A quick guide to trademark use for Trademark Service licensees promoting FSC® certified products

Forest Stewardship Council®

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Quick steps for trademark use

Here are nine quick steps to make sure that trademark requirements are followed correctly (further details can be found later in this document).

1. Check the purchase documentation from your FSC supplier.
2. Make sure the products carry the on-product label.
3. Choose the correct trademark symbol.
4. Make sure all the required elements are displayed at least once in a publication.
5. Make sure the logo is at least the minimum size.
6. Make sure there is a clear space around the logo.
7. Make sure the color requirements are applied.
8. Make sure the requirements for backgrounds are applied.
9. Send the artwork with purchase documentation for approval.
Purchase documentation from suppliers

To obtain approval to use FSC trademarks, you must present the purchase documentation for the promoted FSC products from your suppliers. Documentation can be an invoice or a supplier letter.

An invoice must be addressed to you and from your certified supplier and contain the following information:

- Supplier’s name and address
- Supplier’s FSC certificate code (XX-COC-000000)
- The FSC material category (FSC 100%, FSC MIX or FSC Recycled) and a clear indication of which products are FSC certified.

Note: You can cover the financial information on an invoice.

A supplier letter must be addressed to you and from your certified supplier and contain the following information:

- Supplier’s name and address
- Supplier’s FSC certificate code (XX-COC-000000)
- List of FSC certified products sold to your company
- The FSC material category (FSC 100%, FSC MIX or FSC Recycled) and a clear indication of which products are FSC certified
- Confirmation that the products carry the on-product label and which license code is used on the products.

This is an example of standard text that can be used in a supplier letter:

“We, [name of supplier], can confirm that the products listed below are FSC certified under FSC certificate [supplier’s certificate code] and are all FSC labeled as [FSC label] using the license code [supplier’s or other applicable license code]. We also confirm that the products listed below are sourced directly to the applicant.

[List of products]"
Promotion possibilities

Promotion possibilities with an FSC trademark license

You can use FSC trademarks to promote FSC certified products in several ways, for example on your website, in advertisements, in catalogues and at trade fairs.

With an FSC trademark license you can use the following three FSC trademarks:

- The name ‘Forest Stewardship Council’
- The initials ‘FSC’
- The FSC ‘checkmark and tree’ logo

However, please note the following restrictions:

- You may not use the trademarks on invoices or other sales documents.
- You may not include FSC as a product name or within a website domain name.
- You may not use the FSC trademarks on company vehicles.
- You may not use FSC on-product labels in promotional material attached to certified products.

You may only promote using artwork that has been approved in writing by Finnish FSC in advance. Approval will only be given by forwarding the purchase documentation mentioned above along with the artwork in question.
Trademark symbols

The FSC logo, the initials ‘FSC’ and the name ‘Forest Stewardship Council’ are registered trademarks, and therefore a trademark symbol must accompany the trademarks in your promotional material. You must choose between the symbols ® and ™.

In promotional material for Finland, the correct symbol to use is ®. The trademark symbol is automatically included in the logo files and it may not be removed.

For the name ‘Forest Stewardship Council’ and the initials ‘FSC’, you must add the trademark symbol at the first or most prominent use in any text as follows:

- FSC®
- Forest Stewardship Council®

NOTE: If you are to promote with FSC trademarks in more than one country, please contact logofi@fi.fsc.org for further advice.
Artwork

Required elements

With an FSC trademark license, you have the opportunity to use the FSC promotional panel. You can choose from a portrait and landscape version of the panel.

You may display the elements – the logo, the website address, the license code and the promotional statement – separately but they all must be included at least once in a publication. We recommend that you use the promotional panel in order to make sure you include all these elements.

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FSC logo

FSC website address

FSC license code

Promotional statement
Use of the stand-alone logo

If you are applying the stand-alone logo (checkmark and tree) instead of the promotional panel, the elements included in the promotional panel must still be displayed on a publication at least once. You must therefore add:

- www.fsc.org (or the web address of your local FSC Network Partner)
- your license code (FSC® N00000)
- the promotional statement.

These can be displayed as follows:

![Stand-Alone Logo](image)

It is not necessary to display all of the elements of the promotional panel more than once in a publication. For example, in a catalogue you can present the promotional panel once with the sentence 'Look for FSC certified products' and identify the products with a stand-alone logo or initials on other pages. However, there should be no ambiguity as to which products the FSC trademarks relate.

NOTE: You can also use the initials ‘FSC’ or the name ‘Forest Stewardship Council’ instead of the logo. In this case, you only have to include your license code on the same page.
Artwork

Size

When you use it for promotion, the minimum size of the FSC logo is 10 mm in height (from the base of the letters to the top of the tree).

If the size of the paper is A5 or smaller, or if the FSC stand-alone logo is used to identify products (for example in a catalogue), the logo can be reduced to 7 mm in height.
Artwork

Clear space around the logo

You must make sure that there is a clear space around the logo and the panel. The minimum clear space is calculated by using the height of the FSC initials of the logo, as demonstrated below. There must not be any text, patterned backgrounds or pictures around logo or panel as these affect the legibility.
Colors
The FSC panels and logos can be green and white or black and white, as presented below. The green color is Pantone 626 C (or the closest alternative in other color schemes). Green with white font is the preferred version.

The stand-alone logo must be green, black or white. If the publication does not contain green, black or white, the logo must appear in the darkest available color on a solid background and it must be legible.
Backgrounds
If the colors mentioned are not available, a transparent version of the promotional panel can be used. However, this needs a plain background without a pattern, and a contrast that allows legibility.
Artwork

What is not allowed?

You may not:

- Change the proportions
- Change or add content
- Make the FSC logo appear to be part of other information
- Place the FSC logo within another figure
- Use more than two colors
- Change the shape of the border
- Rotate the logo
- Violate the clear space around the logo
- Combine the FSC logo with your own branding
- Place the logo on a strongly patterned background