

GUIDANCE FOR V3-0 USE OF THE FSC® TRADEMARKS BY CERTIFICATE HOLDERS

Guidance

FSC-GUI-50-001 V1-0



Title: Guidance for V3-0 Use of the FSC Trademarks by Certificate Holders

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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.

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1. Introduction



Welcome to your trademark use journey with FSC!



BACKGROUND

The **Standard for the Use of the FSC Trademarks by Certificate Holders (FSC-STD-50-001 V3-0)** provides requirements for product labelling, product promotion, and communication of FSC certification status by certificate holders. By applying FSC trademarks correctly, certificate holders help consumers make informed purchasing decisions. It is therefore essential that the trademarks are used in a way that provides clear and accurate information to consumers and the public, avoiding any misleading claims or suggestion of product qualities beyond those covered by FSC certification.



THIS GUIDANCE

Target audience

This guidance is primarily intended for certificate holders (both chain of custody and forest management certificate holders) which use FSC trademarks. It may also be useful for certification bodies during the trademark approval process.

Purpose

The aim of this guidance is to highlight concrete examples of FSC trademark use and encourage the use of FSC trademarks by removing doubts about acceptable use cases.



TERMS AND DEFINITIONS

The terms and definitions as included in [FSC-STD-01-002 FSC Glossary of Terms](#) and [FSC-STD-50-001® Use of the FSC Trademarks by Certificate Holders](#) apply.



HOW TO NAVIGATE THIS DOCUMENT

This guidance document is divided into 5 parts: *Introduction*, *Label your product*, *Promote your FSC-certified products and FSC certification*, *Getting approval for your trademark use*, and *Frequently asked questions*. Each part is divided into sections that focus on illustrative examples or common misconceptions. Please note that your specific trademark use may combine different aspects of the presented examples, as well as be subject to other relevant FSC-STD-50-001 V3-0 requirements.



RELATED DOCUMENTS

[FSC-STD-50-001 V2-1 Requirements for use of the FSC® trademarks by certificate holders](#)

[FSC-STD-50-001 V3-0 Use of the FSC® Trademarks by Certificate Holders](#)

[FSC-STD-50-001a V1-0 Promotional Statements for Certificate Holders](#)

[FSC-STD-40-004 Chain of Custody Certification](#)*

*This guidance remains relevant regardless of version number of FSC-STD-40-004. The guidance is otherwise relevant to the version number as specified in the respective section.



2. Label your product



© FSC / Dieter Kühl

© FSC / All wood products are certified

2.1 The FSC labels



FSC STANDARD LABEL

Include all mandatory elements:

1. The FSC logo
2. The fsc.org address
3. The FSC claim/ label title (100%, MIX or RECYCLED, in line with FSC-STD-40-004)
4. The product type
5. The FSC licence code

Optional elements, based on preference:

1. Moebius loop
2. Label text

Clause 3.1 of FSC-STD-50-001 V3-0



FSC QR LABEL

Include all mandatory elements:

1. The product type → displayed on the QR label
2. The fsc.org address, FSC claim (100%, MIX or RECYCLED, in line with FSC-STD-40-004), product type, label text and FSC licence code → displayed on the QR label landing page

Clause 3.8 of FSC-STD-50-001 V3-0

NOTE: Both the FSC standard label and the FSC QR label are available on FSC Brand Hub in the section 'Label your product'.

BACKGROUND

The FSC QR label was introduced in 2026 with FSC-STD-50-001 V3-0 and becomes available on FSC Brand Hub on 1 July 2026. It aims to enhance the existing labelling options and future-proof the FSC labels. Providing label information through digital means allows future updates on the QR label landing page without requiring modifications of FSC QR labels already in circulation.

While consumers will continue to see the product type displayed directly on the QR label design, allowing them to quickly identify the certified material of the FSC-certified product, scanning the QR code provides access to a second layer of information. The second layer information is hosted on an FSC website (FSC Search) so it doesn't require additional investment from your company for web hosting.

FSC QR LABEL LANDING PAGE

The FSC QR label landing page consists of two main sections: information about the product and information about the company. The information about the product section is determined by your choices when configuring the FSC QR label on FSC Brand Hub, while the information about the company section is automatically populated with information from the FSC database.

Information about the product

1. The FSC standard label, with all label elements (the FSC logo, the fsc.org address, the FSC claim/ label title, the product type, the label text, the FSC licence code)
2. Text description of the FSC claim (100%, MIX, RECYCLED)
3. Video explanation of the FSC claim (100%, MIX, RECYCLED)
4. FSC website (fsc.org)

Information about the company

1. Certificate holder identifiers (licence code, certificate code, certification status)
2. Address and data
3. Group members/ sites
4. Products
5. Documents

Left Screenshot (About this product section):

- 1. FSC standard label
- 2. Label explanation
- 3. Label video
- 4. fsc.org address

Right Screenshot (Company information section):

- 1. Certificate holder identifiers
- 2. Address and data
- 3. Group members/ sites
- 4. Products
- 5. Documents

NOTE: This preview is for illustration purposes only. The final design of the FSC QR landing page may present small differences to the images provided here. The previews included show the desktop version of the QR label landing page. The placement of the various elements will differ based on your screen size in the mobile version of this page.

FSC QR LABEL FAQ

Do I need to use an FSC standard label in order to be able to use the FSC QR label?

No, the FCS QR label is a self-standing alternative to the FSC standard labels. This means that you may choose to use any of the 4 label designs (100%, MIX, RECYCLED or QR label) based on the FSC claim (100%, MIX, RECYCLED) of your product and your preference.

Can I place the FSC QR label next to the FSC standard label?

Yes, the FSC QR label can be used in combination with the FSC standard label on the same product. There are two situations when this may occur. First, when you want to use both the FSC QR label and an FSC standard label to refer to the same FSC-certified product. This is possible, as there are no prohibitions in FSC-STD-50-001 about using multiple labels to refer to the same product. Second, when you combine multiple FSC-certified products (e.g. an FSC-certified product inside an FSC-certified packaging) and each product is labelled with a different label type. Each individual FSC-certified product presents the choice between the FSC standard label and the FSC QR label (or both) when labelling, which can result in their combination. The principles from section 2.2 One or multiple labels? apply.

Can I combine the FSC QR label with my own QR design?

No, any additional usage of QR codes should be kept separated from the FSC QR label from a design perspective. This means that they shouldn't be joined in a frame or merged with another QR code.

