

Standard

# USE OF THE FSC® TRADEMARKS BY CERTIFICATE HOLDERS

FSC-STD-50-001 V3-0 EN



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<b>Title:</b>	Use of the FSC® Trademarks by Certificate Holders
<b>Dates:</b>	<b>Approval date:</b> 22 October 2025 <b>Effective date:</b> 1 July 2026
<b>Timeframes:</b>	<b>Transition end date:</b> 1 January 2029 <b>Period of validity:</b> Until replaced or withdrawn
<p>NOTE: Existing stocks of FSC-certified, finished and labelled products—and promotional materials carrying the FSC trademarks—previously produced under version 2.1 of this standard may be further sold and distributed during and after the transition period. Please note that “stock” excludes the devices and hardware used to apply the FSC label, such as equipment for printing, engraving, etching, sewing, embossing, and debossing.</p>	
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## Version control

**Publication date:** 1 January 2026

Version	Description	Publication Date
V 1-0	The first version of the requirements, approved in January 2010, combined several documents and gathered together all the Clauses on trademark use previously presented over a number of standards and guidelines. V1-0 also introduced new on-product labels to the FSC system.	1 March 2010
V1-1 & V1-2	Minor reviews in February and November 2010 clarified the language and terminology used, and made improvements to the graphical requirements based on stakeholder comments, to ease the use of the new labels.	1 December 2011
V2-0	A major review took place to create this version, which incorporates Motion 29, passed at the 2014 General Assembly. The requirements were simplified and a trademark use management system option was introduced for certificate holders.	1 November 2017

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<b>V2-1</b>	<p>The Strategy for FSC Mix Products and Controlled Wood published in April 2019 called for (i) a change of the FSC MIX label text to reinforce truth in labelling and (ii) the introduction of fixed Controlled Wood statements to enhance the understanding of Controlled Wood.</p> <p>In June 2020, the FSC Board of Directors approved the revised text of the MIX label as well as the new Controlled Wood statements. V2-1 incorporates the two changes and corrects an error in the colour codes in Clause 8.2 and Clause 9.2.</p>
<b>V3-0</b>	<p>A major revision was conducted to i) streamline 1 January 2026 existing requirements, ii) adapt to new market trends, and iii) align with major legislative requirements on use of environmental labels.</p>

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This is the approved official English version of this document. In case of any differences between the English version and any translation of this document, the English version shall prevail.

# INTRODUCTION

This standard provides requirements for FSC certificate holders on using FSC trademarks—ensuring that product labelling, promotion, and certification claims are accurate, consistent, and trusted by consumers. It applies to all uses of FSC trademarks by certificate holders, whether to identify FSC-certified products, promote those products, or communicate their status as an FSC certificate holder.

By applying FSC trademarks correctly, certificate holders help consumers make informed purchasing decisions. It is therefore essential that the trademarks are not used in ways that could mislead customers or the public, including inaccurate claims or implications of product qualities beyond those covered by FSC certification.

FSC trademarks are the primary means by which certificate holders demonstrate that their products meet FSC standards. As FSC licensees, they share responsibility for safeguarding the collective investment made by all users and by FSC, as the trademark owner, in building and maintaining the FSC system. These requirements ensure that messages about FSC are accurate, consistent, and presented in a unified manner, enhancing recognition of both the FSC system and the achievements of its licensees.

To support certificate holders in labelling and promotion, FSC provides:

- **FSC Brand Hub** – an online platform for downloading FSC trademarks, product labels, promotional designs, campaign materials, and related assets.
- **E-learning course** – an online training on the correct use of FSC trademarks.
- **Guidance document** – a practical guide with examples to help apply the standard's requirements, available via the FSC Brand Hub.

Certificate holders receive access to the FSC Brand Hub and the e-training platform through their FSC-accredited certification bodies.

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## A. SCOPE

This standard is applicable to all FSC certificate holders who use the FSC trademarks in the market, including Chain of Custody and Forest Management certification. The standard covers the use of the FSC trademarks on FSC-certified products, use for promotion of FSC-certified products, and use for promotion of the organization's status as an FSC certificate holder. This standard also forms the basis for the evaluation and approval of all certificate holders' uses of FSC trademarks by FSC-accredited certification bodies or through the trademark use management system.

The standard does not apply to uses of the FSC trademarks by certificate holders in a private context outside the course of trade.

This standard also covers the promotion of positive nature impacts based on ecosystem services (ES) claims made by certificate holders. The specific requirements for making ES claims are found in the [<FSC-PRO-30-006 Ecosystem Services Procedure: Impact Demonstration and Market Tools>](#).

