



SCIENTIFIC CERTIFICATION SYSTEMS

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SCS GUIDANCE FOR FSC TRADEMARK USE AND APPROVAL

In January 2010 the Forest Stewardship Council released their new trademark standard FSC-STD-50-001 v1-1. The standard covers both on- and off-product usage of all FSC trademarks (including the FSC checkmark-and-tree logo, the words 'Forest Stewardship Council' and the letters 'FSC'). For the rest of 2010 the standard is optional. All certificate holders will need to comply with the new requirements by **January 1, 2011**. Please take time to review the FSC-STD-50-001 v1-1 standard as it contains greater detail than this guidance document.

Acquiring Logos, Labels, and Approval

Downloading FSC labels and logos: FSC logos and labels are available for download from the FSC's brandpack/label generator website, at <http://info.fsc.org/CHLogin>. When your certificate is finalized, SCS will register your company in the FSC database and issue you access to the label generator site. Existing certificate holders already have access to this site – if you cannot locate your login and password we can reissue it for your company; please contact us if this is the case. An email will be sent to you from noreply@fsc.org with instructions on how to log in for the first time. The site you will log in to looks like this:

Home ► Be part of the solution

FSC Certificate Holder Portal Login

This section is for **FSC Certificate Holders only** to access the online FSC label generator and some other useful resources.

If you have trouble logging in, please click on the "Forgot your password" link below.

If you are a **current user of the online "brand pack"**, you will receive a new welcome e-mail by 18 December 2009 which will explain how to login to this new Certificate Holder Portal and provide you with a new password. Please contact your Certification Body if you have not yet received this e-mail.

Username	<input type="text"/>
Password	<input type="password"/>
	<input type="button" value="Login"/>
	Forgot Your Password?

Once you have logged in, the [Label Generator](#) allows your company to create and download labels for on-product use (including use on product packaging). Select the [product type](#) appropriate for your FSC product. This will appear in the FSC label to make it clear what the label is referring to (the product type is obligatory for all products made of FSC paper and is optional for most other products). You may also download the promotional panel design for use on promotional items (websites, brochures, other advertising).

Submitting Drafts to SCS for Approval: Once your company has a design ready with the FSC trademarks placed, you must submit a draft or mockup to SCS for approval. SCS maintains a trademark approval website to streamline the approval process, at <http://logos.scscertified.com>. The site will also automatically store records of your approvals for your company in [My Approval Request History](#). Contact Rachel Lem (rlem@scscertified.com) or Jillian Van Luchem (jvanluchem@scscertified.com) for a login and password for this site if your company does not already have one.

Once you have logged in, select the appropriate heading (on- or off-product, industry type) and fill out the corresponding form. Attach your file and submit your case. Our trademark staff will review and either approve your case or request changes within a few hours during normal business hours. Status update emails will go to the email address entered at the top of the form for the case, and will be sent each time a change is made to the case status. If your piece has multiple pages, you only need to submit for approval the page or pages which show the FSC label or mention FSC. Our site looks like this:

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[Logout](#)
TEST ACCOUNT
FSC Certification# SCS-COC-100000

SCS Logo Approval Request

Please Select Request Type

- On-Product FSC Logo - Printing Industry
- On-Product FSC Logo - Other Industries
- Off-Product FSC Logo (Advertisement, Promotion, etc.)
- Ask SCS a question
- My Approval Request History
- Document Library

On-Product Use

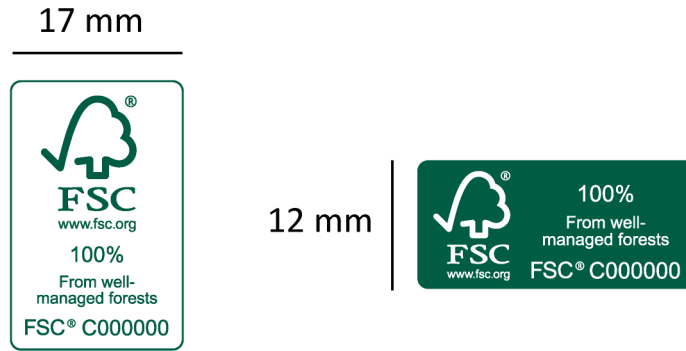
What they are: Whenever your company wishes to state an FSC claim on the product itself you will need to use an on-product label. On-product labels are an excellent way to indicate to an end consumer that the product is certified. On-product labels and statements are *not* required, but if you do decide to label your product it will need to adhere to the following guidelines.

General Requirements: The different types of labels correspond to the different FSC claims of your company's products.

<i>FSC Claim</i>	<i>FSC Label</i>
FSC Pure	'100%'
FSC Mixed Credit	'Mix'
FSC Mixed xx% <i>(xx% must be at least 50% for chip and fiber products and at least 70% for solid wood products to use the FSC label on product)</i>	'Mix'
FSC Recycled Credit	'Recycled'
FSC Recycled xx% <i>(xx% refers to the post-consumer reclaimed portion and must be at least 85% to use the FSC label on product)</i>	'Recycled'

Standard labels: You must use the labels exactly as they download from FSC's brandpack site – you may not alter the proportions, add or remove text to the label itself, or otherwise alter it. If your company's product has recycled content, when downloading the label you may select whether or not you would like to include a recycled Moebius loop in the label; if you do select this option, you must include the total percentage of post- and pre-consumer reclaimed material content of the product with the recycled loop.