What is checked during a trademark approval of an FSC QR label?

There are several aspects checked during a trademark approval for an FSC QR label:

- graphical requirement (size, colour, and contrast);
- scannability (check with phone if the QR code can be scanned);
- correct selection of the FSC claim/ label title, product type and Moebius loop figure (if applicable) in accordance with your certification scope and the product being labelled.

NOTE: The explanatory promotional material provided by FSC on the landing page of the FSC QR label, such as the label descriptions or the label videos, do not need to be checked.

BEST PRACTICE FOR SCANNABILITY:

1.

Ensure high quality printing by using a vector or high-resolution .png format. FSC Brand Hub has .png, .svg and .eps file formats available.

2.

Don't place the FSC QR label on glossy or reflective surfaces, which can interfere with a smartphone camera's ability to scan it accurately.

3.

Maintain high contrast by using one of the standard FSC colours offered on FSC Brand Hub or another combination of light and dark colours. Avoid light colours on light backgrounds or dark colours on dark backgrounds.

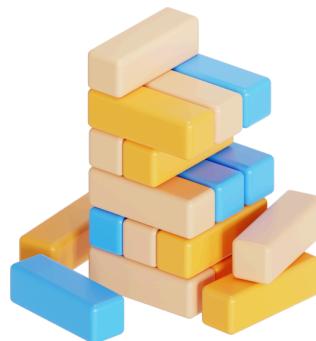
2.2 One or multiple labels?

Clause 4.1 of FSC-STD-50-001 V3-0

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.

FSC-CERTIFIED PRODUCT + FSC-CERTIFIED PACKAGING



The product type for the wooden blocks is 'Wood'. The licence code corresponds to the certificate holder manufacturing the wooden blocks.

The product type for the cardboard box is 'Packaging'. The licence code corresponds to the certificate holder manufacturing the box.

Option 1:

Two labels, one for each certified product, both placed on the packaging.



Option 2:

Two labels, each placed on the corresponding product.



FSC-CERTIFIED PRODUCTS (+ NON-CERTIFIED PRODUCTS) + FSC-CERTIFIED PACKAGING

Option 1:

Label each individual product with its corresponding label. In this illustration, all products are FSC-certified.



Option 2:

Place all labels on the packaging, with clarification statements to identify which products they refer to, if needed.

NOTE: If some of the products included in the bundle have the same licence code and identical FSC claims (100%, MIX or RECYCLED), then they can be combined into one label with multiple product types. The identical FSC claim may also result from downgrading the claim in line with FSC-STD-40-004.

2.3 Product type selection

The label element ‘product type’ is crucial in communicating to consumers what part of your product is FSC-certified. An appropriately selected product type (and additional statement, if needed), which prioritizes specificity and clarity, protects your company from the risk of misleading consumers.

Clause 3.3 of FSC-STD-50-001 V3-0

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.

Packaging made of **forest-based** material only



Recommended product type: ‘Packaging’

Packaging made of **board + plastic**



Recommended product type: ‘Board’

Packaging made of **(cardboard) external box + (cardboard) inserts**



Recommended product type if box + all inserts are FSC-certified: ‘Packaging’

Recommended product type if only one packaging element is certified: ‘Board’ + additional statement to clarify which element is FSC-certified (mandatory)

Copy paper in paper packaging



Recommended product type if paper packaging is certified: ‘Packaging’

Recommended product type if copy paper is certified: ‘Paper’ + additional statement to clarify that the label refers to the copy paper (mandatory)

Recommended product type if both are certified: ‘Paper’

Clothing made of **bamboo-based fibers**



Recommended product type: ‘Viscose’/ ‘Modal’ etc. (according to fabric type)

If you want to mention the bamboo basis of the fiber, you may do so in an additional statement (optional)

Tissue paper made of **wood-based pulp + non-forest based material pulp** (e.g. bagasse)



Recommended product type: ‘Pulp’ + additional clarification statement such as ‘This product contains wood-based and bagasse-based pulp. The FSC label refers to the wood-based pulp.’

(mandatory, as consumers would assume all the pulp is FSC-certified without this clarification)

THE MULTIPLE PRODUCT TYPES LABEL

Clause 3.2 of FSC-STD-50-001 V3-0

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



USE CASE 1:

If an FSC-certified product contains multiple FSC-certified materials in its composition, the label with multiple product types can be used to indicate all relevant FSC-certified forest-based materials. This means that your labelling can now be more precise without having to use additional statements.

The example in the illustration shows a chair made of certified wood and certified rattan. In this situation, the product types 'Wood' and 'Rattan' can be displayed on the same label.

USE CASE 2:

There are multiple FSC-certified products sold together and you want to reduce the space required for labelling. If they have an identical FSC claim (100%, MIX, RECYCLED) and an identical FSC licence code, they may be combined into one label with multiple product types. The identical FSC claim may also result from downgrading the claim in line with FSC-STD-40-004.

In this illustration, the relevant product types would be 'Paper', 'Wood' and 'Envelope'.



NOTE: FSC-STD-50-001 V3-0 requires the inclusion of a product type within the label design. This means that if you want to mention multiple product types but do not want to use the multiple product type label design, you can mention your product types in an additional statement only if at least one product type is placed within the label borders.

2.4 Trademark use on product beyond the FSC label

Clause 4.3 of FSC-STD-50-001 V3-0

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).

The on-product label is present and visible without damaging the sales packaging.

Additional FSC trademarks may be used - in this case, the FSC logo.



The on-product label is present and visible without damaging the sales packaging.

Additional FSC trademarks may be used - in this case, the 'FSC' initials.



The on-product label is **NOT** present and/or visible without damaging the sales packaging. Additional FSC trademarks (the 'FSC' initials, 'Forest Stewardship Council' full name or the FSC logo) **CANNOT** be used on product.



The on-product label is present and visible without damaging the sales packaging - in this case, there is no sales packaging.

Additional FSC trademarks may be used - in this case, the FSC logo.



The on-product label is **NOT** visible without damaging sales packaging - in this case, the product is wrapped in a plastic packaging and the label is present on the interior. You would have to remove the plastic packaging to see the label.

Additional FSC trademarks **CANNOT** be used - in this case, the FSC logo.



Clause 4.4 of FSC-STD-50-001 V3-0

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.



The product packaging includes the FSC on-product label. You may add additional FSC trademarks.

The product packaging includes the FSC on-product label. You may add additional FSC trademarks.



The licence code is **present**.



The licence code is **absent**.



