



Interpretation

INTERPRETATIONS OF THE NORMATIVE FRAMEWORK

Trademark



Title:	Interpretations of the Normative Framework
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Dates:	Approval date:	14 August 2024
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Requirements for use of the FSC® trademarks by certificate holders

FSC-STD-50-001 V2-1

Code	INT-STD-50-001_22
Requirement(s)	Clause 1.3, Clause 5.5
Publication date	14 May 2018
<p>Is it allowed to omit the license code when using the name 'Forest Stewardship Council' or the initials 'FSC' in social media posts?</p> <p>Given the particularities of this communication medium, it is allowed for a certificate holder to omit the license code in a social media post, so long as either the social media account or the post itself references the certificate holder's website where the compulsory promotional elements are listed.</p>	

Code	INT-STD-50-001_23
Requirement(s)	Clause 1.4
Publication date	14 May 2018
<p>Is it allowed to omit the trademark symbol when using the name 'Forest Stewardship Council' or the initials 'FSC' in social media posts?</p> <p>Given the particularities of this communication medium, it is allowed for a certificate holder to omit the trademark symbol when using the name 'Forest Stewardship Council' or the initials 'FSC' in a social media post.</p>	

Code	INT-STD-50-001_12
Requirement (s)	Clause 1.4
Publication date	27 June 2012
<p>Can the FSC initials be used vertically as required in the traditional way of writing in Asian nations? If so, should the registration status symbol go on the top right corner (alongside F), or bottom right corner (alongside C)?</p> <p>F S C</p> <p>Yes, it is possible to use the FSC initials vertically when used in the traditional way of writing for Asian nations. The registration status symbol may be used in superscript font in both, the top right corner (alongside F), or bottom right corner (alongside C) as preferred.</p>	

Code	INT-STD-50-001_28
Requirement (s)	Clause 1.4
Publication date	5 May 2021
<p>A certificate holder would like to promote their FSC-certified products on an online marketplace which has a policy in place that does not allow any use of trademark symbols. Is it permissible to omit the trademark symbols ® or ™ when using the FSC trademarks on the online marketplace?</p> <ul style="list-style-type: none"> • Check if the online marketplace has a policy in place that does not allow the use of trademark symbols, by visiting https://info.fsc.org/omitTradeMark.php • If the online marketplace is listed there, the certificate holder may omit the trademark symbols ® or ™ and instead include a statement explaining that the respective trademark(s) is owned by FSC IC. Example: If the FSC logo and the FSC initials are used on a product page, the statement shall be as follows - <i>The FSC logo and the initials 'FSC' are trademarks owned by Forest Stewardship Council A.C.</i> <p>The statement above shall be included once on the page where the FSC trademarks are used (e.g. product page). In case several product pages within the online marketplace are grouped together in a</p>	

store managed by the certificate holder, one use of the statement per store (landing page or similar) is enough.

Code	INT-STD-50-001_14
Requirement (s)	Clauses 1.4, Clause 6.2, Trademark Registration List
Publication date	17 October 2013
<p>Is an exception for the omission of the use of trademark registration symbol in promotional texts related to FSC on invoice templates, delivery notes and similar documents possible if the software that an organization uses to produce these documents does not support trademark registration symbols in texts?</p> <p>NOTE: The use of trademark registration symbol is not required for FSC claims nor for the disclaimer / statement specified in requirement 6.2. of FSC-STD-50-001 V2-0.</p> <p>The omission of the use of trademark registration symbol in promotional texts related to FSC on invoice templates, delivery notes and similar documents is possible if the software used to produce these documents does not support trademark registration symbols. This exception only applies to the use of the trademark registration symbol for the initials “FSC” and the name “Forest Stewardship Council”.</p>	

Code	INT-STD-50-001_20
Requirement (s)	Clause 1.4, Trademark Registration List
Publication date	11 February 2015
<p>Does publishing an update to Trademark Registration List have an effect on already approved artwork? And is there a transition period for changing from one symbol to the other?</p> <p>Updates to Trademark Registration List are effective immediately. However, all products and promotional materials using previously approved artwork may continue in production and distribution. The change in the symbol shall be implemented when the artwork is up for next revision, unless this takes place during the transition period. During the transition period of 12 months either the old or the</p>	

new symbol may be used. The transition period is aiming to mitigate time and cost pressures for designs already in planning at the time of the publication of an update.

Code	INT-STD-50-001_27
Requirement (s)	Clause 1.4, Annex D
Publication date	18 November 2019
<p>The licence code - as defined in Annex D of FSC-STD-50-001 V2-0 - includes the trademark symbol in its format (FSC® C#####). Provided that the licence code is used in a body of text and the trademark symbol is added to the FSC initials in the same text, is it necessary to add the trademark symbol in the licence code?</p> <p>When using the FSC initials in a text, one occurrence of the trademark symbol with the FSC initials (see clause 1.4 of FSC-STD-500001 V2-0) is enough.</p> <p>Example: Our company holds an FSC® certification (FSC C#####).</p>	

Code	INT-STD-50-001_24
Requirement(s)	Clause 1.5
Publication date	14 May 2018
<p>Is it allowed for the certification body to approve generic formats (templates) for their clients?</p> <p>In the absence of an approved trademark use management system, certificate holders shall submit all intended uses of FSC trademarks to the certification body for approval. There are however situations when the certification body is able to approve a generic format (template) to be used on a range of products to which different designs are being applied (e.g. a postcard with different images). This is allowed when the following conditions are met:</p> <ol style="list-style-type: none"> 1. The FSC label is used on the same product type without any alterations (e.g. changing the label title, changing the product type, changing the size of the label etc.). 	

