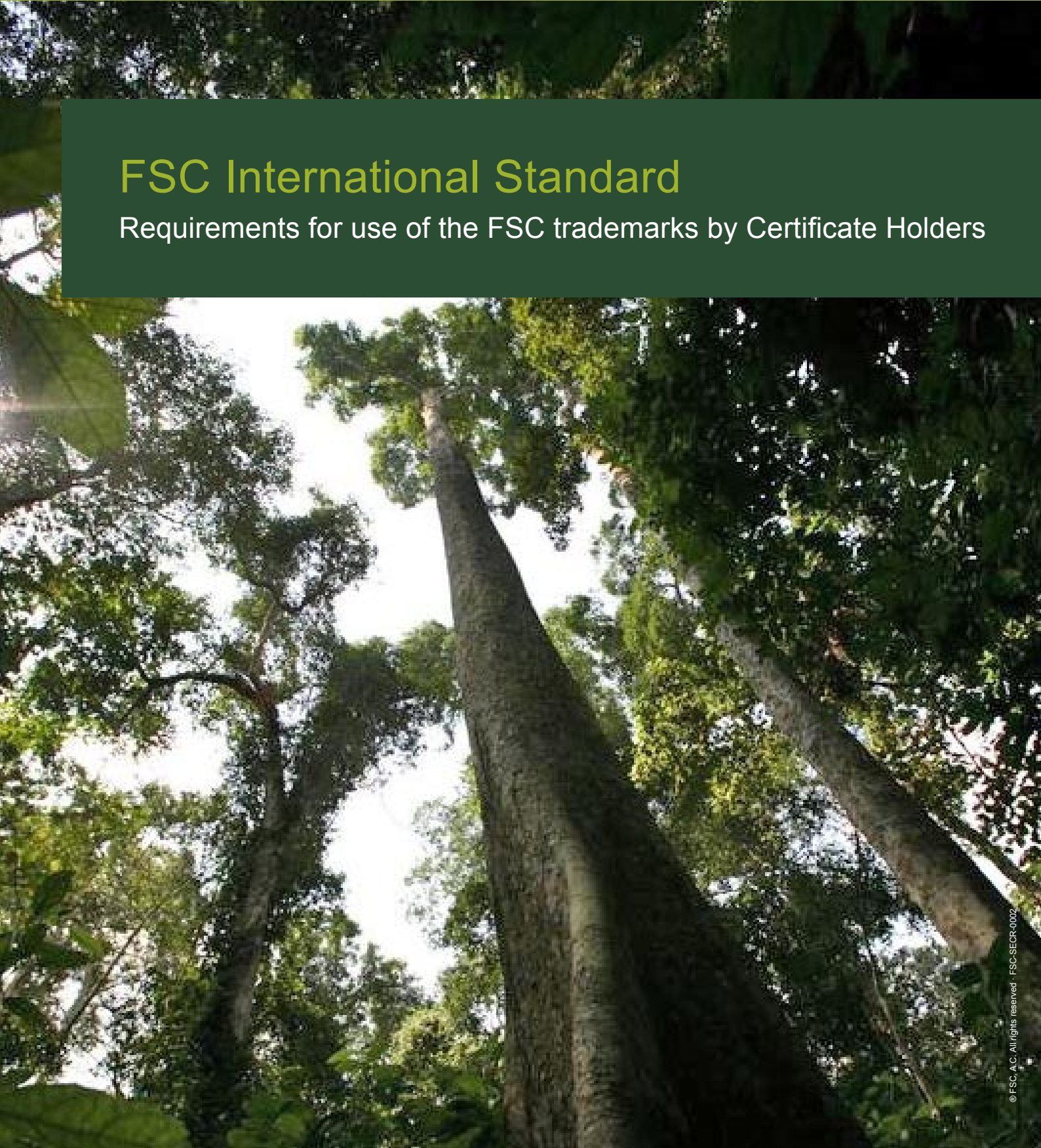




Forest Stewardship Council

# FSC International Standard

Requirements for use of the FSC trademarks by Certificate Holders



© FSC A.C. All rights reserved. FSC-SECR-0002



## REQUIREMENTS FOR USE OF THE FSC TRADEMARKS BY CERTIFICATE HOLDERS

FSC-STD-50-001 (V1-1) EN · FINAL VERSION

### ABOUT FSC

The Forest Stewardship Council (FSC) is an independent, not for profit, non-government organization established to support environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

FSC's vision is where the world's forests meet the social, ecological, and economic rights and needs of the present generation without compromising those of future generations.

Document reference code:	FSC-STD-50-001 (V1-1) EN
Version history:	Version 1-1 EN: <ul style="list-style-type: none"><li>· Recommendations changed into requirements (10.13, 10.15, 10.16, 11.2, 11.5)</li><li>· More appropriate terminology used (8.2, 11.2)</li></ul>
Scope:	International
Approval date:	25 February 2010
Approved by:	FSC Director General Andre de Freitas
Contact:	FSC Policy and Standards Unit
E-mail for comments:	trademark@fsc.org

© 2010 Forest Stewardship Council, A.C. All rights reserved.