NOTE: All FSC certificate holders which sell FSC **labelled** products must ensure that their finished products include an FSC on-product label attached to the product. Separating the FSC label (e.g. by removing the packaging and splitting the product sets) from the certified product by actors outside the FSC chain of custody falls outside the purview of FSC-STD-50-001.

2.5 Labelling agreements

Clause 4.5 of FSC-STD-50-001 V3-0

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:

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

DO YOU NEED ONE?

A. You are commissioning an FSC-certified or non-certified printer to print your label: No, you do not need a labelling agreement.

B. You are requesting your FSC-certified packaging suppliers to apply their own label to the packaging, in addition to yours: No, you do not need a labelling agreement.

C. You have one or multiple suppliers which manufacture the same product on your behalf, but want to show your own licence code on the label: Yes, this is the typical use case for a labelling agreement.

NOTE: FSC does not provide a labelling agreement template. You may use any desired template, as long as the mandatory information is included in the template.

LABELLING AGREEMENT COMMON SCENARIOS



Multiparty labelling agreement in which all parties know each other

Recommendation:
A single labelling agreement, signed by all parties, with all certification bodies duly informed.



Labelling agreement in which a subcontractor must remain anonymous

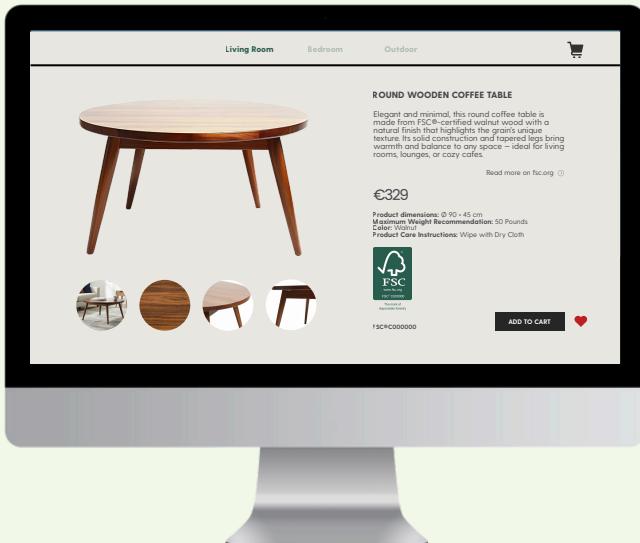
Recommendation:
Labelling agreement between A and B, with outsourcing to C in line with FSC-STD-40-004.

3. Promote your FSC-certified products and FSC certification

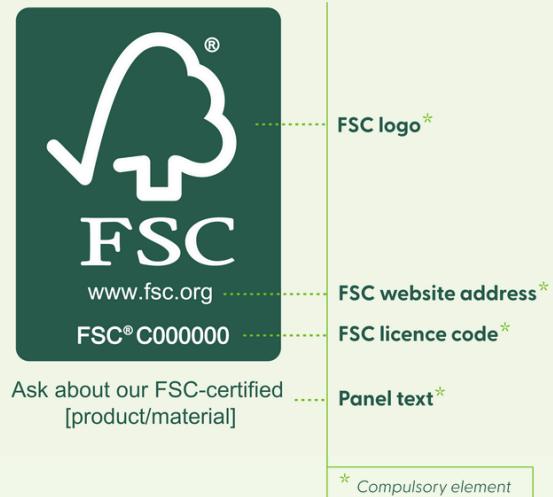


3.1 Mandatory elements for promotion

PROMOTING WITH THE STANDARD PROMOTIONAL PANEL DESIGN



All mandatory elements for promotion are already included:



Clause 5.2 of FSC-STD-50-001 V3-0

NOTE: The FSC promotional panel design is available on FSC Brand Hub in the section 'Promote with FSC logo'.

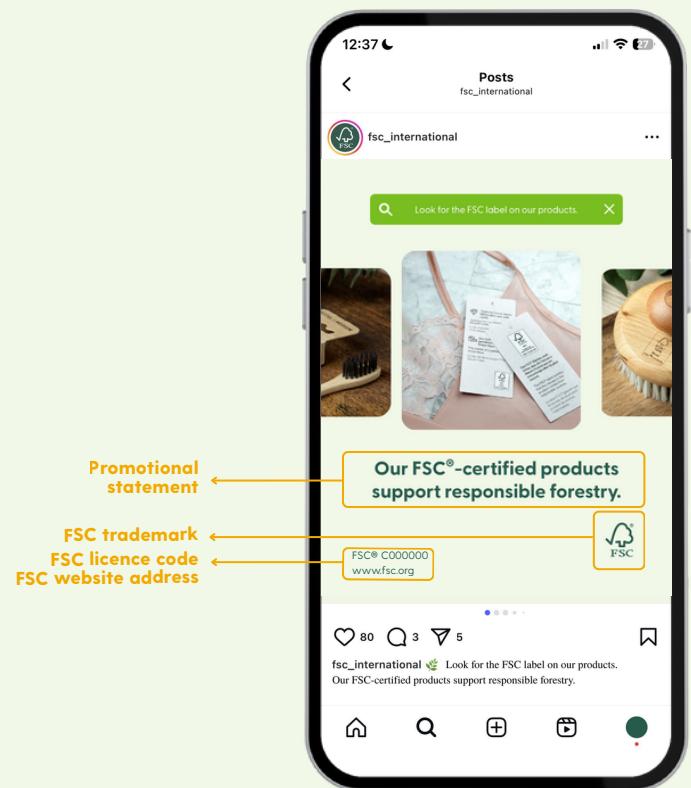
PROMOTING WITHOUT THE STANDARD PROMOTIONAL PANEL DESIGN

Include all mandatory elements for promotion separately:

1. The FSC trademark (FSC initials, FSC full name, FSC logo)
2. The FSC website address
3. The FSC licence code
4. The promotional statement (in line with FSC-STD-50-001a V1-0)

Clause 5.4 of FSC-STD-50-001 V3-0

Clause 1.5 of FSC-STD-50-001a V1-0



NOTE: The FSC logo is available on FSC Brand Hub in the section 'Standalone trademarks'.

ONCE PER MATERIAL IN ONLINE USE

All mandatory elements for promotion are required to be included at least once per material. It is easy to determine what constitutes one promotional material when it is a physical material such as a printed brochure or poster. However, determining what constitutes one singular promotional material (and therefore the placement of the mandatory elements for promotion) in online uses can present additional difficulties. This section outlines the most common situations.

