



## FSC TRADEMARK USE

**The FSC trademarks are the final link between certified forests and consumers of forest products. It is important that the FSC logo is used correctly to maintain this credibility. With your help, we can achieve this goal. When consumers see the FSC logo on a product, they should be confident that the source of the forest product has been independently evaluated to ensure the long-term economic, social and environmental benefit of the forest.**

### What are the FSC trademarks?

FSC owns three trademarks: the name 'FOREST STEWARDSHIP COUNCIL', the initials 'FSC', and the 'checkmark-and-tree' logo. All uses of these trademarks, especially on certified products or for promotion, are considered under license.

### Who can use the FSC trademarks?

All users must enter into licensing agreements with FSC. Having done so, they will receive an FSC authorized code number. Generally, there are three authorizing bodies:

1. FSC International licenses trademark use by FSC-accredited certification bodies, FSC Regional Offices and FSC National Initiatives. When a licence is issued a code number is assigned e.g. FSC-SECR-0001.
2. FSC-accredited certification bodies license the use by certified forest operations, manufacturers and wholesalers as part of the certification contract. These users are called "certificate holders". Certificate holders are issued with a code number e.g. xxx-COC-0001 or xxx-FM/COC-0001; where "xxx" stands for the certification body who awarded the certificate, FM for "forest management", and CoC for "chain of custody".
3. FSC Nominated Agents issue "Logo Resource Packs" to retailers, non-governmental organizations and other non-certified commercial users. For media and educational establishments, "Mini-Packs" are issued. Such users are called "non-certificate holders". Users are issued with a code number e.g. FSC-XXX-000; where "xxx" stands for the respective country code.

**Obligatory approval:** All usages of the FSC trademarks require prior written approval by the responsible authorizing body. For this, the authorizing body has to be provided with the corresponding proofs and documentation.

### Where can the FSC trademarks be used?

There are two types of usages: "on-product" and "off-product".

#### **ON-PRODUCT USE by Certificate Holders**

"On-product use" means that any of FSC's trademarks are physically on a certified forest product or on its labelling or packaging (heat brands, product tags, labels, stencils, watermarks, retail packaging, plastic wrap, etc.).

Only FSC chain of custody certificate holders can use the FSC trademarks on-product. FSC-accredited certification bodies approve and monitor all trademark use by their certificate holders.

#### **OFF-PRODUCT USE by Certificate Holders and Non-Certificate Holders**

"Off-product use" means that the FSC trademarks are not attached or linked to a certain product, but are used on promotional material (posters, brochures, flyers and advertising leaflets, shelf-talkers and barkers, bulletins and magazines, websites, invoices\*, business cards\* and letters\*). This includes promotion of FSC certified forests, certified products and general information about FSC.

\*Stationary use and use on invoices is for FSC certificate holders only, and is regulated by a special policy. Contact your certification body for more information.

All FSC certificate holders (forest management, chain of custody and joint certificates) and non-certificate holders can be authorized to use the FSC trademarks off-product.

**Repackaging FSC certified products:** Products can only be sold as FSC-certified if they are covered by a chain of custody invoice. Non-certificate holders must become chain of custody certified if they wish to repack and/or sell an FSC-certified product to another company or person who also wishes to promote the product as being FSC-certified.

## How do the FSC trademarks have to be used?

If you want to use the FSC trademarks or check whether they have been applied correctly, you need to be aware of the following requirements:

### Proving authorization and ownership

- The user's FSC authorized code number is included. This can be placed directly under the FSC logo or in parenthesis after the copyright claim.
- The copyright claim must be included: "FSC Trademark © 1996 Forest Stewardship Council A.C."


### Graphic requirements

- The FSC logo is at least 10mm in size.
- There is no text or graphic within the exclusion zone (area around the "checkmark-and-tree" logo which is shown in graphic copy files).
- The logo is of an appropriate color and contrast.

### Statements explaining meaning of FSC logo and contents of FSC-certified wood

- An approved and appropriate explanatory statement is included. This statement explains the meaning of the FSC logo. Producers have the option to use the ISO 14021 standard for self-declared environmental claims.
- For products containing less than 100% FSC-certified material, a percentage based claim including the minimum percentage number beside the FSC logo must be given. The typeface of the percentage content must be as large as the letters in "FSC" on the checkmark-and-tree logo.
- When the trademarks are used off-product for product promotion, the product reference must not be confusing or misleading. It should be obvious which products are certified and which are not. Non-certificate holders must have invoices or delivery notes showing the FSC authorized code number of the certified supplier at their disposal, in order to provide evidence that their products are FSC certified.

**Copyright symbol**



**FSC Logo**

**On-product claim**

The wood in this product comes from well managed forests, independently certified in accordance with the rules of the Forest Stewardship Council (FSC).

**CERTIFIED BY CAREWOOD**

**CW - COC - 0001**

**FSC authorized code**

**FSC copyright claim**

FSC Trademark © 1996 Forest Stewardship Council A.C.

**IMPORTANT! The FSC logo cannot be used on-product with the logos, names or identifying marks of other forest certification schemes whose standards do not comply with the FSC Principles and Criteria and other FSC standards of forest certification. This is to reduce confusion about environmental claims, and protect the integrity of the FSC logo.**