No part of this work covered by the publisher's copyright may be reproduced or copied in any form or by any means (graphic, electronic or mechanical, including photocopying, recording, recording taping, or information retrieval systems) without the written permission of the publisher.



## FOREWORD

The FSC trademarks are the primary communication tool for FSC certificate holders to demonstrate that their products meet the standards set by FSC. Therefore it is essential that they are used correctly, do not misguide customers and the public about certification claims and are not associated with quality aspects beyond those covered by FSC certification.

NOTE: The FSC trademarks can be used on products only by holders of FSC chain of custody (CoC) certificates or joint FSC forest management and chain of custody (FM/CoC) certificates.

FSC will update these requirements periodically to include necessary clarification, based on the feedback generated from the use of this document.

## NOTE ON USE OF THIS STANDARD

Numbered sections are prescriptive rules and sections identified by a vertical line are guidelines and examples.



## CONTENTS

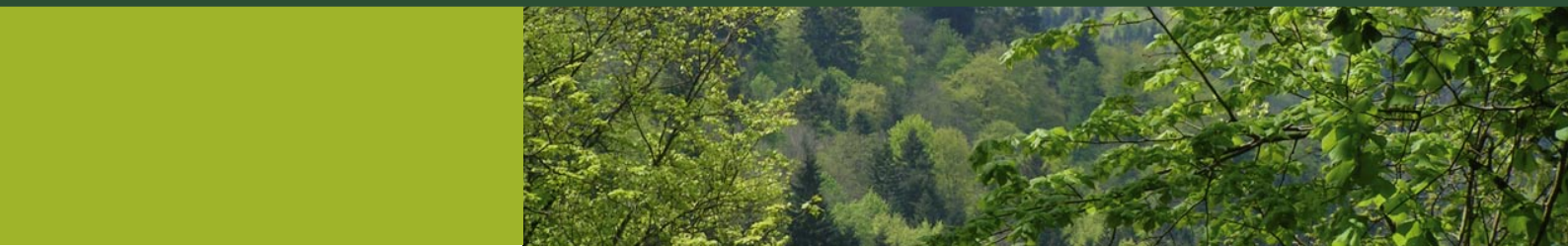
- A Scope
- B Standard effective date
- C References
- D Terms and definitions

### PART I: REQUIREMENTS

- 1 Ground rules for using the FSC trademarks

### PART II: USING THE FSC LABELS ON PRODUCTS

- 2 General requirements
- 3 FSC labels
  - FSC label categories
  - Standard label
  - Mini label
- 4 Requirements for specific situation and uses
  - Use of the FSC label on stationery and brochures
  - Use of the FSC label on business cards
  - FSC logo used as a heat brand
  - Additional statements and explanations
  - Labeling arrangements between organizations
  - Labeling arrangements with uncertified companies
  - Labeling semi-finished products



## PART III: PROMOTIONAL USE OF THE FSC TRADEMARKS

- 5 Promotional panel
- 6 Promoting FSC certified products
- 7 Promoting status as an FSC certificate holder
- 8 Other promotional items
- 9 Investment claims about FSC certified operations

## PART IV: GRAPHIC RULES

- 10 FSC labels
  - Color and font
  - Format and size
  - Trademark symbol
  - FSC trademark license code
  - Label text
  - Percentage of recycled fiber
  - Placement of the label
  - Several languages in one label
  - Mini label
- 11 Promotional use of the logo
  - Promotional panel
  - Extra logos
- 12 Misuse of the label and logo

Annex 1: Trademark registrations by country and mark

Annex 2: Additional trademark rules for group, multi-site and project certificate holders

Annex 3: Terms and definitions

## A SCOPE

This standard is mandatory for all FSC certificate holders who are entitled to use the FSC trademarks and sets out how to use the FSC trademarks correctly. The standard covers use of the FSC trademarks on FSC certified products, use for promotion of FSC certified products, and for promotion of the company's status as an FSC certificate holder. This standard forms the basis for evaluation and approval by FSC accredited certification bodies of all certificate holders' FSC trademark use.

This standard replaces:

- FSC-STD-40-201 "On-product labeling requirements" (2004)
- FSC product labeling guide (2004)
- FSC-TMK-50-201 "FSC requirements for the promotional use of the FSC trademarks by FSC Certificate Holders and non-certified commercial organizations" (2007) – all parts applicable to certificate holders
- FSC-TMK-50-003 "FSC trademark use by holders of group CoC certificates" (2004)
- FSC-STD-40-003 "Standard for multi-site certification of chain of custody operations" (2007) – section 4.14
- FSC-STD-40-006 "FSC chain of custody standard for project certification" (2006) – sections 11, 12 and 13
- FSC-POL-40-002 "Group chain of custody (CoC) certification: FSC guidelines for certification bodies" (2004) – clauses 2.7, 3.29 and 3.30

## B STANDARD EFFECTIVE DATE

This standard is effective from **01 March 2010**. FSC certified organizations may start to use this standard from 01 March 2010 and shall be in compliance by 01 January 2011.