Clause 1.5 of FSC-STD-50-001a V1-0

The Organization shall include the FSC website address (www.fsc.org) at least once per material, either together with or separately within the same promotional material.

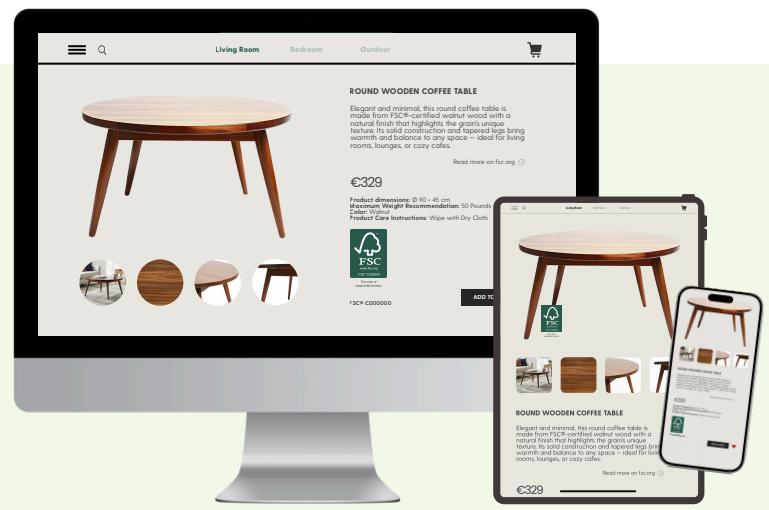
Clause 5.4 of FSC-STD-50-001 V3-0

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.



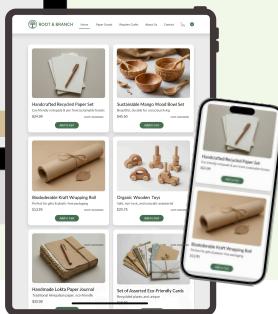
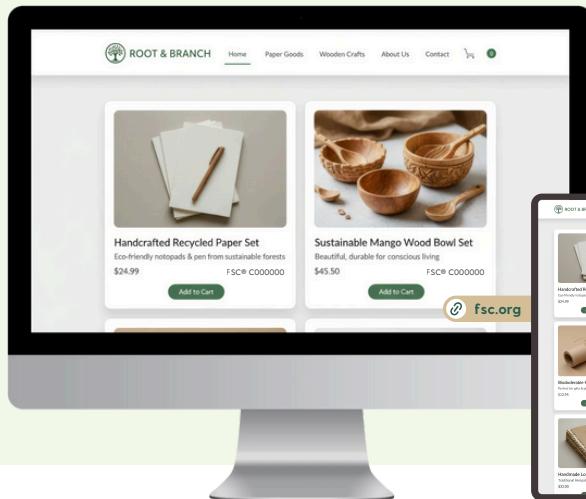
A company website = one independent promotional material

including the mandatory elements for promotion once on any of the website pages is sufficient



A product listing = one independent promotional material

including the mandatory elements for promotion once per listing is sufficient



A company website with online store = e-commerce rules apply

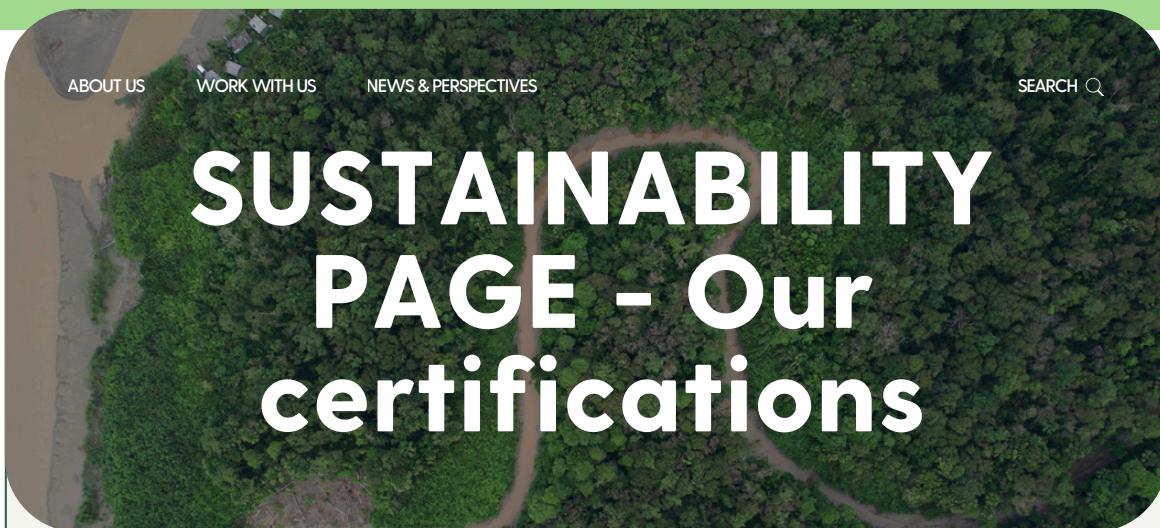
→ mandatory elements for promotion must be included on each product listing

3.2 Websites and e-commerce

BEST PRACTICE FOR WEBSITES

Add the mandatory elements for promotion in an easy to find place on your website at least once, ideally together on the same page. **Add registration symbols** at the most prominent use of the FSC initials and 'Forest Stewardship Council' full name.

NOTE: Websites are generally considered global distribution and the recommended registration symbol is TM. If your website domain is localized (e.g. .uk; .de etc.), then consult the Trademark Registration List on the FSC Brand Hub for the appropriate symbol for each FSC trademark.