2. The different designs do not affect the area where the FSC label is placed and the exclusion zone is respected.
3. The different designs do not include any uses of the FSC trademarks (e.g. use of statements containing the name 'Forest Stewardship Council' or the initials 'FSC', use of the 'Forests For All Forever' marks), except for the ones approved in the generic format (template).

Code	INT-STD-50-001_9
Requirement(s)	Clause 2.1 a)
Publication date	07 February 2012

When a printed publication is FSC labeled, is it allowed to print calculations on savings on environmental resources based on the choice of paper?

The calculations may be printed provided the following conditions to reduce the risk of confusion are met:

- a) There shall be no reference to FSC within these calculations
- b) A reference to the party responsible for the calculation shall be provided
- c) Calculations may not be placed in a way which implies connection to FSC. If it is not possible to place the calculations anywhere but close to FSC label (exclusion zone shall be always respected), there shall be a disclaimer: "FSC is not responsible for any calculations on saving resources by choosing this paper."

Code	INT-STD-50-001_17
Requirement(s)	Clause 2.1 e)
Publication date	11 April 2014

A Certificate Holder has certification for chain of custody with controlled wood included in their certificate scope. According to FSC-STD-50-001 V2-0 Clause 2.1e) it is not allowed to use FSC trademarks to promote FSC Controlled Wood. Is it allowed to publish the certificate document

issued by the certification body on the website when the controlled wood scope is mentioned on it?

The certificate document with controlled wood in the scope may be published online or displayed on a wall in public.

Code	INT-STD-50-001_02
Requirement (s)	Clause 3.7
Publication date	01 March 2011

Is it possible to add “contents” to the list of words for product types?

No, it is not allowed to use “contents” as a product type.

The product types are very general in nature, more of general material types actually, such as paper, wood, board, rubber etc. For the sake of clarity there are a few real product names included, such as packaging. The intention is to keep the list at a very general level, so it is not allowed to use “contents” as a product type.

Code	INT-STD-50-001_29
Requirement(s)	Clause 4.3
Publication date	5 May 2021

Are provenance schemes, which assess the geographical origin of forest products but not the performance of forest management, considered to be forest/forestry certification schemes?

No, such schemes are not considered forest/forestry certification schemes.

Code	INT-STD-50-001_25
Requirement(s)	Clause 5.2.
Publication date	11.06.2019

Does FSC allow the use of two license codes in one promotional piece? For example, can an organization that owns two separate enterprises with two different CoC certificates use both license codes in one promotional panel on a single promotional piece?

Yes, in this case it is allowed to use two license codes in one promotional panel on a single promotional piece.



The mark of responsible forestry

Note: On product labels shall only contain one license code.

Code	INT-STD-50-001_30
Requirement (s)	Clause 8.1
Publication date	5 May 2021

Can the FSC label be embossed or debossed?

Embossing, debossing and other similar techniques are acceptable, if the FSC label elements are legible.

Code	INT-STD-50-001_26
Requirement(s)	Clause 8.2
Publication date	11.06.2019

The RGB/CMYK specification in standard differs slightly from the colour of the FSC label when downloaded from the Trademark Portal. What shade of green shall FSC certificate holders use for the FSC label?

In March 2018 FSC slightly amended the green colour of the FSC label. Pantone 626C remains the reference colour for reproduction.

The FSC Trademark Portal was updated accordingly on 1 March 2018 and certificate holders may download the FSC label as usual.

Code	INT-STD-50-001_31
Requirement(s)	Clause 8.3
Publication date	14.08.2024

FSC-labelled products often include a barcode, which is a method of representing data in a visual, machine-readable form, for automatic identification and data capture. Most commonly, the barcode is printed on the product in black and white and standard FSC colours are not otherwise available in the print area. Is it possible to apply clause 8.3 in this case?

Yes, clause 8.3 applies in this case. If standard colours are not available for the print area, except for the black and white of the barcode, an available colour providing legible contrast on a solid background may be used instead.

Code	INT-STD-50-001_15
Requirement (s)	Clause 8.10
Publication date	17 October 2013 (Updated 28 June 2017)
Can an additional statement related to FSC be added within the clear space surrounding the label (exclusion zone)?	
An additional statement clarifying which component of a product is FSC certified may be added within the exclusion zone. Reference to more information about the FSC label (e.g. the FSC website address) may be added within the exclusion zone.	



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