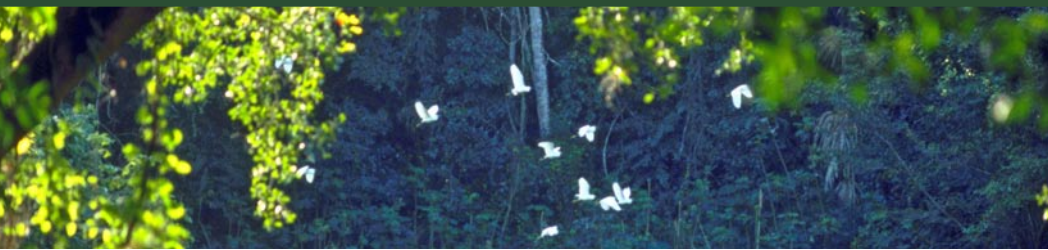
Existing stocks of labeled products and promotional materials, which have been approved as correct according to FSC-STD-40-201 and FSC-TMK-50-201 may continue to be used and distributed.

## C REFERENCES

- FSC-STD-40-004 "FSC standard for chain of custody certification"
- FSC-STD-01-001 "FSC Principles and Criteria for forest stewardship", 8.3 (labeling of logs by FM/CoC certificate holders).
- FSC-STD-40-006 "FSC chain of custody standard for project certification"
- FSC-STD-40-007 "FSC standard for sourcing reclaimed material for use in FSC product groups or FSC certified projects"

## D TERMS AND DEFINITIONS

Terms and definitions are provided in FSC-STD-01-002 "FSC glossary of terms". Key definitions relating to this standard are provided in Annex 3 and are bold in the text below the first time they appear.



## PART I: REQUIREMENTS

### 1 GROUND RULES FOR USING THE FSC TRADEMARKS

- 1.1 The Forest Stewardship Council A.C (FSC) owns three registered trademarks: the FSC “checkmark and tree” logo, the initials “FSC” and the name “Forest Stewardship Council”.
- 1.2 In order to use the **FSC trademarks**, the **organization** shall have signed the **FSC trademark license agreement** and hold a valid **certificate**.
- 1.3 Holders of group, multi-site or project certificates shall refer to Annex 2 for additional requirements for the use of the FSC trademarks.
- 1.4 The name Forest Stewardship Council and the FSC checkmark-and-tree logo shall not be used in connection with sales or promotion of FSC Controlled Wood. The initials FSC shall only be used to pass on FSC Controlled Wood claims to FSC certified organizations in sales and shipping documentation, in conformity with FSC-STD-40-005 V2-1 annex 4.
- 1.5 The **FSC trademark license code** assigned by FSC shall be included with all applications described in this standard.
- 1.6 The FSC trademarks shall not be used in a way that could cause confusion, misinterpretation or loss of credibility to the FSC certification scheme.

FSC reserves the right to suspend or terminate permission to use the FSC trademarks if the organization is failing to comply with the FSC trademark requirements as set out in this standard. The interpretation of these rules is at the sole discretion of FSC.

- 1.7 The FSC trademarks shall not be used in a way implying that FSC endorses, participates in or is responsible for activities performed by the company, outside the scope of certification.
- 1.8 The use of FSC trademarks shall not imply that FSC is responsible for the production of any products, documents or promotional materials.
- 1.9 The products which are intended to be labeled or promoted as FSC certified shall be included in the organization’s **certified product group schedule** and shall meet the eligibility requirements for labeling as stipulated by the respective FSC standard.



- 1.10 Only the **FSC label** artwork provided on the **label generator** or otherwise issued or approved by the **certification body** or FSC shall be used.

| Access to the label generator is arranged by the organization's certification body.

- 1.11 If the organization wishes to include more information about FSC in any materials, this shall be approved by the certification body.
- 1.12 The FSC trademarks shall not be used to promote product quality aspects not covered by FSC certification.
- 1.13 The FSC trademarks shall not be used in product brand names, company names or website domain names.

| For example, a product may not be named "Golden FSC Timber"; instead "FSC™ certified Golden Timber" or "Golden Timber – FSC™ certified" must be used.

- 1.14 The name "Forest Stewardship Council" shall not be translated.

| FSC labels and promotional statements may be translated into other languages as necessary. New translations may be requested or sent for approval to FSC via the certification body.

- 1.15 The use of any FSC trademark shall be directly accompanied by the trademark symbols ® or ™ (in superscript font) which represent the registration status of an FSC trademark in a country in which **FSC certified products** or materials are to be distributed. The symbol is an intrinsic part of the logo, and shall be added to "FSC" or "Forest Stewardship Council" for the first use in any text. The registration status of the FSC trademarks for the respective country is listed in Annex 1.

