



## Requirements for use of the FSC trademarks by certificate holders – revision crosswalk

16 November 2015

This crosswalk has been created to help facilitate the public consultation on the Requirements for use of the FSC trademarks by certificate holders (FSC-STD-50-001 V2-0 D1-0). The crosswalk assists in identifying and highlighting the differences between the existing requirements and the draft revised standard. The proposed changes in this revision process are highlighted in red and identified by colour ranking (see legend below).

Legend for identifying change	
	No change
	Requirement modified
	Added from other document
	New requirement
	Requirement removed

	Draft requirements	Change to current requirements
	<b>Part I: General requirements</b>	
	<b>1. Ground rules for using the FSC trademarks</b>	
	1.1. The Forest Stewardship Council AC (FSC) owns <b>following</b> registered trademarks: (a) the name 'Forest Stewardship Council' (b) the initials 'FSC' (c) the FSC 'checkmark-and-tree' logo <b>(d) the Forests For All Forever – full mark</b>	1.1 Two new trademarks were added from FSC-ADV-50-004

	(e) the Forests For All Forever – logo with text mark	
	1.2. In order to use the FSC trademarks, the organization shall have signed the FSC trademark licence agreement and hold a valid certificate.	1.2
	1.3. The FSC trademark license code assigned by FSC shall be included with all applications described in this standard, unless stated otherwise.	1.5
	1.4. The FSC logo and the Forests for All Forever marks shall include trademark symbols ® or ™ in superscript font in the upper right corner. The symbol shall be chosen on the basis of the registration status of the FSC trademark in the country in which FSC-certified products or materials are to be distributed. The applicable symbol shall also be added to 'FSC' and 'Forest Stewardship Council' at the first use in any text. The registration status of the FSC trademarks by country is given in Annex 1.	1.15 Language clarified and new trademarks added
	1.5. Holders of group or project certificates shall refer to Annex 2 for additional requirements for the use of the FSC trademarks.	1.3
	1.6. The organization shall submit all intended uses of FSC trademarks to the certification body for approval unless it has a valid self-approval status. Please see Annex 3 for further information on self approval.	Self approval added as an option and language clarified, 1.16 and note below it
	<b>2. Restrictions on using FSC trademarks</b>	
	2.1. The FSC trademarks shall not be used:	
	(a) in a way that could cause confusion, misinterpretation, or loss of credibility to the FSC certification scheme	1.6
	(b) in a way that implies that FSC endorses, participates in, or is responsible for activities performed by the company, outside the scope of certification	1.7
	(c) to promote product quality aspects not covered by FSC certification	1.12
	(d) in product brand names, company names, or website domain names	1.13 Removed: 'The FSC trademarks can be used to describe the certification of the product.'
	(e) in connection with FSC controlled wood – they shall not be used for labelling products or in any promotion of sales or sourcing of controlled material or FSC controlled wood; the initials FSC shall only be used to pass on FSC controlled wood claims in sales and shipping documentation, in con-	1.4 Text aligned with requirements for controlled wood

	formity <b>with FSC requirements.</b>	
	2.2. The name 'Forest Stewardship Council' shall not be replaced with a translation. <b>A translation may be included in brackets after the name.</b>	Note below clause 1.14 added to the clause with language clarification, 1.14 and note below it
		1.8 Removed: <b>The use of FSC trademarks shall not imply that FSC is responsible for the production of any products, documents or promotional materials.'</b>
		1.11 Removed: <b>'If the organization wishes to include more information about FSC in any materials, this shall be approved by the certification body.'</b>
	<b>Part II: Using the FSC labels on products</b>	
	<b>3. Selecting FSC label</b>	
	3.1. In order to make an on-product claim, the organization shall select the correct FSC label on the basis of the FSC claim it has been supplied with or is qualified for. <b>Text claims may be made only in addition to an on-product label.</b>	2.1 Clarification added
	3.2. The labels corresponding to the claims categories are: <b>Please refer to the discussion paper FSC-DIS-50-003</b>	3.1 Please refer to the discussion paper FSC-DIS-50-003
	3.3. <b>The labels corresponding to the claims categories specific for small and community producers are: to be aligned with clause 3.2.</b>	Added from FSC-ADV-50-003
	3.4. The organization may choose whether to use the full label with all elements or the mini-label with reduced elements.	New requirement replacing 3.1 and 3.3.1 removes requirement to use full label and instead grants possibility of choosing
	3.5. Only the FSC label artwork provided by the label generator or otherwise issued or approved by the certification body or FSC shall be used.	1.10
	<b>Specifying product type</b>	
	3.6. <b>Product type shall always be used within product labels on FSC-certified printed materials. For other products, the product type shall be used unless all materials of the product and its packaging/content are covered by FSC certification.</b>	2.2 Language clarified