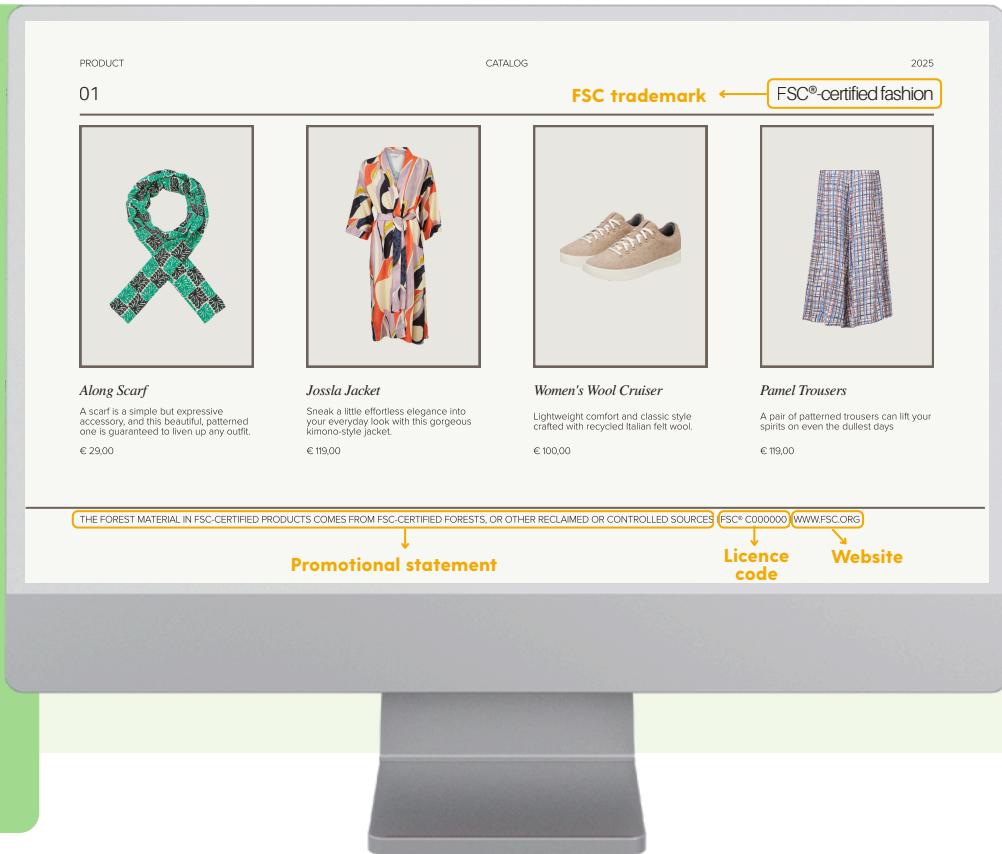
FSC® Chain of Custody Certification means that the forest supply chain is unbroken for our FSC-certified products and supports responsible forestry. By choosing FSC-certified products you support transparency and accountability in forest supply chains. Read more on fsc.org (FSC® C000000).



BEST PRACTICE FOR E-COMMERCE

Include the **mandatory elements for promotion** on your company's store pages which display FSC-certified products collection. You may use either the promotional panel or display them separately.

Indicate the certified products by using '**FSC-certified**' in the product name or by using an FSC trademark (e.g. the FSC logo) to signal them.

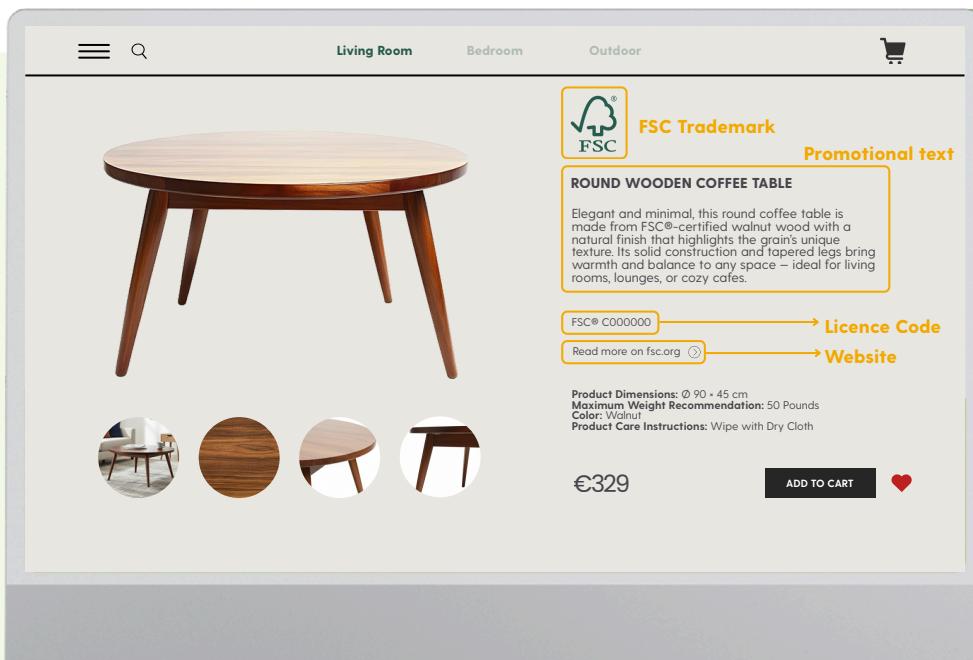


Clause 6.6 of FSC-STD-50-001 V3-0

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.

Clause 6.7 of FSC-STD-50-001 V3-0

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.



BEST PRACTICE FOR PRODUCT LISTINGS

Include the **mandatory elements for promotion** on the product listing page either by adding a promotional panel or by displaying them separately.

If using the 'FSC' initials or 'Forest Stewardship Council' full name in the product listing title, include the term '**FSC-certified**'.

3.3 Social media

Clause 6.4 of FSC-STD-50-001 V3-0

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.

Clause 6.5 of FSC-STD-50-001 V3-0

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

BEST PRACTICE FOR SOCIAL MEDIA POSTS

Embed the licence code and fsc.org address in at least one of the images.

Does linking the website with all mandatory elements in the page bio suffice?

If the bio section contains FSC-related promotion, then it would be considered an independent promotional material, which requires inclusion of the mandatory elements for promotion. These can also be provided via a URL/link (as the bio usually only contains text, Clause 6.4 applies). Do not rely on the bio section to provide the mandatory elements for promotion for another post from your feed, the connection between them may be broken by bio updates.

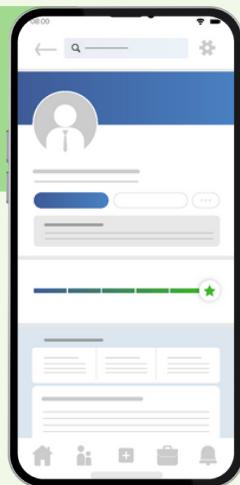
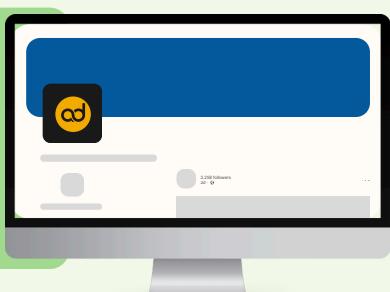
What happens if the social media channel doesn't allow hyperlinks?

