ISO/IEC Directives Part 2: Rules for the structure and drafting of International Standards*]

“*shall*” indicates requirements to be followed strictly in order to conform to the standard.

“*should*” 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.

“*may*” indicates a course of action that is permissible within the limits of the document.

“*can*” is used for statements of possibility and capability, whether material, physical or causal.

## 1 Applicable uses of the FSC trademarks by non-certificate holders

- 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 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.

## 2 General requirements

- 2.1 The Forest Stewardship Council A.C (FSC) is the owner of three trademarks:
- The FSC “checkmark and tree” logo (hereinafter: the “FSC Logo”)
  - The initials “FSC”
  - The name “Forest Stewardship Council”.
- 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.
- 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.
- 2.4 The name “Forest Stewardship Council” in the organization’s materials shall not be replaced by a translation.
- NOTE: A translation of the name can be included in brackets but it shall not replace the words “Forest Stewardship Council”.
- 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.
- 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.
- 2.7 The interpretation of the requirements in this standard is at the sole discretion of FSC.

## 3 Applying to use the FSC trademarks

- 3.1 Organizations wishing to obtain permission to use the FSC trademarks shall apply to:
- a) Their national or regional Trademark Service Provider (TSP) or
  - b) In the absence of a TSP, the FSC International.

NOTE: In case of doubt, the organization is advised to contact FSC International for further information.

- 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.

NOTE: The use of the FSC trademarks by Certification Bodies and their affiliate offices is covered under the Accreditation Agreement in connection with the TLA.

- 3.3 Multinational organizations or groups of companies under the same ownership can choose one of the following options:
- 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.
- 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:
- 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.
- 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.
- 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.



#### **4 Use of the FSC trademarks for promotion of FSC certified products**

- 4.1 Organizations wishing to promote FSC certified products shall:
- a) Submit the artwork of the promotional material for approval to their TSP (or to FSC International as applicable)
  - 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.

#### **5 Use of FSC trademarks for educational or research purposes**

- 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.
- 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.

#### **6 Use of FSC trademarks by consultants, training companies and investment organizations**

- 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.
- 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 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.
- 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 Use of the FSC trademarks by media organizations**

- 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.

## 8 Promotional use by certification bodies (CBs) and their affiliate offices

- 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.
- 8.2 The CB shall only advertise or promote services or activities that are within the scope of their FSC accreditation.
- 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.
- 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.
- 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”.

## 9 Graphical requirements for use of the FSC trademarks

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

Figure 1: The FSC promotional panel and its elements

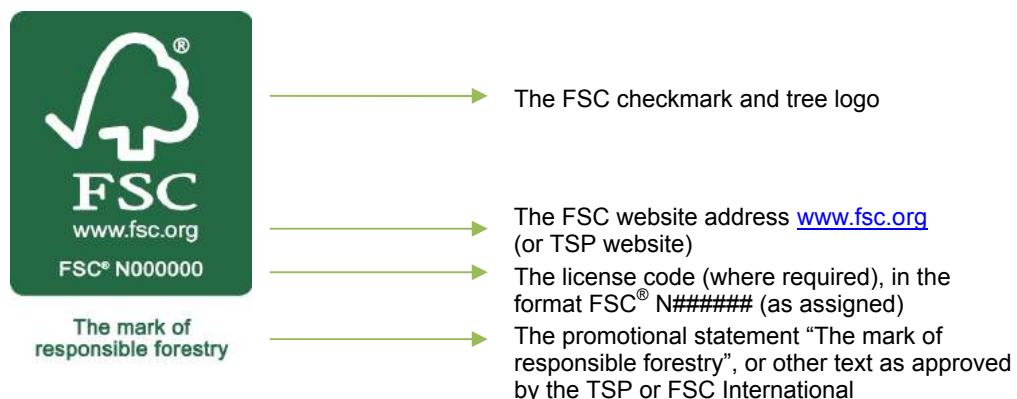


Figure 2: The FSC logo



- 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.
- 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).

## 10 FSC trademarks in text

- 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<sup>®</sup>’ or ‘Forest Stewardship Council<sup>™</sup>’ in proximity to the license code) may be used.
- 10.2 Only the FSC trademark artwork and promotional statement provided in this standard shall be used in promotional materials. If an organization wishes to include more information about FSC, this shall be submitted for approval to their TSP or FSC International, as applicable.
- 10.3 The trademark symbols (<sup>®</sup> or <sup>™</sup> 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),
- 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<sup>®</sup> or Forest Stewardship Council<sup>™</sup>).

NOTE: For materials that are to be distributed internationally, the trademark symbol used will depend on the location of the organization’s headquarters.

- 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”.

NOTE: According to ISO 14021:1999 Paragraph 5.5: *“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”.*

## 11 Size, font and placement requirements

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".

11.2 In the following cases, the FSC logo may be used with a minimum size of 7 mm:

- 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).

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).

Figure 3: Example of spacing



11.4 All elements of the promotional panel shall be legible.

## 12 Color requirements for the FSC promotional panel and 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).

Figure 4: Color Pantone 626C

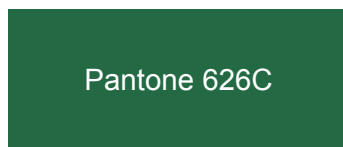
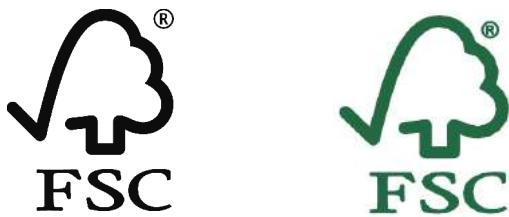


Figure 5: Standard FSC promotional panel colors



Figure 6: Standard colors of the FSC logo



- 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.
- 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.

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.

### 13 Restrictions for the use of the FSC trademarks

13.1 Non-certified organizations shall not:

- a) Apply the FSC labels to any product or packaging
- b) Include any information about FSC certification of products in its sales and delivery documents
- c) Use the FSC trademarks as part of a product name
- d) Create or use any designs or promotional artwork similar to the FSC logo and labels
- e) Use any certificate holder's product labels or promotional panel in any promotional materials.

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.

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.

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.

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.


13.5 The following are not allowed (see Figure 7):

- a) Changing the proportions of the FSC promotional panel or the FSC logo
- b) Changing or adding contents to the FSC promotional panel
- 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
- e) Using more than two colors on the FSC promotional panel
- f) Changing the shape of the border or background of the FSC promotional panel
- g) Rotating the FSC promotional panel or the FSC logo
- h) Violating the clear space around the FSC promotional panel or the FSC logo
- 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 FSC logo or the FSC promotional panel on a strongly patterned background or image or using the FSC logo as a watermark.

Figure 7: examples of unacceptable uses



## ANNEX 1: TRADEMARK REGISTRATIONS BY COUNTRY AND MARK

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

Updated: February 2012

<sup>1</sup> 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.

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

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

<sup>4</sup> 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.

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

<sup>6</sup> 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.

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

<sup>8</sup> 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.

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