	3.7. Specific product names shall not be used <b>as product types</b> . A list of product types (e.g. 'paper', 'wood') is provided in the label generator. These are intended as broad categories. The list is not exhaustive and organizations shall contact FSC via the certification body with any request for a new product type, e.g. a non-timber forest product, to be added.	10.11 Language clarified
	<b>Using Moebius loop</b>	
	3.8. The use of the Moebius loop is optional for Mix and Recycled labels.	3.2.1
	3.9. The Moebius loop shall not be used without a percentage figure. The figure shall reflect the <b>sum of</b> 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.	2.5 Language clarified
	<b>4. Labelling requirements</b>	
	4.1. The products which are intended to be labelled or promoted as FSC certified shall be included in the organization's certified product group schedule and shall meet the eligibility requirements for labelling as stipulated by the respective FSC standard.	1.9
	4.2. <b>The label shall be used only where all permanent forest-based parts of the product are covered by FSC certification. Packaging materials are not considered permanent parts of the product, but shall be treated as products in their own right.</b>	2.4 Language clarified
	4.3. The FSC label <b>should</b> be clearly visible on the product, its packaging, or both.	2.3 Requirement changed into recommendation
	4.4. Where a publication is to be distributed both in print and online, the FSC on-product label should be removed from the online version.	
	4.5. When a product is FSC labelled, marks of other forest certification schemes <b>shall</b> not be used on the same product.	2.6 Clarified to align with interpretation
	4.6. The marks of other forest certification schemes may be used for product promotion or educational purposes in an FSC-labelled publication, as long as there are no claims about the paper of the publication being certified <b>by</b> the other certification scheme ( <b>i.e. there is no claim of double certification</b> ).	2.6.1 Language clarified
	<b>Using FSC logo in addition to an on-product label</b>	
	4.7. <b>The FSC logo with the licence code may be applied directly to the product only if an on-product label is used either on the packaging or otherwise attached as a sticker or hang-tag.</b>	4.3 Clause widened to address all additional logos used on products, not only heat marks and stencils. Language clarified.

	<p>4.8. Where the normal label placement for a product is not on the side facing the consumer (such as a side panel or inside a book), an extra logo <b>or Forest for All Forever mark may be used in a more prominent place. In this case, the on-product label shall be visible to the consumer without purchasing the product.</b></p>	<p>Note under 2.3: Requirement of visible/accessible on product label was added</p>
	<p><b>Labelling semi-finished products</b></p>	
	<p>4.9. If the organization wishes to label semi-finished products, the FSC label should only be applied to packaging <b>or to the product in a way that it can be removed before or during</b> further processing (such as the wrapping on packs of timber or paper).</p>	<p>Note below 4.6: Language clarified</p>
	<p><b>Labelling arrangements between organizations</b></p>	
	<p>4.10. If two FSC-certified organizations enter into an agreement whereby the supplier labels products with the buyer's FSC trademark license code, the following conditions shall be met.</p>	<p>4.5</p>
	<p>(a) Products to be labelled shall be included in the certificate scope of both organizations.</p>	<p>Added to clarify conditions</p>
	<p>(b) Both parties shall inform their certification bodies in writing about the agreement. This information shall include the definition of which certification body shall be responsible for approval of product labels.</p>	<p>4.5 a)</p>
	<p>(c) The selected certification body is responsible for ensuring that the buyer's code is only used on products which are supplied to that buyer.</p>	<p>4.5 b)</p>
	<p>(d) <b>Both organizations</b> shall keep data relating to the use of the buyer's labels easily available for review by the certification body.</p>	<p>4.5 c) Requirement widened to include both organizations</p>
	<p>2.7 Removed: <b>'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.'</b></p>	

		4.1 Removed: '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.'
		4.2 Removed: 'When a business card is printed on FSC paper, the mini label with product type shall be used at minimum size. The use of the mini label shall not imply that the organization is affiliated with FSC.'
		4.4 Removed: 'Claims regarding qualities outside the control of FSC (such as other environmental attributes of the product) shall be clearly separated from text about FSC.'
	<b>Part III: Promotional use of the FSC trademarks</b>	
	<b>5. Promotional elements</b>	
	5.1. When promoting FSC-certified products or status as FSC certificate holder, one of the following shall be used:	5.1 Options added and language clarified, see draft for full description.
	5.2. If there are space constraints, text may be omitted when using FSC logo (5.1. a).	Text moved from note below 5.1 and adjusted
	5.3. For use of FSC logo (5.1. a) there is a ready-to-use arrangement of the elements in an FSC promotional panel available in the label generator.	Text moved from note below 5.1 and adjusted
	<b>6. Promotional use requirements</b>	
	6.1. When the full Forests For All Forever mark (5.1. b) is used on an FSC-labelled product, a clear reference shall be made to the specific product being promoted unless the mark is used on the same side or page as the FSC on-product label specifying the certified product type. For example, cardboard packaging that is carrying a full Forests For All Forever trademark in addition to an on-product label, shall visibly position a description such as 'FSC-certified board' or similar on the product.	Added from FSC-ADV-50-003
	6.2. Where the set of promotional elements described in 4.1 is used only once in catalogues, brochures, and online sales websites that also include uncertified products, a link or text such as 'Look for FSC-certified products' shall be included next to them, where the products are not all	6.1 Wording aligned