Requirements for making FSC claims on invoices and delivery documents are defined in [<FSC-STD-40-004 Chain of Custody Certification>](#) and are not affected by these requirements.

All aspects of this standard are considered normative, including the scope, effective and validity dates, references, terms and definitions, footnotes, graphics, tables, and annexes, unless otherwise stated.

Notes, guidance boxes, and examples are not considered normative.

## B. REFERENCES

The following documents are indispensable for the application of this document.

For references without a version number, the latest version of the referenced document (including any amendments) applies and supersedes any previous version:

<b>FSC-STD-60-004</b>	International Generic Indicators Standard
<b>FSC-STD-40-004</b>	Chain of Custody Certification
<b>FSC-STD-40-006</b>	FSC Standard for Project Certification
<b>FSC-STD-30-010</b>	FSC Controlled Wood Standard for Forest Management Enterprises

## C. TERMS AND DEFINITIONS

For the purposes of this standard, the terms and definitions given in [<FSC-STD-01-002 FSC Glossary of Terms>](#) and the following apply.

**All intended uses:** Refers to any planned new use of the FSC trademarks by The Organization. This includes use in any form or medium, including on-product and promotional materials, whether digital or physical, which was not previously approved by the certification body or through the trademark use management system. It does not refer to exact reproductions (reprints) of uses that have already been approved.

**Certification body:** Body that performs conformity assessment services and that can be the object of accreditation (adapted from [ISO/IEC 17011"2017\(E\)](#)).

**Controlled material:** Input material supplied without an FSC claim, which has been assessed to be in conformity with the requirements of the standard [<FSC-STD-40-005 Requirements for Sourcing Controlled Wood>](#).

**Designated trademark controller:** An individual appointed by The Organization to serve as the internal approver of all FSC trademark uses when a trademark use management system has been implemented. This person is responsible for reviewing and approving trademark uses within The Organization.

**E-commerce platform:** An online platform that enables the buying and selling of products online. This includes platforms managed directly by a certificate holder to sell their products, as well as platforms managed by a third party on which the certificate holder sells their products.

**E-commerce – Product description:** A detailed explanation of a product listed for sale on an e-commerce platform. It provides customers with essential information about the product, its features, benefits, and any other relevant details that can help them make a purchase decision.

**E-commerce – Product listing:** A page or entry on an e-commerce platform that showcases a specific product for sale. It provides detailed information about the product to help potential customers understand what they are buying. A product listing provides detailed information about the product using product images and text. This is used to help potential customers understand the features of the product and inform their purchasing decision. Each product listing is considered an independent promotional material.

**E-commerce - Product title:** A concise and descriptive title that identifies a product for sale on an e-commerce platform. It is typically displayed at the top of the product listing and is designed to grab the attention of potential buyers while providing key information about the item. It usually includes the brand, product name, size, color, model/series, and other additional information.

**FSC Brand Hub:** An online tool available for certificate holders to access and download the FSC trademarks, labels, promotional panels, graphic vectors, marketing and campaign assets (including imagery, creative assets), and supporting and guidance materials.

**FSC-certified product:** A product that conforms to all applicable certification requirements and is eligible to be sold with FSC claims and to be promoted with the FSC trademarks. FSC Controlled Wood is not considered an FSC-certified product.

**FSC-certified project:** A finished project that conforms with the requirements of [<FSC-STD-40-006 Standard for Project Certification>](#).

**FSC Controlled Wood:** Material or product with the 'FSC Controlled Wood' claim.

**FSC logo:** The FSC 'checkmark and tree' with the letters 'FSC' underneath.

**FSC promotional panel:** a graphic arrangement of the FSC logo and additional information to be used in a prescribed layout in promotional materials.

**FSC licence code:** Identification code issued to organizations that have signed an FSC trademark licence agreement. For certificate holders, this is in the form FSC C#####. It is used to identify the organization on the FSC licence holder database.

**FSC on-product label:** Arrangement of required information and design elements to make a public FSC claim about the materials used in a product, to be used on the product, attached to the product or its packaging.

**FSC QR label:** Arrangement of design elements on a quick response two-dimensional matrix bar code to make a public FSC claim about the materials used in a product, to be used on the product, attached to the product, or its packaging.

**Legible:** Used to describe clarity and ease to read by consumers.

**Management representative:** An individual appointed by The Organization who holds overall responsibility and authority for ensuring The Organization's implementation and conformity of a trademark use management system. This person oversees the correct use of FSC trademarks by ensuring that internal processes, communications, and approvals related to trademark use are compliant with this Standard.