The fsc.org address does not need to be a hyperlink, displaying the URL in plain text format is sufficient.

LINKEDIN - PERSONAL PAGES AND COMPANY PAGES

Personal pages are not considered trademark use by the certificate holder, as FSC certification is at company level, not personal level. This falls outside the scope of FSC-STD-50-001.

Company pages are considered trademark use by the certificate holder and must conform to FSC-STD-50-001.



3.4 Product catalogues

Clause 6.1 of FSC-STD-50-001 V3-0

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.



BEST PRACTICE FOR PRODUCT CATALOGUES (PRINT AND ONLINE)

Add the promotional panel design or an FSC trademark next to the product or in the product description, as **identifier**.

Ensure that any FSC trademarks placed for identification purposes are clearly tied to the product they are referencing and do not cause confusion about which products are FSC-certified and which are not.

1.

FSC trademark

2.

Promotional statement

3.

Licence code

4.

Website

3.5 Audiovisual materials



VIDEOS

Option 1: Include all mandatory elements for promotion in the video description

Option 2: Include all mandatory elements for promotion in the video itself

Option 3: A combination of video description + embedded in the video



PODCASTS

Include the mandatory elements for promotion in the podcast description

3.6 Promotional statements

Whether you want to explain what FSC does, to describe your Forest Management, Chain of Custody or Project Certification, or to provide further information about the FSC labels, your starting point is FSC-STD-50-001a V1-0. The promotional statements included therein cover a broad range of use cases and they can be adapted to your needs. This section walks you through how to make adaptations such as combining the statements, changing their perspective, shortening them and replacing the placeholder words.

Q HOW TO COMBINE STATEMENTS

Choose a first statement

- This [product] is made of FSC-certified [forest-based material].
- [Forest-based material] in this [product] comes from FSC-certified forests.
- All the [forest-based material] in this [product] comes from FSC-certified forests.

AND choose a second statement

- Using the FSC 100% label shows that the [product] [is/are] made using only [forest-based material] from FSC-certified forests. This is confirmed through independent, third-party evaluations.
- The FSC 100% label means that only [forest-based material] from FSC-certified forests was used to make this [product], as confirmed through independent evaluations.

AND choose a third statement or combine

- The FSC forestry standards restrict conversion. www.fsc.org
- The FSC forestry standards prohibit all conversion that could damage areas with High Conservation Values. www.fsc.org
- The FSC forestry standards help safeguard biodiversity. www.fsc.org
- The FSC forestry standards require fair wages and safe working conditions. www.fsc.org
- Only use if present: The FSC forestry standards uphold the rights of Indigenous Peoples. www.fsc.org

→ RESULT

This product is made of FSC®-certified wood. Using the FSC 100% label shows that this table is made using only materials from FSC-certified forests and is confirmed through independent third-party evaluations. The FSC forestry standards restrict conversion and help safeguard biodiversity. To find out more, visit www.fsc.org.

HOW TO CHANGE THE PERSPECTIVE OF A STATEMENT

Consumer perspective

By choosing this [product], you help decrease the need for virgin forest material. The FSC RECYCLED label confirms that all [forest-based material] is [recycled/reclaimed], as verified by independent, third parties. www.fsc.org

By choosing FSC-labelled products, you help support transparency and accountability in forest supply chains verified through independent evaluations. www.fsc.org.

Company perspective

By choosing [recycled/reclaimed] materials for our [product], we help decrease the need for virgin forest material. The FSC RECYCLED label confirms that all [forest-based material] is [recycled/reclaimed], as verified by independent, third parties. www.fsc.org

By choosing FSC-certified material for our products (or similar, see section relevant for each FSC label), we/ our company help(s) support transparency and accountability in forest supply chains verified through independent evaluation. www.fsc.org

HOW TO SHORTEN STATEMENTS

Full-form statement

Our FSC Forest Management Certification means that [forest name] is audited against FSC's standards for responsible forest management, which restrict deforestation, help safeguard biodiversity, provide fair wages and safe working environments, and [only include if present] uphold the rights of Indigenous Peoples. Conformity is checked through independent, third-party evaluations with public summary reports. www.fsc.org

All [forest-based material] in this [product] is reclaimed or recycled, reducing the need for virgin forest material and supporting a more circular economy by keeping fibre in use longer. The FSC RECYCLED label confirms this through independent, third-party evaluations. www.fsc.org

Concise statement

Our FSC Forest Management Certification means that [forest name] is audited against conforms to FSC's standards for responsible forest management, which restrict deforestation, help safeguard biodiversity, provide fair wages and safe working environments, and [only include if present] uphold the rights of Indigenous Peoples. Conformity is checked through independent, third-party evaluations with public summary reports. www.fsc.org

All [forest-based material] in this [product] is reclaimed or recycled, reducing the need for instead of virgin forest material and supporting a more circular economy by keeping fibre in use longer. The FSC RECYCLED label confirms this through independent, third-party evaluations. www.fsc.org



HOW TO REPLACE THE SQUARE BRACKET “[]” PLACEHOLDERS

Wording indication placeholders

The placeholder brackets “[]” are included to explain the type of language required and not the exact wording to be used in a promotional statement.

[product]

The name of the product being described, e.g. table, chair, notebook etc.

[forest-based material]

The FSC-certified material used, e.g. wood, paper, pulp, natural rubber etc.

[forest name]

The name of the FSC-certified forest. It may also be replaced with “our” in contexts where the forest name is already used in the text.

[Organization]

The name of your company or organization. It may also be replaced with “our” in contexts where the company name is already used in the text.

Example

FSC Chain of Custody Certification means that [Organization]’s forest supply chain is unbroken for our FSC-certified products and supports responsible forestry. www.fsc.org

FSC Chain of Custody Certification means that our forest supply chain is unbroken for our FSC-certified products and supports responsible forestry. www.fsc.org

Choice indication placeholders

The placeholder brackets “[]” are included to mark a choice between possible options.

[and/ or]

Choose based on the option which most accurately describes your product. If unsure, choose the most general option (usually “or”).