	on the same page. FSC-certified products shall be indicated by using <b>the preferred trademark</b> .	
	<b>Promotional items and trade fairs</b>	
	6.3. 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 licence code are sufficient.	8.1
	6.4. If promotional items are made wholly or partly of wood (e.g. pencils or memory sticks), they must meet the applicable labelling requirements as specified by FSC-STD-40-004 in order to also carry an FSC trademark as promotion for the organization.	8.2
	6.5. When FSC trademarks are used for promotion at trade fairs, the organization shall:	8.3
	(a) clearly mark which products are FSC-certified and the products shall carry an on-product label, or	8.3 a)
	(b) add a visible disclaimer stating 'Ask for our FSC-certified products' <b>or similar</b> if no FSC-certified products are displayed. Use of text to describe the FSC certification of the organization does not require a disclaimer.	8.3 b) Language clarified to allow variations
	<b>Investment claims about FSC-certified operations</b>	
	6.6. 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.	9.1
	6.7. 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'.	9.2
	<b>7. Restrictions on promotional use</b>	
	7.1. 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.	7.2
	7.2. The FSC trademarks shall not be used on invoices, delivery notes, or similar for promotion. Chain of custody claims are not regarded as promotion.	<b>Note for stakeholders:</b> Restriction on promotional use on invoices has been introduced as a suggestion to implement Motion 36 calling for action to address confusion in the marketplace. In addition, research is under way to better map the confusion referred to in the motion beyond the documents mentioned.

	7.3. The FSC logo or marks shall not be used on business cards for promotion. Text claim with licence code is allowed, e.g. 'We have FSC certification (FSC® C#####)'. <i>(Text in red in original)</i>	7.4 Possibility of including promotional text claim on business card added
	7.4. FSC-certified products shall not be promoted with the certification body logo alone.	6.2
		7.1 Removed: '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.'
		7.3 Removed: 'The FSC trademarks shall not be used at the top of document templates such as letterheads, sales documents and emails.'
		7.5 Removed: '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".'
	<b>Part IV: Graphic rules</b>	
	<b>8. FSC on-product label and checkmark-and-tree logo</b>	
	<b>Colour</b>	
	8.1. FSC on-product label and FSC logo shall be used in following colour variations: <i>(Text in red in original)</i>	10.1 and 11.7 Language clarified and two clauses combined
	8.2. The green colour for reproduction shall be Pantone 626C (or R0 G92 B66 / C81 M33 Y78 K28). <i>(Text in red in original)</i>	10.1.1 RGB and CMYK added
	8.3. If standard colours are not available, the darkest available colour on a solid nonpatterned background may be used provided the contrast allows legibility. The label may be produced in positive or negative versions.	10.1.2 Language clarified
	8.4. Where no unprinted white areas are available, the label elements may be reproduced in black or white on a background colour that provides sufficient contrast. <i>(Text in red in original)</i>	10.1.3 Language clarified
	<b>Size and format of the labels</b>	
	8.5. FSC labels may be used in portrait or landscape versions.	10.4

	8.6. FSC labels shall be printed at a size at which all elements are legible. Minimum size for the label shall be:	Minimum size refers to both full and mini label
	(a) in portrait format 11 mm in width	10.5 Minimum size refers to both full and mini label
	(b) in landscape format 8 mm in height.	10.6 Minimum size refers to both full and mini label
	8.7. For small products where paper size is below A5 or packaging size below 250 ml, the minimum sizes are 9 mm for portrait and 6 mm for landscape format, providing that legibility is maintained.	Conditions for reduced size added
	8.8. Where technical problems arise in creating labels with multiple lines for small products (e.g. pens, pencils, make-up brushes), a one-line arrangement of mini-label elements may be used following the size guidance of the landscape label.	One line option included with conditions
	8.9. In the label generator, up to four languages of the label text can be added to a label.	10.15
	8.10. Where adding the product type or translation requires more space, the portrait label may be grown in height and the landscape label in width only.	10.7
	8.11. The use of a border around the label is preferred. When the border is not used the label elements shall not be altered.	Language clarified and two clauses, 10.2 and 10.2.1, combined
		3.3 Removed: '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. For example, the area intended for writing or printing on letter templates or postcards is not considered as clear, unprinted space. Approval for use of the mini label shall be at the discretion of the certification body.'
		3.3.1 Removed: 'Mini label may be always used in the following cases: a) Paper size is A5 or smaller b) Packaging is 500ml volume or less.'
		10.3 Removed: 'The font used for labels is Arial Unicode MS.'