**Moebius loop:** A Sign consisting of three arrows forming a loop. The percentage figure used with the Moebius loop indicates the portion of reclaimed material used for the product.

**Outside the course of trade:** Refers to uses of the FSC trademarks that occur beyond the usual commercial or business activities related to the sale of goods or services. These non-commercial activities include, but are not limited to, internal documents, internal presentations, or internal training.

**On product trademark use:** Refers to the placement of FSC trademarks on FSC-certified products.

**Product type:** For the purposes of this standard, a list of descriptions of the certified material or content to be used within the on-product label, such as "wood" or "cork". The list is available in the FSC Brand Hub.

**Promotional item not-for-sale:** Any item created to promote The Organization's FSC-certified status, but not intended for sale in a business-to-consumer transaction. This includes, but is not limited to, event giveaways, samples, merchandise, pencils, cups, notebooks, agendas, t-shirts, and tote bags.

**Promotional material:** Any content or item created to promote FSC-certified products and/or materials, the status as an FSC certificate holder, or promotion of positive nature impacts based on ecosystem services claims, for those certificate holders who have implemented the <FSC-PRO-30-006 Ecosystem Services Procedure: Impact Demonstration and Market Tools>. This includes, but is not limited to, brochures, catalogues, videos, websites, posters, banners, social media posts, and campaigns.

**Promotional trademark use:** Refers to the display of FSC trademarks on promotional materials or promotional items not-for-sale.

**Social media:** A digital platform or application that enables users to create, share, and interact with content and each other. These platforms facilitate communication, collaboration, and the exchange of information in various formats, including text, images, videos, and audio.

**Social media – Post:** Content posted on social media platforms that includes own text, images, carousel of images, videos, links, reels, stories, live content, or other media. This does not include information or a description of the social media account or profile (e.g. social media bio).

**Trademark use management system:** A framework of procedures described in Annex 1 of this standard, used by a certificate holder as an alternative to submitting trademark use to their respective certification body for approval.

**Trademark service provider:** An FSC national or regional office appointed by FSC to sublicense the use of the FSC trademarks in a certain territory for promotional use and to provide services such as approving the use of FSC trademarks for promotional licence holders.

**Website:** A collection of related web pages, typically identified by a common domain name, that are accessible over the internet. A website encompasses different specific pages or resources under the same URL.

### **Verbal forms for the expression of provisions:**

[Adapted from *ISO/IEC Directives Part 2 Principles and Rules for the structure and drafting of ISO and IEC documents*]

“shall”: indicates requirements strictly to be followed in order to conform with the standard.

“should”: indicates that among several possibilities one is recommended as particularly suitable, without mentioning or excluding others, or that a certain course of action is preferred but not necessarily required. A ‘should requirement’ can be met in an equivalent way provided this can be demonstrated and justified.

“may”: indicates a course of action permissible within the limits of the document.

“can”: is used for statements of possibility and capability, whether material, physical or causal.

## **D. ABBREVIATIONS**

**FSC** Forest Stewardship Council

**Mm** Millimetre

# PART 1: GENERAL REQUIREMENTS

## 1. Ground requirements for using the FSC trademarks

1.1. The Forest Stewardship Council (FSC) owns the following trademarks:

- (a) the name 'Forest Stewardship Council'
- (b) the initials 'FSC'
- (c) the FSC logo



1.2. The Organization shall have a valid FSC trademark licence agreement and hold a valid certification to use the FSC trademarks.

1.3. The Organization shall only label and promote products that are included in its certification scope, and which meet the labelling requirements defined in <FSC-STD-40-004 Chain of Custody Certification>.

1.4. The Organization shall include the licence code assigned by FSC at least once per product or promotional material with all uses of FSC trademarks. See exception in the Clause 6.4 for promotion on social media.

1.5. The Organization shall use the trademark registration symbol (® or ™) in the upper right corner next to the FSC trademarks. See exception in Clauses 6.5 and 6.8 for promotion on social media and e-commerce.

1.6. The Organization shall select the registration symbol based on the following conditions:

1.6.1. The Organization shall use the correct registration symbol (® or ™) at the first or most prominent use of the name 'Forest Stewardship Council' and the initials 'FSC', based on the country(ies) of distribution.

1.6.2. The Organization shall use the correct registration symbol (® or ™) with every use of the FSC logo, the FSC labels, and the promotional panel designs, based on the country(ies) of distribution.

1.6.3. The Organization shall identify the correct registration symbol (® or ™) in the Trademark Registration List made available by FSC in the FSC Brand Hub.