- 1.16 The organization shall submit artwork of all new reproductions of FSC trademarks to the certification body for approval.

| Provided that the organization establishes a good record of correct trademark use, it will not be necessary to re-submit labels for the same product type or with the same placement on the product, or for repeated use of promotional artwork.



## PART II: USING THE FSC LABELS ON PRODUCTS

### 2 GENERAL REQUIREMENTS

- 2.1 In order to make an on product claim, the organization shall select the correct FSC label based upon the FSC claim it has been supplied with or is qualified for.
- 2.2 The label shall specify the type of the certified product when the final product or its contents or packaging includes non FSC certified material other than minor components. The product type shall be always specified on FSC certified printed publications.

Examples are “Wood from well-managed forests” for an FSC certified wooden item in non-FSC certified packaging (100% label) or “Packaging from responsible sources” in the case of a non-FSC certified product in FSC certified packaging (Mix label) or “Paper made from recycled material” for a publication (Recycled label).

- 2.3 The FSC label shall be clearly visible on the product, its packaging or both.

Where the normal label placement for a product type is not on the side facing the consumer (such as a side panel or inside a book) a copy of the logo may be used in a more prominent place.

- 2.4 The label shall not be used to make a partial claim about a product. Where permanent parts of the product (other than any packaging materials or non-forest based materials) are not FSC certified, the FSC label shall not be used.
- 2.5 The Moebius loop shall not be used without a percentage figure. The figure shall reflect the post- and pre-consumer reclaimed material content, which can be substantiated either through internal procedures or information from the supplier based on their chain of custody processes.
- 2.6 When the FSC trademarks are used as a product label, other marks of forest certification schemes shall not be used on the same product.

When products are being made for sale to retailers who may wish to use the FSC trademarks to promote them, they must carry the FSC label either on the product or on packaging which will be visible to the consumer.

NOTE: See Section IV: Graphic Rules for full information on color, size, placement etc.



### 3 FSC LABELS

There are three categories of the FSC label, which describe the content of FSC material. The correct label should be chosen depending on the claim with which the product or material has been supplied. Each category has two design options, which can be selected according to the available space for labeling.

#### FSC label categories

3.1 The FSC labels are:

- a) **100%** label for products containing 100% material from FSC certified forests. The label text is “[Product type] from well-managed forests”.
- b) **Mix** label for products containing a combination of material from FSC certified forests, FSC controlled wood and eligible recycled fiber. The label text is “[Product type] from responsible sources”.
- c) **Recycled** label for products containing only recycled fiber. The label text is “[Product type] made from recycled material”.

#### Standard label

3.2 The required elements for the standard label are:



- FSC logo
- FSC website address
- Label title
- Label text (with product type, if required)
- FSC trademark license code

3.2.1 The use of the Moebius loop is optional for Mix and Recycled labels. See 2.5.



**Mini label**

- 3.3 The mini label may be used when there is not sufficient clear, unprinted space for the standard label in the area where the label is to be placed. Approval for use of the mini label shall be at the discretion of the certification body.
- 3.4 The required elements for the mini label are:



If none of the label options given can be used, for reasons of space or product type, an individual solution should be proposed to the FSC Trademark Unit via the certification body.

**4 REQUIREMENTS FOR SPECIFIC SITUATIONS AND USES**

**Use of the FSC label on stationery and brochures**

- 4.1 Stationery and brochures printed on FSC certified paper shall not be labeled in such a way or with the label in such a prominent position as to make it appear that any organization represented in the publication, or its products, are endorsed by FSC. For example, the label shall not be placed on the front cover of a brochure or at the top of a letterhead or other document template, or next to images of forest based products which are not FSC certified.

**Use of the FSC label on business cards**

- 4.2 When a business card is printed on FSC paper, the mini label shall be used at minimum size. The use of the label shall not imply that the organization is affiliated with FSC.

**FSC logo used as a heat brand**

- 4.3 The FSC logo with the license code may be applied as a heat brand or stencil directly to the product. If it does not include all required label elements, a standard label shall also be used either on the packaging or otherwise attached as a sticker or hang-tag.



#### **Additional statements and explanations**

- 4.4 Claims regarding qualities outside the control of FSC (such as other environmental attributes of the product) shall be clearly separated from text about FSC.

Additional information about FSC may accompany the FSC label with prior approval by the certification body. In referring to FSC or to FSC certified products, the preferred term is “responsible”, e.g. “responsible forestry” not “sustainable forestry”.

When the text is supplied by the organization’s customer and the customer is not FSC certified, the customer should be asked by the organization to contact FSC for approval.

#### **Labeling arrangements between organizations**

- 4.5 If two organizations (both being eligible certificate holders) enter into an agreement whereby the supplier labels products with the buyer’s FSC trademark license code, the following conditions shall be met:
- Both parties shall inform their certification body about the arrangement and shall obtain written authorization.
  - The supplier’s certification body is responsible for approval of product labels and for ensuring that the buyer’s code is only used on products which are supplied to that buyer.
  - The supplier shall keep data relating to the use of the buyer’s labels separately or easily available for the certification body’s review.

