



August 2018

Requirements for use of the FSC trademarks by non-certificate holders – crosswalk V1-0 and FSC® Trademark Use Guide for Promotional Licence Holders

This crosswalk has been created to help facilitate the public consultation on the FSC Trademark Use Guide for Promotional Licence Holders. The crosswalk identifies and highlights the differences between the existing requirements and the draft revised guide. The proposed changes in this revision process are identified by colour ranking (see legend below).

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

FSC-STD-50-002 (V1-0)	FSC Trademark Use Guide for Promotional Licence Holders	
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”:	The requirement has been updated with additional clarifications, including expanded information on the potential	

<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)</p> <p>b) For educational or research purposes</p> <p>c) By media organizations (e.g. on press releases, TV commercials)</p> <p>d) Promotion of certification services by certification bodies and their affiliate offices.</p>	<p>licensees eligible for a trademark license agreement (page 4).</p>	
<p>2 General requirements</p>		
<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>Graphics included as visual representations of the FSC trademarks and ‘Forests For All Forever’ trademarks added from FSC-ADV-50-004 (page 6).</p>	
<p>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.</p>	<p>These requirements have been reworded with more positive and proactive language (pages 22 and 23).</p>	

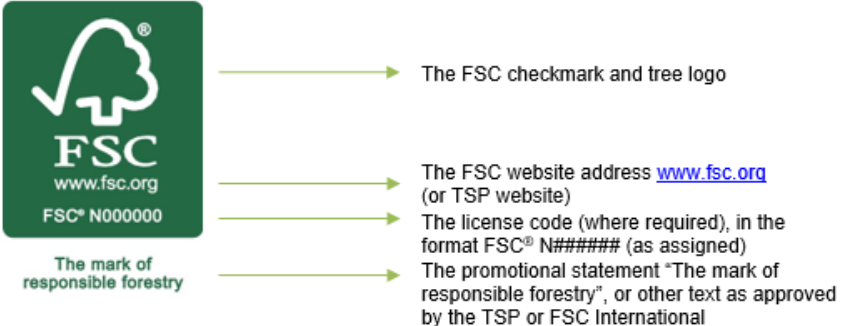
<p>2.3 FSC certified products to be promoted shall carry the FSC on-product label. Exceptions to this rule shall be determined on a case-by-case basis by the FSC International.</p>	<p>The exception to the requirement has been removed (page 15).</p>	
<p>2.4 The name “Forest Stewardship Council” in the organization’s materials shall not be replaced by a translation.</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>This requirement has been reworded to clarify and simplify, and a text example added (page 14).</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>This requirement has been reworded to clarify and simplify, and an example added (page 23).</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>These requirements have been expanded with a legal statement (page 23).</p>	
<p>2.7 The interpretation of the requirements in this standard is at the sole discretion of FSC.</p>		
<p>3 Applying to use the FSC trademarks</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</p> <p>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>The intent of this requirement has not changed. It has been simplified/reworded for improved understanding (page 4).</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>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.</p>	<p>The requirement has changed from the previous version of the standard (page 4), and the note regarding Certification bodies and their affiliate offices has been removed.</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</p> <p>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>These requirements have been removed. Requirements identified as FSC internal procedures are removed and will be included in an internal operating procedure document, thus removing information from the standard that promotional license holders do not need.</p>
<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> <p>(a) The TLA shall be signed with or as assigned by the FSC International.</p> <p>(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).</p> <p>(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>	

<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>These requirements have not changed, but have been reworded for clarity (pages 5 and 23).</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>The requirement for submitting all new reproductions has not changed but has been reworded for clarity. There are additional requirements regarding promotional licence holders who do not require pre-approval for their promotional materials (page 21).</p>	
<p>4 Use of the FSC trademarks for promotion of FSC certified products</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 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>The requirement for submitting all artwork has not changed. The criteria for providing evidence have been simplified whereby organizations can initially submit a list of their certified suppliers and they will need to submit additional evidence that the product is FSC certified only if requested to do so. This includes the possibility for the licensee to no longer submit documentation to their trademark service provider, the decision is made by the national office. There are also conditions under which a licensee can be exempt from the requirement to source directly from an FSC-certified supplier.</p> <p>In addition, there is a new requirement that licensees who wish to make ecosystems services claims on FSC 100% labelled products must submit the forest management certificate number along with their evidence (page 21).</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>There is no change to this requirement, but it has been reworded, media organizations have been added, and with advice to contact FSC for further information (page 4).</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>	<p>This requirement has been removed. Requirements identified as FSC internal procedures are removed and will be included in an internal operating procedure document, thus removing information from the standard that promotional licence holders do not need.</p>	
<p>6 Use of FSC trademarks by consultants, training companies and investment organizations</p>		
<p>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.</p> <p>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]”.</p>	<p>These requirements have not changed but have been reworded for clarification of the eligibility and use of the FSC trademarks for consultants, training companies, and investment organizations (pages 4 and 10).</p>	
<p>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.</p> <p>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”.</p>		

