



## FSC TRADEMARK USE BY CERTIFICATE HOLDERS

The FSC 'check-tree' logo, the 'FSC' initials and the name 'Forest Stewardship Council' are registered trademarks of FSC A.C. These trademarks may be used by FSC-certified (Forest Management and Chain of Custody) companies to promote the fact that they are certified, or to promote FSC-certified products that they manufacture. Upon becoming certified, companies receive high resolution graphics of the FSC Labels as well as a unique license code, which they must place on every FSC Label.

### FSC Product Labels

#### Who can use the FSC Label

All companies involved in the production, manufacturing, processing, and trading of FSC-certified products must obtain FSC Chain of Custody certification in order to label products as FSC-certified.

#### Access to FSC Label Graphics

Use the online 'Label Generator' at <http://chportal.fsc.org/CHLogin> to download high-resolution graphics of the FSC Label in white, black or 'FSC Green'. Access codes and passwords are available from your certifier. (<https://ca.fsc.org/certification-bodies.213.htm>)

#### Approval of FSC Label use

FSC-certified companies must send a sample of the FSC Label use (electronic) to their certifier for approval or have an approved trademark use management system in place.

#### Placement of FSC Label

The FSC Label may be placed anywhere on a product as long as it is clearly visible. For example: Paper (back inside cover, table of contents, acknowledgements page), wood product (hang tag, packaging). Low-res versions of the FSC Labels may be provided to graphic designers and clients for placement purposes.

For Graphical Requirements and Examples see PAGE 2.

### FSC Promotional Logo Use

#### Who can use the FSC Promotional Panel

The FSC promotional panel can be used by FSC-certified companies to promote the fact that they are certified, or to promote FSC-certified products that they manufacture.

- **Certification Code (XXX-COC-#####):** A unique identifier given to FSC certified companies for use on INVOICES.
- **Trademark License Code (C#####):** A unique identifier given to FSC Certified companies for use on FSC PRODUCT LABELS and/or with the FSC logo when used promotionally.

#### Access to FSC Promotional Panel

Use the online 'Label Generator' at <http://chportal.fsc.org/CHLogin> to download high-resolution graphics of the FSC Promotional Panel in white, black or 'FSC Green'. Access codes and passwords are available from your certifier. (<https://ca.fsc.org/certification-bodies.213.htm>)

#### Approval of FSC Promotional Trademark Use

FSC-certified companies must send a sample of the FSC Promotional Panel use (electronic) to their certifier for approval or have an approved trademark use management system in place.

#### Placement of FSC Promotional Panel

The FSC Promotional Panel may be placed anywhere on the promotional materials as long as it is clearly visible. For example, on brochures, websites, point of sales materials etc.

For Graphical Requirements and Examples see PAGE 3.

# FSC Product Labels

## FSC 100% Label



For products that are made of 100% FSC-certified virgin fibre.

NOTE: FSC-certified fibre comes from a forest that has been independently audited to meet FSC's 10 Principles and 56 Criteria for responsible forest management.

## FSC Mix Label



For products that are made of a combination of FSC-certified virgin fibre and/or recycled fibre mixed with controlled fibre

NOTE: Controlled fibre has been independently verified to not come from illegally harvested forests, natural forests converted to plantations, threatened high conservation value forests, areas of social conflict, or GMOs.

## FSC Recycled Label



For products that are made with 100% recycled fibre; This label represents the addition of both post and pre-consumer recycled fibre.

NOTE: The percentage of post vs pre-consumer recycled fibre can be communicated outside of the FSC Label.

# Graphical Requirements

## Label Style

- Full label: This includes the FSC 'check-tree' logo, website, label title (100%, Mix, Recycled), Product type, and trademark license code.
- Minimum label: This includes the FSC 'check-tree' logo, label title (100%, Mix, Recycled), product type and Trademark License code

## Label Orientation

- Portrait
- Landscape

## Colour (foreground and background)

- Labels must be printed in the standard FSC colours: black, white or 'FSC green'. Alternative colours may be used if a print item does not include the standard colours.

## Size (Measured from border of label)

- For FULL labels, minimum height of 12mm (landscape) and width of 17mm (portrait)
- For MINIMUM labels, minimum height of 6mm (landscape) and width of 9 mm for (portrait).

## Language

- The FSC Labels are available in multiple languages (e.g. English, French, Spanish etc.), and can be used in a single language or multilingual format.

## Exclusion Zone

- The FSC label must have an area of clear space around the label, equivalent to the height of the letters 'FSC'.

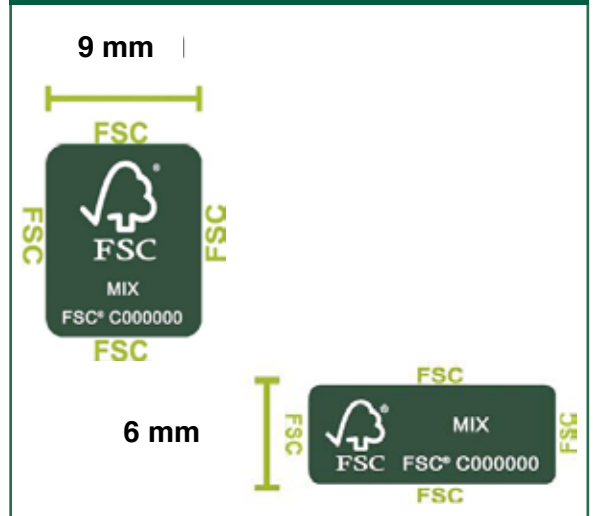
## Border

- The use of a border around the FSC label is preferred, but not required.

## FULL Version of FSC Label



## MINIMUM Version of FSC Label



# FSC Promotional Logo Use

## English



The mark of responsible forestry

The mark of responsible forestry

## Bilingual



The mark of Responsible Forestry  
La marque de la gestion forestière responsable

## French



La marque de la gestion forestière responsable

La marque de la gestion forestière responsable

## Graphical Requirements

### Orientation

- Portrait

### Colour (foreground and background)

- The Promotional Panel must be printed in the Standard FSC colours: black, white or 'FSC green'. Alternative colours may be used if a print item does not include the standard colours.

### Size

- The minimum size of the FSC Promotional Panel is a height of 10 mm. Measured from the top of the FSC 'check-tree' logo to the bottom of the initials FSC.

### Font

- Arial Unicode MS

### Language

- The FSC Promotional Panels are available in multiple languages (e.g. English, French, Spanish etc.), and can be used in a single language or multilingual format.

### Exclusion Zone

- The FSC promotional panel must have an area of clear space around the promotional panel, equivalent to the height of the letters 'FSC'.

### Border

- The use of a border around the FSC Promotional Panel is preferred, but not required. The high resolution graphics provided through the online label generator include the border.

### Promotional Claim and Website

- The use of the promotional claim and website is preferred, but not required. Promotional Claims such as "The Mark of Responsible Forestry" or "Responsible Forest Management" may be used. Alternatives may be used, with approval from your certifier.

## FULL Version of Promotional



## MINIMUM Version of Promotional Panel