The organizations are not required to be in a direct client relationship, but any other company in the intervening supply chain needs to hold an FSC chain of custody certificate.

#### **Labeling arrangements with uncertified companies**

- 4.6 A retailer or brand owner who does not hold an FSC certificate may request the supplying organization to label products with the FSC label together with the customer’s brand name and design. All standard guidance about labeling, preventing confusion of brands and information, and trademark approval shall be followed.

#### **Labeling semi-finished products**

If the organization wishes to label semi-finished products which are subject to further processing, the FSC label should only be applied to packaging which will be removed before further processing (such as the wrapping on packs of timber or paper) rather than directly to the product.



## PART III: PROMOTIONAL USE OF THE FSC TRADEMARKS

Organizations may use the FSC trademarks to promote their FSC certified products, and their status as FSC certificate holders in brochures, websites, point of sale materials and other promotional materials.

### 5 PROMOTIONAL PANEL

5.1 The following elements shall be used in the promotional panel:

- a) FSC logo
- b) FSC trademark license code
- c) Promotional statement “The Mark of Responsible Forestry”, “Responsible Forest Management” or other claim provided or approved by FSC
- d) FSC website address

Standard promotional panel graphics and texts are available from the label generator. Alternative layouts may be approved by agreement with the certification body. The promotional statement and website address may be omitted for space reasons. Alternative wording and extra information require approval from FSC via the certification body. See also 4.4 above.

### 6 PROMOTING FSC CERTIFIED PRODUCTS

- 6.1 Catalogues, brochures and on-line sales websites shall include the promotional panel or its elements in a prominent place. A link or a text such as “Look for FSC certified products” shall be included next to the panel, where the products are not all on the same page. FSC certified products shall be indicated by using the logo or with “FSC certified” in the product description.
- 6.2 FSC certified products shall not be promoted with the certification body logo alone.

### 7 PROMOTING STATUS AS AN FSC CERTIFICATE HOLDER

The requirements in this section only apply to any materials in which FSC certified products are not mentioned.

- 7.1 Organizations which have not produced, labeled or sold any FSC certified products since their previous annual certification body surveillance audit shall not use the FSC trademarks for general promotion of the company.



- 7.2 The FSC trademarks shall not be used together with the marks of other forest certification schemes in a way which implies equivalence or in a way which is disadvantageous to the FSC trademarks in terms of size or placement.
- 7.3 The FSC trademarks shall not be used at the top of document templates such as letterheads, sales documents and emails.
- 7.4 The FSC trademarks shall not be used on business cards to promote the organization's certification.
- 7.5 If the FSC trademarks are used on invoice templates, delivery notes and similar documents that may be used for FSC and non-FSC products, the following statement shall be included: "Only the products that are identified as such on this document are FSC certified".

## 8 OTHER PROMOTIONAL ITEMS

- 8.1 The FSC trademarks may be used on mugs, pens, T-shirts, caps, banners, company vehicles etc. In these cases, the FSC logo and FSC trademark license code are sufficient.
- 8.2 If promotional items are made wholly or partly of wood (such as pencils or memory sticks) they must meet the applicable labeling requirements as specified by FSC-STD-40-004 in order also to carry an FSC trademark as promotion for the organization.
- 8.3 The FSC trademarks shall not be used on signs and banners at trade shows unless FSC certified products are being displayed. FSC certified construction companies shall instead display images of certified projects. Product labels shall be made for use at the trade show if the products do not normally carry the FSC label.

## 9 INVESTMENT CLAIMS ABOUT FSC CERTIFIED OPERATIONS

- 9.1 Organizations shall take full responsibility for the use of the FSC trademarks by investment companies and others making financial claims based on their FSC certified operations.
- 9.2 Any such claims shall be accompanied by a disclaimer "FSC is not responsible for and does not endorse any financial claims on returns on investments".



## PART IV: GRAPHIC RULES

### 10 FSC LABELS

#### FSC 100%



#### FSC Mix



#### FSC Recycled



#### Color and font

10.1 Positive green is the standard preferred color. Negative green and black and white (positive or negative) may be used as an alternative. The standard green color of the label should not be altered.

10.1.1 Green color for reproduction shall be:

<p><b>Pantone 626C</b></p>	<p><b>CMYK</b> 100% cyan / 60% magenta 100% yellow / 20% black</p>	<p><b>RGB</b> 50 red / 80 green / 60 blue</p>
----------------------------	--	---

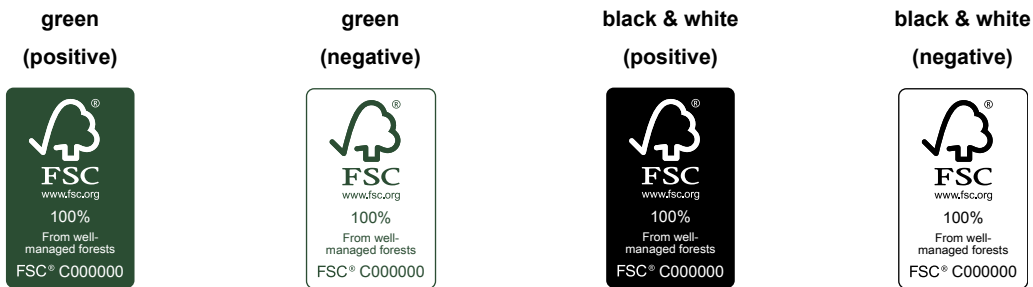
10.1.2 If the print process uses a limited number of colors, the FSC label can appear transparent on a solid color non patterned background, provided that the contrast allows legibility. In this case, the content of the label and the border shall appear only in black or white. The use of a transparent background shall be approved by the certification body prior to production.