[reclaimed/ recycled]

Example

This [product] is made of FSC-certified, [and/or] recycled, [and/or] other controlled materials. While FSC Controlled Wood does not come from FSC-certified forests, it mitigates the risk of illegal logging, violation of human rights, destruction of High Conservation Values, and conversion. www.fsc.org

Most general option

This [product] is made of FSC-certified or recycled or other controlled materials. While FSC Controlled Wood does not come from FSC-certified forests, it mitigates the risk of illegal logging, violation of human rights, destruction of High Conservation Values, and conversion. www.fsc.org

4. Getting approval for your trademark use



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4.1 Do I need a trademark approval?

Clause 1.7 of FSC-STD-50-001 V3-0

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.

Is it an internal document that will only be seen by company staff?

YES



No trademark approval needed.

NO

Is it an already approved artwork that you want to send for reprint?

YES



No trademark approval needed.

NO

Is the artwork part of a series which has already received trademark approval?

YES



No trademark approval needed.

NO

Trademark approval is needed, get in touch with your certification body or the designated trademark controller within your organization if using the Trademark Use Management System.

NOTE: This decision-making tree assumes a business-as-usual evaluation of the need for a trademark approval. Transitioning to a new standard version adds additional complexity. Please reference the 'Frequently asked questions' section for clarification on updating your artwork to align to FSC-STD-50-001 V3-0 and the implications for trademark approval.

WHAT QUALIFIES FOR BATCH APPROVAL?

Usually, each individual trademark use requires an individual trademark approval. However, there are exceptions to this situation in which the approval may be given to a batch of artworks at once. This batch of product artwork or promotional design artwork can feature variable design and even different product sizes, provided that all the following conditions are met:

- 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.
- The varying designs do not interfere with the placement of the FSC label or the promotional designs.
- 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.

✓ YES



✗ NO



The product series has different FSC claims (RECYCLED, 100%) so it doesn't qualify as the same batch.



The product series has different instances of trademark use on each product (FSC label only vs FSC label + promotional statement).

5. Frequently asked questions



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TRANSITION

1. What do I need to do to transition to FSC-STD-50-001 V3-0?

In order to transition to V3-0, you must inform your certification body that you wish to be audited against V3-0 at the next evaluation. Based on the positive certification decision, you may switch to FSC-STD-50-001 V3-0.

2. How much time do I have to transition to FSC-STD-50-001 V3-0?

The earliest transition possible is on 1 July 2026, when the standard becomes effective. The deadline for transition is 1 January 2029. In practice, this means that you can schedule your earliest evaluation before the effective date but the certification on the standard cannot be granted before 1 July 2026. Please get in touch with your certification body to agree on a feasible timeline if you are interested in transitioning early. The latest transition date possible is 31 December 2028.

3. Can I start applying FSC-STD-50-001 V3-0 requirements without transitioning to the new standard version?

This depends on the specific requirement. Some are compatible with FSC-STD-50-001 V2-1 and can be adopted without officially changing to FSC-STD-50-001 V3-0, while others are only possible once you have switched to V3-0. You can find a summary below.

Compatible with V2-1

- Labels with multiple product types
- Labels with mandatory product type and mandatory www.fsc.org address
- Promotional statements from FSC-STD-50-001a
- Promotional panels with multiple panel text options
- Mandatory elements for promotion on each e-commerce product listing
- Additional statements to clarify which product is certified

Requires transition to V3-0

- FSC QR label
- FSC labels in non-standard colours
- FSC logo in non-standard colours
- Labelling agreements between one or multiple parties, without being in a supplier-buyer relationship
- FSC logo in 4mm height
- Portrait label in 8 mm in width
- Landscape label in 5 mm in height
- Reduced exclusion zone
- Usage of another forest certification scheme label alongside an FSC label

4. Do I need to update all my artwork and obtain new trademark approvals when I transition to FSC-STD-50-001 V3-0?

It depends. If you intend to continue producing product or promotional material batches using artwork approved under FSC-STD-50-001 V2-1 once you transition to FSC-STD-50-001 V3-0, then you need to update the artworks to align with V3-0 and obtain new trademark approvals. You need to obtain new trademark approvals even if your artwork already conforms with V3-0 (e.g. on-product labels already include all the mandatory elements as per V3-0). Already manufactured products and promotional materials do not need to be updated and submitted for trademark approval. You may sell/ use them until exhaustion of stock.

5. What about online promotional uses, do I need to update them when I transition?

This depends on the kind of promotional use in question. A good rule of thumb is to consider whether the use is timebound or evergreen. For instance, a press release or sustainability report using FSC trademarks which follows FSC-STD-50-001 V2-1 requirements does not need to be updated to follow V3-0, as end consumers can easily understand that the information presented therein is true for that specific moment in time. On the other hand, description of your FSC certification on your website would be considered evergreen, as consumers would expect that the information is accurate at the moment in time when they are reading it. Such evergreen content should be updated to align to FSC-STD-50-001 V3-0.

6. What happens with my existing special approvals when I transition?

FSC aims to phase out all existing special approvals attached to FSC-STD-50-001 V2-1 by January 2029. Special approvals remain relevant as an additional proof of approval for artwork submitted for trademark approval under FSC-STD-50-001 V2-1 but will become obsolete once you transition. As clarified in question 4., once you transition to V3-0, all artwork which is part of your continuing production must be updated to reflect V3-0 requirements.

7. Do I need to update my label designs downloaded from the Trademark Portal to ones downloaded from the FSC Brand Hub?

No, you do not need to update your label artwork when switching from the Trademark Portal to the FSC Brand Hub. FSC Brand Hub introduced a series of improvements to the labels such as translation of the label title and multiple product types which affected label sizing. The change to proportions is negligible and should not constitute grounds for artwork update. Both artwork versions are considered equally valid.

8. Do I need to switch to the multilingual label design provided by the FSC Brand Hub when I transition to FSC-STD-50-001 V3-0?

No, the multilingual label designs may be updated in your artwork at any time until January 2029, they are not tied to the FSC-STD-50-001 V3-0 transition process. The FSC Brand Hub multilingual label design includes a translation for the label title (MIX, RECYCLED), while the Trademark Portal version only includes the label title in the primary language. This modification does not constitute ground to trigger an artwork revision when switching to V3-0. Nonetheless, we encourage you to make this change at your earliest artwork revision.

FOREST MANAGEMENT CERTIFICATION

9. I am in the application process for a Forest Management Certification and need to conduct a stakeholder consultation. Can I use the FSC trademarks to communicate about this process?

Yes, you may use the 'FSC' initials or the 'Forest Stewardship Council' full name to fulfill the requirement of engaging stakeholders as part of your Forest Management Certification application. This does not require certification body trademark approval and is not in scope of FSC-STD-50-001, as you are not a certificate holder yet.