NOTE: For the FSC logo, the FSC labels, and the promotional panel designs, the correct registration symbol will be automatically selected when downloading the trademarks from the FSC Brand Hub based on the country(ies) of distribution.

1.7. The Organization shall either have an approved trademark use management system in place or submit all intended uses of FSC trademarks to its certification body for approval prior to usage.

NOTE: It is not required to obtain approval for pre-approved generic formats (e.g. templates) that apply to a range of products or promotional materials featuring variable designs, provided that all the following conditions are met:

- a) The FSC label is applied to the same product type without any modification (e.g., label title, product type, or label size remain unchanged). The same applies to promotional designs used on promotional materials.
- b) The varying designs do not interfere with the placement of the FSC label or the promotional designs.
- c) No additional uses of the FSC trademarks (e.g., the name 'Forest Stewardship Council', the initials 'FSC') appear in the design, except those already included in the approved template.

1.8. The Organization shall refer to Annex 1 of this standard, which specifies the requirements to obtain an approved trademark use management system.

1.9. The Organization with a group and multisite certification shall refer to Annex 2 of this standard for additional requirements for the use of the FSC trademarks.

1.10. The Organization with a project certification shall refer to Annex 3 of this standard for additional requirements for the use of the FSC trademarks.

1.11. The Organization shall comply with labelling requirements and consumer protection laws in those countries in which FSC-certified products and promotional materials are promoted, distributed, or sold by The Organization.

## PART 2: USING THE FSC LABELS ON PRODUCTS

The FSC label enables certificate holders to demonstrate that their products are FSC-certified, making it easier for consumers to identify and choose them. While optional, labelling wins consumer trust, boosts certificate holders' brand, and unlocks the full value of FSC certification.

### 2. Selecting the FSC label

2.1. The Organization shall select and apply the correct FSC label on FSC-certified products corresponding to the FSC claim:

FSC 100%



FSC MIX



FSC RECYCLED



2.2. The Organization shall use the FSC labels downloaded from the FSC Brand Hub.

NOTE: A list of product types (e.g. 'paper', 'wood') is provided in the FSC Brand Hub. These are intended as broad categories. The list is not exhaustive, and The Organization can contact FSC via the certification body with any request for a new product type to be added.

### 3. Selecting the FSC label elements

3.1. The Organization shall include the following elements in the FSC label:



3.2. The Organization may include up to three different product types within the FSC label if the product contains several types of FSC-certified material.

3.3. The Organization shall include an additional statement to clarify what components are FSC-certified when the certified components of the products are not immediately apparent based on the product type included in the label.

3.4. The Organization shall not use product names to specify the product type.

3.5. The Organization may use the Moebius loop for FSC MIX and FSC RECYCLED labels.

3.6. The Organization shall always use the Moebius loop with a percentage figure. The figure shall reflect the sum of applicable reclaimed material content, which can be substantiated through the FSC chain of custody control systems as specified in [<FSC-STD-40-004 Chain of Custody Certification>](#).

#### The FSC QR label

3.7. The Organization may use the FSC QR label as an alternative to the FSC labels as indicated in Clause 2.1.

3.8. The Organization shall include the following elements in the FSC QR label:



NOTE: The label elements indicated in Clause 3.1 are displayed on an FSC website that is accessible when scanning the FSC QR label.

## 4. Labelling requirements

4.1. The Organization shall only use the FSC label where all relevant forest-based parts of the product are covered by the scope of FSC certification, as specified in [<FSC-STD-40-004 Chain of Custody Certification>](#).

NOTE: The FSC label may refer to the product, the packaging, or both. Packaging made of forest-based materials is considered a separate product.

4.2. The Organization should apply the FSC label to be visible on the product, its packaging, or both.

4.3. The Organization may display additional FSC trademarks or additional references to FSC on a product only when the on-product label is visible to the consumer at the point of sale (i.e. the label is accessible without damaging the sales packaging).

4.4. The Organization shall add the licence code alongside any additional use of the FSC trademarks applied directly to the product when the FSC label is displayed on the packaging.

4.5. The Organization may enter into labelling agreements with one or multiple certificate holders, which allow a nominated certificate holder to label products with the licence code of The Organization. The Organization and the other certificate holders shall conform to the following conditions for entering into a labelling agreement:

- products to be labelled shall be included in the certification scope of The Organization and the other certificate holders;
- all Organizations shall inform their certification bodies in writing about the agreement prior to its application;
- the information provided to the certification bodies shall include:
  - the product group;
  - the licence code subject to the labelling agreement;
  - the nominated certificate holder which will apply the FSC label with the licence code subject to the labelling agreement;
  - the certification body which will be providing the trademark use approval;
- the nominated certificate holder is responsible for ensuring that The Organization's licence code is used only on products covered by the labelling agreement.