If in exceptional circumstances none of the above color options are possible, an individual solution should be proposed to the FSC Trademark Unit via the certification body.

10.2 A border around the label shall always be used, unless the surrounding color is different to the label background. Where the label is defined by color only, the background must always have rounded corners as for the label with a line border.



10.3 The font used for labels is Arial Unicode MS.



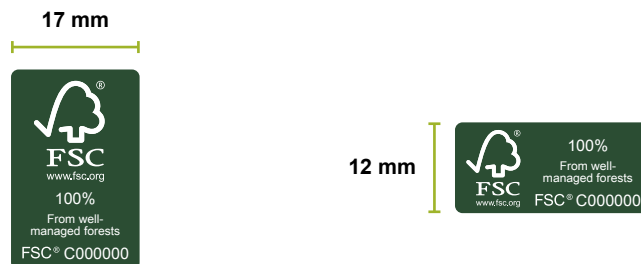
**Format and size**

10.4 FSC labels may be used in portrait or landscape versions.

10.5 Minimum size for the portrait label is 17mm in width.

10.6 Minimum size for the landscape label is 12mm in height.

10.7 Where adding the product type or translation requires more space, the portrait label grows in height and the landscape label in width only.



**Trademark symbol**

10.8 The trademark symbol shall be chosen for the logo and the initials FSC before the license code in the label, as in Annex 1.



### **FSC trademark license code**

- 10.9 The FSC trademark license code is automatically added when the label generator is accessed via log-on and password.

### **Label text**

- 10.10 The label text can be edited to select the appropriate product type.
- 10.11 A list of words for product type is provided in label generator, such as “wood”, “paper” and “packaging”. These are intended as broad categories. Specific product names shall not be used. The list is not exhaustive and others are possible, such as new non-timber forest products. The organization shall contact the certification body with a request for a new word to be added.

### **Percentage of recycled fiber**

- 10.12 The percentage of recycled content shown below the Moebius Loop may be edited as follows
- For the FSC Mix label, the percentage figure can be added for a Moebius loop.
  - For the FSC Recycled label, the figure is always 100%.

### **Placement of the label**

- 10.13 There shall be enough clear space surrounding the label to ensure that the label remains uncluttered. The minimum space is calculated by using the height of the FSC initials of the logo.



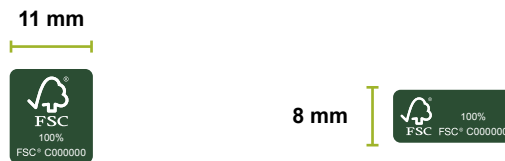
### **Several languages in one label**

- 10.14 In the label generator, up to 4 languages of the label text can be added to a label.



**Mini label**

- 10.15 When there are space limitations, the mini label may be used (see 3.3). Color, format, font and placing shall follow the rules of the standard label. The trademark symbol shall be chosen as specified in Annex 1.
- 10.16 The border shall be defined for mini labels as for standard labels. For stencils, heat brands and very small items, the mini label may be reproduced without the border.
- 10.17 Minimum size of the portrait mini label is 11mm in width.
- 10.18 Minimum size of the landscape mini label is 8mm in height.



**11 PROMOTIONAL USE OF THE LOGO**



The mark of responsible forest management

**Promotional panel**

- 11.1 When the promotional panel is used, the color and format follow the rules of the FSC label. The promotional panel may appear without the border.
- 11.2 The minimum size of the promotional panel is calculated by the height of the logo (tick-tree and initials) which shall not be less than 10mm. The promotional statement can be arranged on one, two or three lines as needed.



- 11.3 The font of the text for the promotional panel is Arial Unicode MS or as provided in the label generator. When only the minimum promotional elements (these are the logo and the license code) are used the font for the license code may be matched with the font of the other text in the promotional material.
- 11.4 The trademark symbol shall be chosen for the logo and the initials FSC before the license code in the promotional panel, as in Annex 1.

#### **Extra logos**

- 11.5 The FSC logo may appear on its own on product or in promotional material in addition to the FSC label or promotional panel. The color of the logo shall follow the rules of the label. When other optional elements are included (such as license code or label title), the font may follow that of the surrounding text.