		10.8 Removed: 'The trademark symbol shall be chosen for the logo and the initials FSC before the license code in the label, as in Annex 1.'
		10.9 Removed: 'The FSC trademark license code is automatically added when the label generator is accessed via log-on and password.'
		10.10 Removed: 'The label text can be edited to select the appropriate product type.'
		10.12 Removed: 'The percentage of recycled content shown below the Moebius Loop may be edited as follows a) For the FSC Mix label, the percentage figure can be added for a Moebius loop. b) For the FSC Recycled label, the figure is always 100%.'
	<b>Size of the logo</b>	
	8.12. The minimum size of the tick-and-tree logo that is not part of an on product label shall be calculated by the height of the logo and shall be	Language clarified
	(a) 10 mm, or	11.8
	(b) 6 mm, when used as an extra logo for paper size below A4, packaging below 1 litre, <b>or to identify FSC-certified products as in 5.4.</b>	Size reduced and language clarified, 11.8.1
	<b>Placement</b>	
	8.13. There shall be enough clear space surrounding the label <b>and logo</b> to ensure that they remain uncluttered. The minimum space is calculated by using the height of the FSC initials of the logo.	Reference to logo added, 10.13
	8.14. <b>The label and logo shall not be placed on background that interferes with the design or could be misleading about what they refer to.</b>	Language clarified and two clauses combined, 10.14 and 11.9

		Removed: All clauses referring to mini label use: 10.16, 10.17, 10.18.
		Removed: All clauses referring to promotional panel: 11.1, 11.2, 11.3, 11.4, 11.5, 11.6
	<b>9. Forests For All Forever marks</b>	
	<b>Colour and size</b>	
	9.1. Forests For All Forever trademarks shall be used only in following colour variations:	Added from FSC-ADV-50-004
	9.2. The green colours for reproduction shall be:	Added from FSC-ADV-50-004
	(a) Dark green: Pantone 626C (R0 G92 B66)	Added from FSC-ADV-50-004
	(b) Light green: Pantone 368C (R114 G191 B66)	Added from FSC-ADV-50-004
	9.3. No other colours shall be used; the marks shall not be reproduced if required colours are not available.	Added from FSC-ADV-50-004
	9.4. The minimum size for the Forests For All Forever marks when printed shall be <b>10 mm in height</b> .	Added from FSC-ADV-50-004, and measuring system changed from width to height
	<b>Placement of the marks</b>	
	9.5. There shall be enough clear space around the marks. The minimum space is calculated by using the height of the FSC initials on the logo.	Added from FSC-ADV-50-004
	9.6. The marks shall not be placed on backgrounds that interfere with the design or could be misleading about what they refer to.	Added from FSC-ADV-50-004
	<b>Translations of the marks and strapline</b>	
	9.7. Organizations shall not create new translations or change any elements of the Forests For All Forever trademarks.	Added from FSC-ADV-50-004
	9.8. The official language versions of the Forests for All Forever trademarks shall be used only in countries stipulated in Annex 1 with the appropriate trademark symbol.	Added from FSC-ADV-50-004
	9.9. Approved translations of the strapline 'Forests For All Forever' may be used in text format within the messaging or below the trademark, while respecting the exclusion zones.	Added from FSC-ADV-50-004

	<b>10. Misuse of FSC trademarks</b>	
		12.1 Removed: <b>These rules apply to all labels and promotional panels and to the logo when used promotionally in the organization's own layout.</b>
	10.1. The following are not allowed:	12.2
	(a) Changing proportions <b>of any designs</b>	12.2 a) Language changed to include all options
	(b) Changing or adding to the contents <b>beyond specified elements</b>	12.2 b) Language clarified
	(c) Making FSC appear to be part of other information such as environmental claims not relevant to FSC certification	12.2 c) Language clarified
	(d) <b>Creating new colour variations</b>	12.2 e) Language clarified
	(e) Changing the shape of the border or background	12.2 f)
	(f) <b>Tilting or rotating the designs in relation to other content</b>	12.2 g) Language clarified
	(g) Violating exclusion <b>zone around designs</b>	12.2 h) Language clarified
	(h) Combining any <b>FSC trademarks or designs with any other branding</b> in a way which implies association.	12.2 i) Language clarified
	(i) Placing the logo or label on <b>a background that interferes with the design.</b>	12.2 j) Language clarified
		12.2 d) Removed: <b>Placing the logo or label within another border or shaped background</b>
	Annex 3	Annex added to define procedure for self-approval of trademark use