NOTE 1: When a trademark use management system is in place, the information provided to the certification bodies shall include the name of the certificate holder who will be approving the trademark use.

NOTE 2: The nominated certificate holder may use contractors for labelling as specified in [<FSC-STD-40-004 Chain of Custody Certification>](#).

## PART 3. PROMOTING FSC-CERTIFIED PRODUCTS AND FSC CERTIFICATION

Certificate holders may use the FSC trademarks to promote their FSC-certified products and certification status across a range of channels, such as websites, social media, e-commerce platforms, catalogues, and promotional items not-for-sale. Forest managers are also encouraged to promote their FSC-certified forests and their certification status through their websites, on-site signage and other suitable means.

### 5. Promotional elements

5.1. The Organization may promote its FSC-certified product(s) and status as an FSC certificate holder with the FSC trademarks.

NOTE 1: The requirements for promotion of positive nature impacts based on ecosystem services claims can be found in the [<FSC-PRO-30-006 Ecosystem Services Procedure: Impact Demonstration and Market Tools>](#).

NOTE 2: Examples of promotional statements may be found in [<FSC-STD-50-001a Promotional Statements for Certificate Holders>](#).

5.2. The Organization shall include the following elements when promoting with the FSC promotional panel design:



NOTE: Other examples of panel text can be found in the FSC Brand Hub.

5.3. The Organization shall use the promotional panel designs downloaded from the FSC Brand Hub.

5.4. The Organization shall include the licence code and a promotional statement at least once per promotional material when using the standalone FSC trademarks outside of the promotional panel design.

## 6. Promotional use requirements

6.1. The Organization shall identify the FSC-certified products when listing both FSC-certified and uncertified products in the same promotional material.

NOTE: The Organization may indicate that certain products are available as FSC-certified upon request, provided that they are available under valid certification and it is made clear that they will only be supplied as FSC-certified if requested by the customer.

6.2. The Organization should only distribute promotional items not-for-sale with the FSC trademarks made wholly or partly of forest-based materials if they meet the applicable labelling requirements as specified in [<FSC-STD-40-004 Chain of Custody Certification>](#).

6.3. The Organization shall use only the statements presented in [<FSC-STD-50-001a Promotional Statements for Certificate Holders>](#) to promote sales or sourcing of controlled material or FSC Controlled Wood.

### Promotion on social media

6.4. The Organization may omit the promotional elements listed in Clause 5.4 when promoting with the 'FSC' initials and the name 'Forest Stewardship Council' trademarks on social media, if the social media post includes an external website address where the compulsory elements are visible.

6.5. The Organization may omit the registration symbol when promoting with the 'FSC' initials and the name 'Forest Stewardship Council' trademarks on social media posts.

### Promotion on e-commerce platforms

6.6. The Organization shall include the promotional elements listed in Clause 5.4 in the product listing when promoting their certified products with the FSC trademarks on e-commerce platforms.