## **12 MISUSE OF THE LABEL AND LOGO**

- 12.1 These rules apply to all labels and promotional panels and to the logo when used promotionally in the organization's own layout.
- 12.2 The following are not allowed:
- a) Changing the logo or label proportions
  - b) Changing or adding to the label contents, other than editing the amount of recycled content, the product description word and the FSC trademark license code
  - c) Making the logo or label appear to be part of other information such as environmental claims not relevant to FSC certification
  - d) Placing the logo or label within another border or shaped background
  - e) Using more than two colors for the label or promotional panel
  - f) Changing the shape of the border or background
  - g) Rotating the logo or the label
  - h) Violating the clear space around the logo or the label (measured by the height of letters FSC which form part of the logo)
  - i) Combining the logo or the label with the user's own branding in a way which implies association or which overlaps with the FSC label
  - j) Placing the logo or label on patterned background




Examples of misuse:





**ANNEX 1: TRADEMARK REGISTRATIONS BY COUNTRY AND MARK**

The use of any FSC trademark shall be directly accompanied by the trademark symbols ® or ™ (in super-script font) which represent the registration status of an FSC trademark in a country in which FSC certified products or promotional materials are intended to be distributed.

Country	 FSC	FSC	Forest Stewardship Council
Argentina	®	®	®
Bolivia	®	®	®
Brazil	®	®	®
Canada	®	®	®
European Union (EU)*	®	®	®
Mexico	®	®	®
Switzerland	®	®	®
USA <sup>8</sup>	®	®	TM
Other countries <sup>9</sup>	TM	TM	TM

\* Austria, Belgium, Bulgaria, Cyprus<sup>1</sup>, Czech Republic, Denmark<sup>2</sup>, Estonia, Finland<sup>3</sup>, France<sup>4</sup>, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, The Netherlands<sup>5</sup>, Poland, Portugal<sup>6</sup>, Romania, Slovakia, Slovenia, Spain<sup>7</sup>, Sweden and the United Kingdom

<sup>1</sup> Please use the ® for any trademark use in the part belonging to the Republic of Cyprus as it has full EU Trademark protection. Please use the TM symbol in the northern part of the territory which is under the sovereignty of the Turkish Republic of Northern Cyprus as it is not part of the EU.

<sup>2</sup> Greenland and Faroe Islands do not have EU Trademark protection, The TM symbol shall be used.

<sup>3</sup> Aland Islands are included as part of EU Community Trademark protection. The ® symbol shall be used.

<sup>4</sup> The ® symbol shall be used in the French overseas departments (Départements et régions d'outre-mer - DROM) of Guadeloupe, Martinique, Reunion and Guyane. The French overseas territories (territoires d'outre mer – TOM) French Polynesia, Mayotte, Saint Barthélemy, Saint Martin, Saint Pierre and Miquelon, and Wallis and Futuna are not protected by the EU Community Trademark protection. Please use the ™ symbol in these states.

<sup>5</sup> Please use the TM symbol in these states: Curacao, Saint Martin, Bonaire and St. Eustatius, as they do not have EU Trademark protection.

<sup>6</sup> The ® symbol shall be used in the Azores and Madeira as they are protected under EU Trademark protection, as they are considered part of Portuguese sovereignty.

<sup>7</sup> The ® symbol shall be used in the Canary Islands and Ceuta and Melilla as they have EU Trademark protection.

<sup>8</sup> The US Trademark protection also extends to Hawaii, Puerto Rico, American Samoa, U.S. Virgin Islands, Guam, Federated State of Micronesia and Midway Islands. The symbols as set in the USA shall be used.

<sup>9</sup> Please bear in mind that this table is subject to further development and will be updated periodically.



## ANNEX 2: ADDITIONAL TRADEMARK RULES FOR GROUP, MULTI-SITE AND PROJECT CERTIFICATE HOLDERS

### 1 Special requirements for

- a) **FSC group forest management certificate holders (for group managers)**
- b) **FSC group chain of custody certificate holders (for group managers)**
- c) **FSC multi-site chain of custody certification (for designated central offices).**

- 1.1 The group entity (or manager, or central office), 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. Group members shall submit all approvals via the group entity or central office and keep records of approvals.
- 1.2 The group entity shall not produce any document similar to an FSC certificate for its participants. If individual membership documents are issued, these statements shall be included:
  - a) “Managing the FSC certification program of [name of group]”
  - b) “Group certification by [name of certification body]”
- 1.3 No other forest certification schemes’ marks or names shall appear on any documents issued by the group in connection with FSC certification, in cases where the group entity also manages groups certified by other schemes.
- 1.4 Sub-codes of members shall not be added to the license code.

### 2 Special requirements for FSC project certification (applicants or certificate holders)

- 2.1 The project manager shall be responsible for submitting all uses of the FSC trademark relating to the project to the certification body prior to use.
- 2.2 Promotional use of the FSC trademarks shall only refer to the project itself and not to any parties involved in the project.
- 2.3 Use of the FSC trademarks on stationery templates is not allowed by any parties to the project.
- 2.4 Once the project is registered with the certification body as an applicant project, either of the following statements may be included in signage and printed materials: “FSC-certified wood specified for [this project]” or “Sourcing responsible forest products”.



