FSC International Standard

Requirements for use of the FSC trademarks by Certificate Holders

REQUIREMENTS FOR USE OF THE FSC TRADEMARKS BY CERTIFICATE HOLDERS

FSC-STD-50-001 (V1-0) EN · FINAL VERSION

ABOUT FSC

The Forest Stewardship Council (FSC) is an independent, not for profit, non-government organization established to support environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

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

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3 FSC LABELS

There are three categories of the FSC label, which describe the content of FSC material. The correct label should be chosen depending on the claim with which the product or material has been supplied. Each category has two design options, which can be selected according to the available space for labeling.

FSC label categories

3.1 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 and 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".

Standard label

3.2 The required elements for the standard label are:

FSC logo
FSC website address
Label title
Label text (with product type, if required)
FSC trademark license code

3.2.1 The use of the Moebius loop is optional for Mix and Recycled labels. See 2.5.

PART III: PROMOTIONAL USE OF THE FSC TRADEMARKS

Organizations may use the FSC trademarks to promote their FSC certified products, and their status as FSC certificate holders in brochures, websites, point of sale materials and other promotional materials.

5 PROMOTIONAL PANEL

5.1 The following elements shall be used in the promotional panel:

a) FSC 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

Standard promotional panel graphics and texts are available from the label generator. Alternative layouts may be approved by agreement with the certification body. The promotional statement and website address may be omitted for space reasons. Alternative wording and extra information require approval from FSC via the certification body. See also 4.4 above.

6 PROMOTING FSC CERTIFIED PRODUCTS

6.1 Catalogues, brochures and on-line sales websites shall include the promotional panel or its elements in a prominent place. A link or a text such as "Look for FSC certified products" shall be included next to the panel, where the products are not all on the same page. FSC certified products shall be indicated by using the logo or with "FSC certified" in the product description.

6.2 FSC certified products shall not be promoted with the certification body logo alone.

7 PROMOTING STATUS AS AN FSC CERTIFICATE HOLDER

The requirements in this section only apply to any materials in which FSC certified products are not mentioned.

PART IV: GRAPHIC RULES

10   FSC LABELS

FSC 100%   **FSC Mix**   **FSC Recycled**

Color and font

10.1   Positive green is the standard preferred color. Negative green and black and white (positive or negative) may be used as an alternative. The standard green color of the label should not be altered.

10.1.1 Green color for reproduction shall be:

Pantone 626C	CMYK 100% cyan / 60% magenta 100% yellow / 20% black	RGB 50 red / 80 green / 60 blue

10.1.2 If the print process uses a limited number of colors, the FSC label can appear transparent on a solid color non patterned background, provided that the contrast allows legibility. In this case, the content of the label and the border shall appear only in black or white. The use of a transparent background shall be approved by the certification body prior to production.

> If in exceptional circumstances none of the above color options are possible, an individual solution should be proposed to the FSC Trademark Unit via the certification body.

10.2   A border around the label shall always be used, unless the surrounding color is different to the label background. Where the label is defined by color only, the background must always have rounded corners as for the label with a line border.
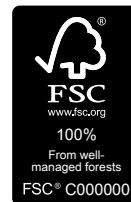
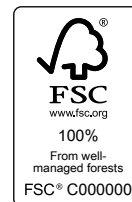10.3 The font used for labels is Arial Unicode MS.

| green (positive)	green (negative)	black & white (positive)	black & white (negative)

Format and size

10.4 FSC labels may be used in portrait or landscape versions.

10.5 Minimum size for the portrait label is 17mm in width.

10.6 Minimum size for the landscape label is 12mm in height.

10.7 Where adding the product type or translation requires more space, the portrait label grows in height and the landscape label in width only.

17 mm

12 mm
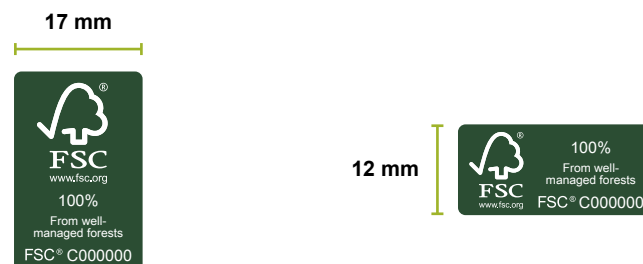
Trademark symbol

10.8 The trademark symbol shall be chosen for the logo and the initials FSC before the license code in the label, as in Annex 1.

FSC trademark license code

10.9   The FSC trademark license code is automatically added when the label generator is accessed via log-on and password.

Label text

10.10   The label text can be edited to select the appropriate product type.

10.11   A list of words for product type is provided in label generator, such as "wood", "paper" and "packaging". These are intended as broad categories. Specific product names shall not be used. The list is not exhaustive and others are possible, such as new non-timber forest products. The organization shall contact the certification body with a request for a new word to be added.

Percentage of recycled fiber

10.12   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%.

Placement of the label

10.13 There should be enough clear space surrounding the label to ensure that the label remains uncluttered. The minimum space is calculated by using the height of the FSC initials of the logo.

Several languages in one label

10.14   In the label generator, up to 4 languages of the label text can be added to a label.

11.3 The font of the text for the promotional panel is Arial Unicode MS or as provided in the label gene-rator. 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 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.

Extra logos

11.5 The FSC logo may appear on its own on product or in promotional material in addition to the FSC label or promotional panel. The color of the logo should follow the rules of the label. When other optional elements are included (such as license code or label title), the font may follow that of the surrounding text.

12 MISUSE OF THE LABEL AND LOGO

12.1 These rules apply to all labels and promotional panels and to the logo when used promotionally in the organization's own layout.

12.2 The following are not allowed:

a) Changing the logo or label proportions
b) Changing or adding to the label contents, other than editing the amount of recycled content, the product description word and the FSC trademark license code
c) Making the logo or label appear to be part of other information such as environmental claims not relevant to FSC certification
d) Placing the logo or label within another border or shaped background
e) Using more than two colors for the label or promotional panel
f) Changing the shape of the border or background
g) Rotating the logo or the label
h) Violating the clear space around the logo or the label (measured by the height of letters FSC which form part of the logo)
i) Combining the logo or the label with the user's own branding in a way which implies association or which overlaps with the FSC label
j) Placing the logo or label on patterned background

Examples of misuse:

no!