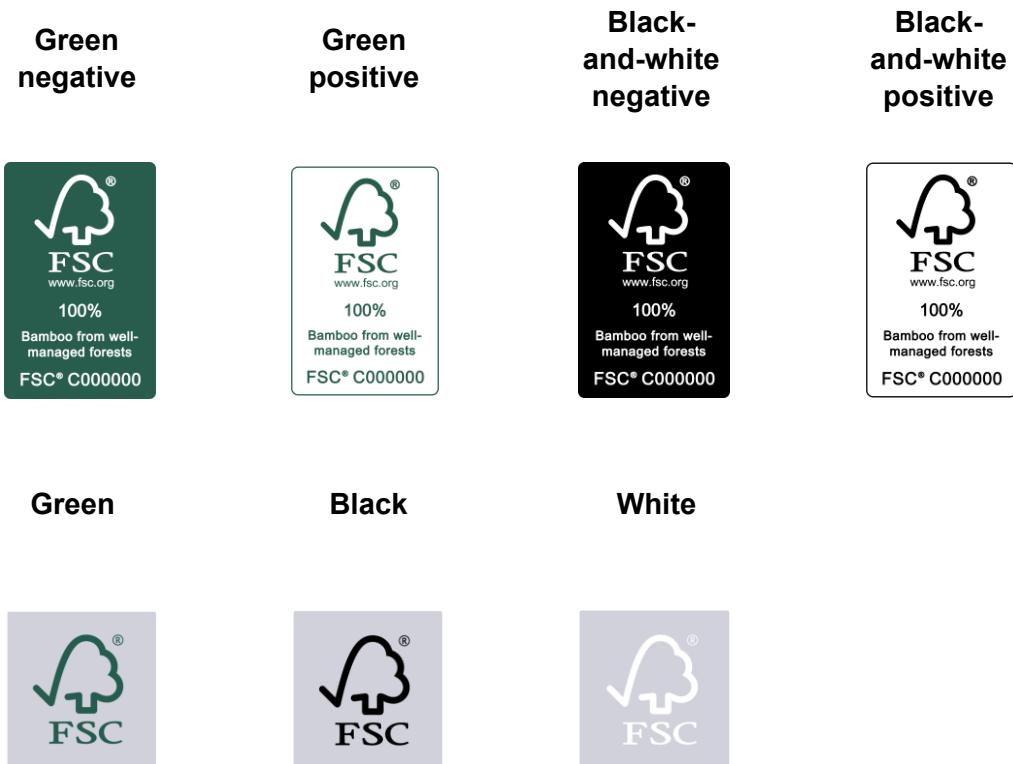
6.7. The Organization shall indicate that a product is "FSC-certified" if the 'FSC' initials or the name 'Forest Stewardship Council' are used in the product title of an e-commerce product listing.

6.8. The Organization may omit the registration symbol when using the 'FSC' initials or the name 'Forest Stewardship Council" on e-commerce platforms.

## PART 4: GRAPHIC RULES FOR LABELLING AND PROMOTION

### 7. FSC on-product labels and FSC logo

7.1. The Organization should use the FSC labels and FSC Logo in the following colour variations:



7.2. The Organization may use the FSC label and FSC logo in any colour providing legible contrast on the background.

NOTE: Transparent on-product labels may be used as long as the background does not interfere with the legibility of the compulsory elements.

7.3. The Organization may use the FSC labels in portrait or landscape formats.

7.4. The Organization shall use the FSC labels in a size that ensures the legibility of all elements. The minimum size for the FSC label shall be:

- in portrait format: 8 mm in width;
- in landscape format: 5 mm in height.

7.5. The Organization may use a one-line arrangement of the FSC label elements when printing the label design with multiple lines is technically impossible. The Organization shall ensure that all elements are legible and aligned to the FSC logo.

NOTE: Technically impossible means that, due to limited surface for printing it is not feasible to apply the standard FSC label design without compromising legibility or production feasibility.



7.6. The Organization shall use the FSC logo in a size that ensures the legibility of all elements. The minimum size for the FSC logo shall be 4 mm in height. This also applies when the FSC logo is used as part of a promotional panel design and the one-line arrangement.

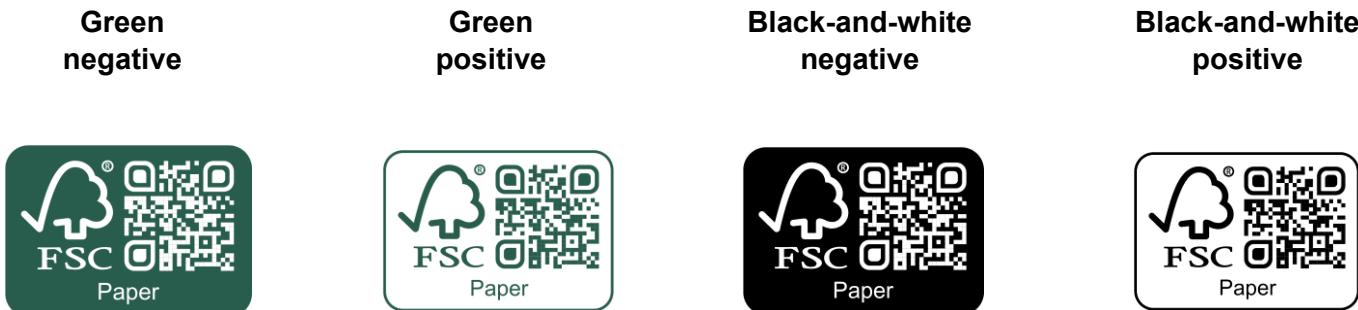
NOTE: For uses on digital platforms, the FSC logo must be clearly legible and unblurred on all platforms, devices, and screen resolutions at 100% display size.

7.7. The Organization shall ensure that there is no overlap or contact between the FSC label, the promotional panel, or the FSC logo and adjacent graphical or textual elements, keeping them visually distinct.