- 2.5 The year that the certificate is issued shall always be included in the materials.
- 2.6 Once the project is complete and the certificate has been issued, the appropriate FSC product label may be used in a sign on the project if desired, alternatively the promotional panel may be used for signs, banners and other materials. A product type shall always be specified, whether this is for full project certification (e.g. house, arena) or partial project certification (e.g. floors, joinery).
- 2.7 For full project certification, once the certificate has been issued, the project may be described in promotions as an FSC-certified project.  
  
| For example “FSC certified house”.
- 2.8 For partial project certification, once the certificate has been issued, the FSC certified elements shall be named with every use of the FSC trademarks.  
  
| For example “The internal joinery in these offices is FSC certified”.
- 2.9 If the final project owner was not included in the certification, the project manager shall provide a formal signed and dated document giving the license code and year of issue and the scope of the certificate, verified by the certification body, in order to allow the owner to apply to FSC to use the FSC trademarks in future promotions.



## ANNEX 3: TERMS AND DEFINITIONS

### **Certificate**

A document issued under the rules of a certification system, indicating that adequate confidence is provided that a duly identified product, process or service is in conformity with a specific standard or other normative document [ISO/IEC Guide 2:1991 paragraph 14.8 and ISO/CASCO 193 paragraph 4.5].

### **Certification body (CB)**

A body which is appointed by the FSC AC to undertake FSC certification audits of applicants for the FSC Certification Scheme, and the surveillance of certified Forest Management Enterprises and Forest Product Enterprises against the Certification Requirements.

### **Chain of custody (CoC)**

The channel through which products are distributed from their origin in the forest to their end-use.

### **FSC certified product**

FSC certified material that is eligible to carry an FSC label and to be promoted with the FSC trademarks.

### **FSC controlled wood**

Virgin wood or wood fiber which has been verified as having a low probability of including wood from any of the following categories:

- a) Illegally harvested wood;
- b) Wood harvested in violation of traditional and civil rights;
- c) Wood harvested in forests in which high conservation values are threatened by management activities;
- d) Wood harvested in forests being converted from natural and semi natural forest to plantations or non-forest use;
- e) Wood from forests in which genetically modified trees are planted.

### **FSC label**

Graphic design, consisting of the FSC Logo plus other required elements for on product uses of the FSC trademarks. Labels may be included in printed packaging or marking attached or applied to a product, such as tags, stencils, heat brands, retail packaging, protective packaging or plastic wrap. Additional promotional uses of the FSC trademark are not covered by this definition.

### **FSC trademark license agreement**

The legal document signed by the organization permitting use of the FSC trademarks (the “Licensed Material”).



## **FSC trademark license code**

Identification code issued to organizations that have signed an FSC License Agreement. For certificate holders, it is in the form FSC-C#####. It is used to identify the organization on the FSC license holder database and must accompany any use of the FSC trademarks.

## **FSC trademarks**

FSC has three registered trademarks: a) the FSC “checkmark-and-tree” logo, b) the initials “FSC”, and c) the name “Forest Stewardship Council”.

## **Group chain of custody certification**

FSC certification for small businesses. A group is managed by a group entity (individual or organization) which is responsible for trademark use by group members.

## **Group entity**

The entity that applies for group certification and holds any group certificate that is issued. The group entity may be an individual person, a cooperative body, an association, or other similar legal entity.

## **Forest management group certification**

FSC certification for groups of forest enterprises.

## **Label generator**

The online service for providing the FSC labels and other logo uses to organizations that are entitled to use FSC trademarks.

## **Multi-site organization**

An organization that has an identified central office and a network of at least two sites. Products from these sites or from identified sets of sites covered by a multi-site certificate must be substantially of the same kind, and must be produced or handled according to fundamentally the same methods and procedures.

## **Non-timber forest products**

All forest products except timber, including other materials obtained from trees such as resins and leaves, as well as any other plant and animal products.

## **Organization**

Registered legal entity that has signed an FSC license agreement and holds a valid FSC chain of custody (CoC) certificate or joint FSC forest management and chain of custody (FM/CoC) certificate, including group entities, members of multi site, group FM and CoC certification schemes and users of project certification.

**Post-consumer reclaimed material**

Material that is reclaimed from a consumer or commercial product that has been used for its intended purpose by individuals, households or by commercial, industrial and institutional facilities in their role as end-users of the product.

**Pre-consumer reclaimed material**

Material that is reclaimed from a process of secondary manufacture or further downstream industry, in which the material has not been intentionally produced, is unfit for end use and not capable of being re-used on-site in the same manufacturing process that generated it.

**Product group schedule**

A list of products or groups of products specified by the organization, which share basic input and output characteristics and thus can be combined for the purpose of FSC chain of custody control, percentage calculations and labeling according to the FSC label categories.

**Promotional panel**

The FSC logo and promotional statement, editable to include the user's license code, in a prescribed layout and with a border, available on the label generator.