Part IV of the FSC trademark standard lays out size and color requirements; please refer to that section of the standard for details. The labels **must** be produced in positive or negative green and white or black and white, **except** where a piece is printing in only one or two colors so that the addition of the FSC colors would add cost to the printing of the piece; in that case you may print the FSC label in one of the colors used in your piece. Portrait labels must be at minimum 17mm across, and landscape labels must be at least 12mm tall. *Examples below are not to scale.*



Minimum elements labels: If your FSC item does not have sufficient clear, unprinted space in the area where the FSC label is to be placed to accommodate the minimum size requirements of the standard labels listed above, you may instead use minimum elements FSC labels. These are also available from the brandpack website. [Section 10.15](#) of the trademark standard addresses minimum elements labels in detail. The portrait mini label must be at least 11mm across, and the landscape label must be at minimum 8mm tall. The same color restrictions for larger labels apply.



Other considerations: You or your client may wish to include supplementary text about FSC near the FSC label. As in general promotion, FSC prefers the use of phrases such as ‘well-managed’ or ‘responsibly managed’ in place of ‘sustainable.’ Any supplementary text about FSC should be indicated when submitting the piece for approval (ie, *page 15 has text about FSC and page 26 has the FSC label*).

Off-Product / Promotional Use

What it is: Your company may wish to add the FSC trademarks to your website, brochures, or other promotional items to advertise your FSC certification. [Part III](#) of the trademark standard has greater detail on this topic. You can download FSC promotional panels (similar to on-product labels, but for use in promotion only) from the brandpack site.

General Requirements: Once you download the promotional panel design from the brandpack site, you can then place it in your document and seek approval as usual. Note that you may not use the promotional panel on your **business cards**, and if you choose to use the panel on **letterhead** it must be placed at the bottom of the page. If you are using the promotional panel design on **packing slips, invoices, BOLs**, or other similar documents, you will need to include the text ‘only the products that are identified as such on this document are FSC certified’ to avoid confusion.

Promoting Certified Products: You are welcome to use the promotional panel on your website or in brochures. For clarity, you will need to either mark which products are available as certified, or will need to include general text such as ‘ask about FSC availability’ or ‘FSC available on request’ to avoid the impression that all products your company offers are always certified if this is not the case.

Other considerations: You may wish to include supplementary text about FSC near the FSC promotional panel. FSC prefers the use of phrases such as ‘well-managed’ or ‘responsibly managed’ in place of ‘sustainable.’ Any supplementary text about FSC should be indicated when submitting the piece for approval.



The mark of responsible forest management

Sample Trademark Uses

<i>Item</i>	<i>Trademark Use</i>
FSC-certified door, brochure printed on FSC-certified paper, FSC-certified moulding	On-product label, including the <i>product type</i> if necessary
Brochure about certified products your company offers	Promotional panel, and an indication which products are certified or a general statement about FSC availability
Brochure about a wood product (brochure is printed on FSC-certified paper)	On-product label specifying <i>paper</i> as the product type in the label text; this helps avoid the impression that the FSC label refers to the wood product advertised
Business card	No promotional use of the FSC trademarks is allowed. If the business card is printed on FSC certified card stock and the printer is FSC CoC certified an on-product label may be used to make an FSC claim about the certified status of the business card itself.

Invoice, BOL, packing slip, other similar document	Your company's Chain of Custody code is mandatory if you are invoicing for FSC certified products and wish to pass on an FSC claim. If the FSC logo is used in the invoice design, then the promotional panel plus 'only the products that are identified as such on this document are FSC certified.'
Website	Promotional panel, and an indication which products are certified or a general statement about FSC availability
Email Signature	Promotional panel
Press release or other article	You may use a promotional panel; if you prefer to simply mention FSC in text but do not want to use a logo, you may do so but must include your license code and submit the text for approval
Sample of certified product	On-product label; if the product is available as both certified and non-certified you will need to specify this with supplementary text near the label

[Annex 1: FAQ](#)

Q: I am already certified and have a job which will be printed in 2010. Do I have to use the new label designs on this piece?

A: No, you have until 1 January 2011 to move to the new standard so your piece does not have to meet the new requirements until then. You have the option of using the new labels if you like.

Q: I have a lot of old labels in stock. Do I have to throw those out?

A: The standard allows you to use up existing stock of labeled product.

Q: I see that the new labels and promotional panel designs use a license code instead of a certificate code. Can I include my certificate code in or near the label/panel?

A: You can include your certificate code near the new label or panel designs if you wish. The info.fsc.org site is searchable by both license code and certificate code, so both trace back to you.

Q: I am a printer, and my client wants me to print 'printed on FSC paper' and not use an on-product label. Is this ok?

A: No. In order to reference FSC content in a certified product, an on-product label must be included. Text alone is not sufficient.

Q: What is a product type and when do I have to include it?

A: The product type is a general indication about what is covered by the FSC label claim, and must be included whenever there could be confusion about what product is certified. For example, if the packaging for flooring material is certified but the flooring is not, a product type must be included in the on-product label on the packaging indicating that the packaging is certified. Printed paper products must always include a product type.

Annex 2: Certificate Code and License Code

When to use your license code and when to use your certificate code

Use	License Code	Certificate Code
On-product label	x	
Promotional item about your certified company or certified products	x	optional
Invoice/shipping document <i>(no FSC logo, simply passing on FSC claim)</i>		x
Invoice/shipping document <i>(FSC logo advertises certification)</i>	x	
Text reference to certification	x	optional
Email signature	x	