7.8. The Organization may use a border around the FSC label. When a border is not used, the label elements shall not be altered or separated.

## 8. FSC QR label

8.1. The Organization should use the FSC QR label in the following colour variations:



8.2. The Organization may use the FSC QR label in portrait or landscape format.

8.3. The Organization shall use the FSC QR label in a size that ensures readability by scanning devices. The minimum size for the FSC QR label shall be:

- in portrait format: 12 mm in width;
- in landscape format: 15 mm in height.

8.4. The Organization shall not use the FSC QR label on a background or surface that makes the label unreadable to a scanning device.

8.5. The Organization shall place the FSC QR label on flat areas that ensure readability by scanning devices.

8.6. The Organization shall ensure sufficient clear space surrounding the FSC QR label from any other elements within the same design to ensure that it remains readable by a scanning device.

8.7. The Organization may use a border around the FSC QR label. When a border is not used, the label elements shall not be altered or separated.

8.8. The Organization may add additional promotional statements next to the FSC QR label, such as "Scan this code to learn more about our FSC-certified [product]".

## PART 5: TRADEMARK USE RESTRICTIONS AND LIMITATIONS

### 9. Restrictions on using the FSC trademarks

- 9.1. The Organization shall not use the FSC trademarks:
  - a) In a way that implies that FSC endorses, participates in, or is responsible for activities performed by The Organization, outside the scope of certification;
  - b) In a way that could cause confusion, misinterpretation, or loss of credibility to the FSC certification scheme;
  - c) To promote product quality aspects not covered by FSC certification;
  - d) In product brands, company names, or website domain names;
  - e) As verbs;
  - f) As part of The Organization's own slogans;
  - g) As social media account names;
  - h) In a way that implies that FSC is the manufacturer or trader of a product.
- 9.2. The Organization shall not replace the name 'Forest Stewardship Council' with a translation. A translation may be included in the brackets after the name:

Forest Stewardship Council® (translation).
- 9.3. The Organization shall not use the FSC logo to promote controlled material or Controlled Wood.
- 9.4. The Organization shall not make on-product trademark use with the FSC trademarks without an FSC on-product label present on the product or its packaging.
- 9.5. The Organization shall not use other forest certification scheme marks together with the FSC trademarks if they are presented in a way that:
  - a) Disadvantages FSC in terms of size or placement next to marks of other forest certification schemes;
  - b) Implies that FSC endorses, approves, or is formally affiliated with other forest certification schemes;
  - c) Implies that other forest certification schemes meet the same standards and requirements as FSC.
- 9.6. The Organization shall not:
  - a) Change the proportions of any designs;
  - b) Change or add to the contents of any designs beyond the specified elements;
  - c) Make FSC appear to be part of other information, such as environmental claims not relevant to FSC certification;
  - d) Change the shape of the border or background of the FSC label or FSC QR label;
  - e) Combine any FSC trademarks or designs with any other branding in a way that implies association;
  - f) Overlap adjacent graphical or textual elements around the FSC label or FSC logo (See Clause 7.7);

g) Place the FSC label or other designs on a background that interferes with the legibility of the compulsory elements.

h) Place any FSC trademarks in a way that is misleading about what they refer to.

**The Organization shall not:**

a



b



c



d



e



f



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h



## Annex 1. Trademark Use Management System

1. The Organization may implement a trademark use management system, with all the conditions specified in this Annex.
2. The Organization shall obtain approval from its certification body for the trademark use management system before The Organization may start using it by demonstrating conformity with the requirements set in Clause 3 of this Annex.

NOTE: The implementation of a trademark use management system does not exempt the certification body of its responsibility to verify the correct use of FSC trademarks. The Organization may continue to seek guidance or request approval from their certification body in cases that are complex or unclear.