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.	This requirement has been reworded, and media organizations are advised to contact FSC for further information (page 4).	
7.2 A TSP or FSC International will provide the FSC trademarks to media organizations on request.	Requirement removed. Requirements identified as FSC internal procedures are removed and these will be included in an internal operating procedure document.	
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.	These requirements have been removed, having been identified as information that promotional licence holders do not need. Requirements for the use of FSC trademarks by certification bodies and their affiliate offices will be placed in a separated document.	
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”.		

<p>9 Graphical requirements for use of the FSC trademarks</p>	
<p>9.1 The organization shall use the following FSC design, as applicable:</p> <p>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.</p> <p>b) Educational, research and media organizations are not granted a license code and shall use the FSC logo as shown in Figure 2.</p> <p>Figure 1: The FSC promotional panel and its elements</p>  <p>The diagram shows a green square promotional panel. At the top is a white checkmark with a tree inside it. Below that is the text 'FSC' in white, followed by 'www.fsc.org' in smaller white text, and 'FSC* N000000' in even smaller white text. At the bottom of the panel is the text 'The mark of responsible forestry' in white. Four green arrows point from the panel to the following descriptions:</p> <ul style="list-style-type: none"> The FSC checkmark and tree logo The FSC website address www.fsc.org (or TSP website) The license 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 	<p>This requirement has been reworded for clarity. Alternative layouts are permissible as long as all the compulsory elements are featured on the promotional materials. This requirement has also been updated to include the 'Forests For All Forever' mark and its elements (page 8).</p> <p>References to educational, research, and media organizations and licence codes have been removed.</p>

<p>Figure 2: The FSC logo</p> 		
<p>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>	<p>The intent of this requirement has not changed, but it has been reworded (page 8).</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>The intent of this requirement has not changed. It has been simplified/reworded with added visual examples. There is additional guidance on how to use the trademarks in digital promotional materials (e.g. websites), social media, and on products (pages 16–18).</p>	
<p>10 FSC trademarks in text</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>This requirement has been removed.</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 wishes to include</p>	<p>This has changed: the guide now lists additional standardized promotional statements for use on promotional materials (page 9).</p>	

<p>more information about FSC, this shall be submitted for approval to their TSP or FSC International, as applicable.</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> <p>a) shall accompany the use of the FSC logo.</p> <p>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> <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>The language for this requirement is clarified. The requirement for the use of the ™ symbol has been changed to a recommendation, and clarification on the number of uses per material added. Reference to the registration status of the FSC trademarks is made to the FSC trademark portal and marketing toolkit (page 13).</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>	<p>This requirement has been removed.</p>	
<p>11 Size, font and placement requirements</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>The minimum size has been reduced to 6 mm (page 12).</p>	
<p>11.2 In the following cases, the FSC logo may be used with a minimum size of 7 mm:</p>	<p>This requirement has been removed.</p>	

<p>a) The paper size is A5 or smaller.</p> <p>b) The FSC logo is used to indicate individual FSC certified products (e.g. in catalogues or brochures).</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> 	<p>This requirement has been reworded with more proactive language and with additional visual examples (page 12).</p>	
<p>11.4 All elements of the promotional panel shall be legible.</p>	<p>The intent of the requirement has not changed (page 12).</p>	
<p>12 Color requirements for the FSC promotional panel and the FSC logo</p>		
<p>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> <p>Figure 4: Color Pantone 626C</p>	<p>This requirement has been simplified with added flexibility to reproduce the FSC trademarks in other colours as long they provides a legible contrast (page 11). The standard colours for FSC trademarks are visually represented (page 7).</p>	

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.

These requirements have not changed, but has been reworded for clarity and there are additional visual examples (page 13).

