



Forest Stewardship Council®

United States

## Trademark License Application for Media and Educational Use

This application form is for media institutions, organizations and non-certified companies that want to use the FSC trademarks for media and educational use. This is a single use license and must be renewed for additional trademark use. If you would like to use the FSC trademarks to promote specific FSC-certified products that you are buying or selling, you will need to fill out a different application. Please contact us at [info@us.fsc.org](mailto:info@us.fsc.org).

FSC is the owner of three trademarks:

- 1) The initials FSC®
- 2) The phrase Forest Stewardship Council®
- 3) The FSC checkmark-and-tree logo (pictured on the right)



If you would like to use these trademarks for media and educational use, please follow the application steps below and submit the application to [info@us.fsc.org](mailto:info@us.fsc.org).

### APPLICATION STEPS

1. Fill out the application. Be sure to thoroughly review page 3 and check the box at the bottom of page 2.
2. Email the application along with the document in which you would like to use the FSC trademarks to [info@us.fsc.org](mailto:info@us.fsc.org). Please include the following subject line: Trademark License Application for Media and Educational Use.
3. An email will be sent to you containing files of the FSC logo in different formats.

Please fill in the required information:

Date:

Company/Organization Name:

Street Address:

City, State, Zip:

Website:

Contact Person:

Contact Person Title:

Email:

Telephone:

**Organization/Company Type:**

Media

Non-profit organization

Educational Institution

Association

Company

Other (please specify):

Note: Companies are only eligible for this trademark license if it is for educational use. If you would like to use trademarks to promote specific FSC-certified products, please contact us at [info@us.fsc.org](mailto:info@us.fsc.org).

**Which Trademarks would you like permission to use?**

The initials FSC®

The phrase Forest Stewardship Council®

The FSC checkmark-and-tree logo

**Where would you like to use the FSC logo? (check all that apply)**

Publication (newspaper, magazine article, book)

Presentation

Website

Report

Brochure

Other (please specify):

**Please provide a brief description of how and why you would like to use the FSC trademarks:**

I have read the 'Trademark License Guidelines' (following page) and agree to use the FSC trademarks in accordance with the rules laid out therein.

Name:

Date:

# Trademark License Guidelines

These guidelines cover the use of the FSC trademarks by media institutions, organizations, and non-certified companies for media and educational purposes. They do not apply to companies wanting to promote specific FSC-certified products. **Please review the following points and confirm your accordance with them on the previous page.**

## General Requirements

- 1) Permission to use the FSC trademarks is granted for a single use only. If you would like to use the FSC trademarks again in the future, please reapply using this application.
- 2) The FSC trademarks may not be used in a way that could cause confusion, misinterpretation or loss of credibility to the FSC certification system.
- 3) The FSC trademarks may not be used together with the marks of other forest certification systems in a way that implies equivalence or that is disadvantageous to the FSC trademarks in terms of size or placement.

## Restrictions

- 4) This trademark license does NOT give you permission to do any of the following:
  - Associate the FSC trademarks with any specific products or apply the FSC labels to any product or packaging.
  - Include any information about FSC certification of products in sales documents.
  - Use the FSC trademarks as part of a product name.
  - Create or use any designs or promotional artwork similar to the FSC logo.
  - Use any Certificate Holder's product labels or promotional panel in any promotional materials.
- 5) The FSC trademarks may not be used for promotional purposes on

any stationery, including business cards or at the top of document templates or publicity materials.

- 6) Non-certified organizations may not use the FSC on-product labels. However, in exceptional circumstances, organizations may be authorized to use an example of the FSC on-product label for educational purposes with approval from FSC US.

## Design & Graphical Requirements

- 7) The standard colors for the FSC logo are green (Pantone 626c) and black. If the printed item does not use green, black or white, the FSC logo may be produced using the darkest available color, provided that the contrast allows legibility.
- 8) For the first or most prominent use, the trademark symbol ® must accompany the logo, the letters "FSC®" and the words "Forest Stewardship Council®." If the logo will be used in a different country, please see the Annex for Trademark Registrations on our website for guidance.
- 9) The logo must be accompanied by the statement 'the mark of responsible forestry' unless the meaning is explained in the context of the logo's appearance.
- 10) The minimum size of the FSC logo may not be less than 10mm measured from the top of the tree to

the base of the letter "FSC."



- 11) The logo must be clearly distinguished in color from the background and should not be superimposed on other text or designs. The dotted line around the logo below illustrates an exclusion zone in which no other items may appear.



- 12) The following are NOT allowed:
  - Changing the proportions or orientation of the FSC logo.
  - Placing the FSC logo within another boarder or on a strongly patterned background.
  - Making the FSC logo appear to be part of other information, such as environmental claims not relevant to FSC certification.
  - Combining the FSC logo with the user's own branding in a way that implies association.