3. The Organization shall implement and maintain a trademark use management system adequate to its size and complexity, including the following:
  - a) appoint at least one management representative who has overall responsibility and authority for The Organization's conformity with all applicable trademark requirements;
  - b) implement and maintain up-to-date documented procedures covering trademark control within the organization;
  - c) define the personnel responsible for the implementation of each procedure;
  - d) train defined staff on the up-to-date version of The Organization's procedures to ensure their competence in implementing the trademark use management system;
  - e) define at least one designated trademark controller who acts as an internal approver of the FSC trademark use;
  - f) ensure that the designated trademark controller has successfully completed the online course FSC Trademark Training Course for Certificate Holders (available at [etraining.fsc.org](http://etraining.fsc.org)). If the designated trademark controller is not proficient in any of the languages in which the FSC online course is available, it is possible for them to complete a similar course about FSC trademark use, which includes at least the same content, and an exam or certificate proof of completion.
  - g) maintain complete and up-to-date records of trademark approvals, which shall be retained for a minimum period of five years.
4. The Organization shall cease its use of a trademark management system if it demonstrates a systematic failure to control its FSC trademark use, as evidenced by nonconformities related to trademark use issued by its certification body during audits or based on findings from an internal audit.
5. The Organization may voluntarily suspend its trademark use management system by notifying its certification body. The Organization shall inform its certification body prior to the cease date and indicate the duration of the suspension (temporary or permanent). During the suspension of the trademark use management system, The Organization shall submit all newly intended uses of FSC trademarks to its certification body.
6. The Organization may resume its use of the trademark use management system after a suspension at the approval of its certification body and by providing additional information, according to the type of suspension, as defined in the following:
  - a) In the case of suspension by the certification body following audit findings, The Organization shall demonstrate application of corrective actions and provide a sample of correct FSC trademark use before resuming use;

- b) In the case of voluntary suspension, The Organization may resume its use of the trademark use management system after submitting evidence of conformance with the requirements in Clause 3 of this Annex.

## Annex 2. Additional requirements for Group and Multisite certificate holders

1. The group entity (or manager, central office, site) shall ensure that all uses of the FSC trademarks by the group entity or its individual members are approved by the certification body prior to use, or that the group and its members have an approved trademark use management system in place.
2. The Organization can agree on the most suitable submission method for trademark approval requests with their respective certification body.

### Informative guidance on Trademark Use Management System for Group and Multisite Certificate Holders

All requirements for trademark use management system from Annex 1 apply to group and multisite certificate holders. The certificate manager may designate the roles of management representative and trademark controller(s) in the trademark use management system based on the size and complexity of the organization. Possible configurations include, but are not limited to:

- The certificate manager serves as both the management representative and the trademark controller, approving trademark use for all group members.
- The certificate manager acts as the management representative, while trademark controllers are appointed at the member level.
- The certificate manager acts as both management representative and trademark controller for members that do not have one assigned; however, trademark controllers may be assigned to individual members.
- A management representative is appointed independently from the certificate manager, with multiple trademark controllers assigned at the group member level.

3. The group entity (or manager, or central office) shall ensure that group members keep records of the trademark use approvals.
4. The group entity (or manager, or central office) may create promotional materials for its members or sites which recognize their status as part of a group or multisite certification.

NOTE: The definition of a group entity, group manager, central office, group members, and sites can be found in [<FSC-STD-30-005 Forest Management Groups>](#) and [<FSC-STD-40-003 Chain of Custody Certification of Multiple Sites>](#).

## Annex 3. Additional requirements for FSC Project certification

1. The Organization may promote their FSC-certified project and status as FSC certificate holder with the FSC trademarks.
2. The Organization may use the FSC trademarks to promote their project certification in promotional materials.

NOTE: In addition to websites, catalogues, etc., promotional materials here also include on-site promotion, signage, and scaffolding or similar displays.
3. The Organization shall include the following elements when promoting with the FSC trademarks:
  - a) At least one of the FSC trademarks: the name 'Forest Stewardship Council', the initials 'FSC', or the FSC logo, see Clause 1.1
  - b) FSC licence code
  - c) Promotional statement

NOTE: Promotional statements are available in [<FSC-STD-50-001a Promotional Statements for Certificate Holders>](#).

### Restrictions

4. The Organization shall not use the FSC trademarks to promote any other party (e.g. project member) involved in the project.

NOTE: The definition of a project member can be found in [<FSC-STD-40-006 FSC Standard for Project Certification>](#).
5. The Organization holding a one-time project certification shall not promote the FSC-certified project before its completion.
6. The Organization shall not promote FSC-certified projects with FSC trademarks after the termination of the project certification in accordance with the [<FSC-STD-40-006 FSC Standard for Project Certification>](#), or the sale of the project. The Organization may contact an FSC Trademark Service Provider to obtain a licence for promotion to continue promoting with the FSC trademarks after the project certification has terminated.
7. The Organization may use the FSC logo, the name 'Forest Stewardship Council' or the 'FSC' initials for percentage claims only if the percentage is 50% or higher, in accordance with [<FSC-STD-40-006 FSC Standard for Project Certification>](#). Percentage claims below 50% may be promoted with text references to 'FSC' initials and 'Forest Stewardship Council' name.
8. The Organization shall not apply the FSC on-product labels on FSC-certified projects.



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