10. The FSC National Forest Stewardship Standard requires me to publish documents such as the forest management plan. Does this require trademark approval?

No. The certification body's approval of the documents as part of your forest management evaluation doubles as a trademark approval in this situation.

INTERNAL USE OF TRADEMARKS

11. Can I use the FSC initials or Forest Stewardship Council full name as part of my email address?

Yes. The domain name usually indicates the company (e.g. @companyname.com). As long as this domain name indicates no connection to FSC, there are no concerns. Using the FSC initials as part of an email address allows streamlining communication about FSC-specific topics. This kind of use does not require trademark approval.

12. Can I use the FSC initials or Forest Stewardship Council full name as part of a job title?

Yes, they may be used as part of a job title as long as it doesn't suggest endorsement by FSC. Larger organizations may need to appoint a certification or FSC-specific coordinator, which is reflected in an FSC-connected job title. This use case does not require trademark approval.

13. Can I use the FSC initials on stocktaking documentation and stock identification tags?

Yes, this is considered internal use and doesn't require trademark approval. If the stock identification tags placed on products remain on the product when this is delivered to the final sale point to end buyers, then the identification tags must be assessed in line with FSC-STD-50-001 and receive trademark approval.

SALES DOCUMENTS AND SIMILAR

14. Do my sales document need to conform with FSC-STD-50-001 requirements?

It depends. If you only use the FSC initials to identify the FSC-certified product/ material being sold, in line with FSC-STD-40-004 requirements, this is not considered trademark use and is not in scope of FSC-STD-50-001. If you use the FSC logo, promotional panel design or add additional promotional statements, then trademark use requirements apply (FSC-STD-50-001 and FSC-STD-50-001a).

15. Do I need to include registration symbols next to the FSC trademarks used on sales documents?

This depends on whether this use is in scope of FSC-STD-50-001 or not. Please refer to the previous question for clarification about determining this. If FSC-STD-50-001 applies, then the requirements surrounding registration symbols apply (namely Clauses 1.5 and 1.6 of FSC-STD-50-001 V3-0).

16. Can I omit the trademark registration symbol in promotional texts related to FSC on invoice templates, delivery notes and similar documents if the software that my organization uses to produce these documents does not support trademark registration symbols in texts?

Yes, it is possible to omit the trademark registration symbol in promotional texts related to FSC on invoice templates, delivery notes and similar documents if the software does not support the symbols. This exception only applies to the use of the trademark registration symbol for the initials "FSC" and the name "Forest Stewardship Council".

LICENCE CODE VS CERTIFICATE CODE

17. What is the difference between a licence code and a certificate code? Where do I find my licence code?

As an FSC certificate holder, you have two identifier codes, the certificate code and the FSC licence code. These are not interchangeable and are required for different purposes. FSC-STD-50-001 requirements always refer to the licence code. The certificate code has the format "CB-FM/CoC-XXXXXX", where "CB" is the certification body abbreviation, "FM/CoC" stands for the certification relevant to your scope and "XXXXXX" is the 6-digit unique identifier. The certificate issued by your certification body most commonly includes reference to your certificate code.

Your FSC licence code has the format "FSC C/PXXXXXX", with "C" for Chain of Custody and Forest Management certifications or "P" for Project Certifications, and "XXXXXX" as the 6-digit unique identifier. If your licence code is not included on your certificate, please look up your company record on [FSC Search](#) using your company name as recorded on the certificate or the certificate code. The FSC Search database entry corresponding to your company includes both codes.

REGISTRATION SYMBOLS

18. How do I determine what is considered the first or most prominent use of a trademark in order to establish where to include the registration symbol?

The registration symbol must always be included with the FSC logo, the FSC on-product labels and the FSC promotional panel designs. However, FSC-STD-50-001 V3-0 requires adding a registration symbol next to the 'FSC' initials and 'Forest Stewardship Council' full name only once per material at the first or most prominent use. On-product, the most prominent use can always be considered the FSC on-product label. Thus, as the registration symbol is included after the FSC initials in the licence code, this does not need to be added again if the 'FSC' initials are repeated. Off-product, aspects like size and/or placement determine what constitutes the first or most prominent use.

You can find an illustration here:

The header is the first use of the FSC initials, but the picture is the most prominent use:
registration symbol can be added
→ in either the header or the picture, as desired.



19. Do I need to update all my artwork as soon as a new Trademark Registration List is published?

This depends. Artwork which has already been approved based on a previous version of the Trademark Registration List may continue in production and distribution until the artwork is next due for revision. Within the first 12 months after the publication, you may use either the old or the new registration symbols on newly created artwork. After the transition period, all newly created artwork must use the registration symbols according to the latest Trademark Registration List. The transition period and additional flexibility are aiming to mitigate time and cost pressures for designs already in planning at the time of the publication of an update.

PRINTING TECHNOLOGY

20. Can I emboss or deboss the FSC label?

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

21. Can I reduce the thickness of the font to improve the legibility of the label when printing at a smaller size?

Yes, you can reduce the font weight to improve legibility if needed.

22. I want to use the one-line label arrangement, is there a standard spacing between the label elements which I should consider?

No. FSC does not provide a ready-to-use version of the one-line label arrangement, so there is no standard spacing or text size. Please be mindful of respecting the minimum size requirement for the FSC logo (4 mm in height, per Clause 7.6 of FSC-STD-50-001 V3-0).

MULTIPLE CERTIFICATION SCHEME LABELS

23. I want to use labels from multiple certification schemes on my product. How do I ensure that I avoid the implication that FSC endorses, approves, or is formally affiliated with other forest certification schemes?

There are multiple ways in which collaboration may be implied. The most common pitfalls that should be avoided are to combine these labels into the same shape in a way that makes them appear as joined or to include additional statements which imply collaboration. Please refer to the illustration below for an example:



NOTE: This Guidance addresses topics of conformity with FSC-STD-50-001. National legislation may further impact the interpretation and application of certain requirements. For instance, certificate holders selling and promoting FSC-certified products in the European Union market are additionally subject to the legal requirements of the Empowering Consumers Directive. FSC has published separate FAQs and alignment guides on the topic on the FSC Brand Hub which address similar aspects as this Guidance (e.g. the clarification provided in this Guidance regarding stocks differs from the advice provided in the Empowering Consumers FAQ). FSC guidance does not replace or relieve certificate holders of the burden of compliance.



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