13 Restrictions for the use of the FSC trademarks

<p>13.1 Non-certified organizations shall not:</p> <ul style="list-style-type: none"> 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. 	<p>These requirements have been reworded using more positive and proactive language (pages 22 and 23).</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>The requirement has changed from the previous version of the standard; the note regarding Certification bodies and their affiliate offices has been removed.</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>These requirements have been reworded using more positive and proactive language (pages 22 and 23).</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>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>13.5 The following are not allowed (see Figure 7):</p> <ul style="list-style-type: none"> 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 	<p>These requirements have been reworded using more positive and proactive language, and updated visual examples have been used (page 22).</p>	

- 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





Annex A has been removed. The trademark registration list is available on the [FSC Trademark Portal](#) and [Marketing and Communications Toolkit](#) for reference (page 13).







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

Requirements for use of the Forests-for-All-Forever trademarks by non-certificate holders - FSC-ADV-50-005 (V1-0)		
1. General requirements		
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. Forests-for-All-Forever trademarks in English: a) Full b) Logo-and-text	This advice has been incorporated into the guide (page 6).	

	
<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>This requirement has been removed from here as this is a duplication of an existing requirement (page 4).</p>
<p>1.3 Users shall not translate or change any elements of the Forests-for-All-Forever trademarks.</p>	<p>This requirement has been reworded for clarity with visual examples (pages 14 and 22).</p>
<p>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>This requirement has been removed and is not included in the guide.</p>
<p>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 country of distribution. The registration status of the FSC trademarks for the respective country is listed in Annex 1 of FSC-STD-50-002.</p>	<p>These requirements have been reworded for clarity, and visual examples added (page 14).</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>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>	<p>This requirement has been reworded for clarity with visual examples (page 14).</p>

 <p>(translated strapline)</p>	 <p>(translated strapline)</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> <ul 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 marketingtoolkit.fsc.org, and ii. FSC trademark license code. 	<p>This requirement has been reworded for clarity, and a visual example added. The requirement of referencing the specific product(s) being promoted has been removed (page 8).</p>	
<p>2. Graphic rules</p>		
<p>2.1. The minimum size for the Forests-for-All-Forever trademarks when printed shall be</p> <ul style="list-style-type: none"> a) 30mm width for the full mark b) 23mm width for the logo-and-text mark. <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>30mm</p> </div> <div style="text-align: center;">  <p>23mm</p> </div> </div>	<p>The size requirements for the 'Forests for All Forever' marks have been changed to recommended size of 10 mm and to be no less than 6 mm in height (page 12).</p>	

<p>2.2. The minimum size for the Forests-for-All-Forever trade-marks 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> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>150px</p> </div> <div style="text-align: center;">  <p>100px</p> </div> </div>	<p>This requirement has been removed and is not included in the guide.</p>
<p>2.3. Allowed color variations for the marks shall be</p> <p>a) Dark and light green</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <p>b) White and light green</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <p>c) White and dark green</p>	<p>The requirement has been updated using more proactive and less-restrictive language (page 7).</p>

			
<p>d) White</p>			
			
<p>e) Black</p>			
			
<p>f) Dark green</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>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>These requirements have been rewritten in much simpler language (page 7).</p>	
<p>2.6. No other colors shall be used; the marks shall not be re-produced if required colors are not available for printed material or on screen.</p>	<p>This requirement has been rewritten with more proactive language (page 7).</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> <div data-bbox="120 523 878 715" style="text-align: center;"> </div>	<p>This requirement has been rewritten with more proactive language and with additional visual examples (page 12).</p>	
<p>2.8. The marks shall not be placed on background that interferes with the design, or could be misleading about what they refer to.</p>	<p>The requirement has not changed, but reworded for clarity and with additional visual examples (page 13).</p>	
<p>New draft requirements/guidance</p>		
<p>-</p>	<p>Promotional text</p>	
<p>-</p>	<p>Includes guidance on how to describe products with FSC claims with suggested standardized template texts.</p>	
<p>-</p>	<p>Making procurement claims</p>	
<p>-</p>	<p>Includes guidance on how to make basic procurement claims with criteria on which product are eligible for such claims and a requirement for claims to be verified (page 19).</p>	

-	Promoting ecosystem services sponsorship and assets	
-	This section includes guidance on who can make, and how to make, ecosystem services claims for Licensees who are sponsors of ecosystems services or purchases of external environmental assets.	
-	Annex: How to describe FSC and products with FSC claims	
-	Includes examples of how to describe FSC and products with FSC claims and ecosystems system services claims.	