

FSC® TRADEMARK USE: DO'S & DON'TS FOR PROMOTIONAL LICENSE HOLDERS



Correct use of FSC trademarks protects both the FSC system and your brand.

This quick guide helps Promotional License Holders promote FSC-certified products compliantly and effectively.

✓ DO:

✓ Do Verify Your Products & Suppliers

- Confirm all products you promote are FSC-certified and labeled
- Obtain valid proof of certification such as invoices or supplier letters with:
 - FSC certificate code (e.g., BV-COC-000000)
 - FSC claim (FSC 100%, MIX, or RECYCLED)
 - Product details (ID, SKU, etc.) and **clear certification confirmation**

✓ Do Submit Promotional Materials for Approval

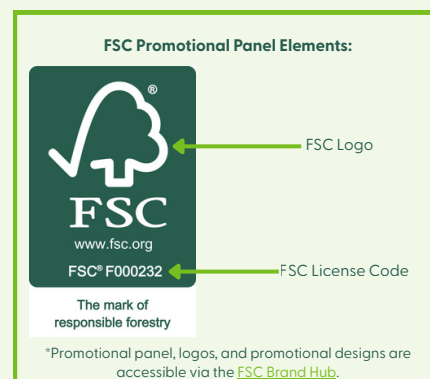
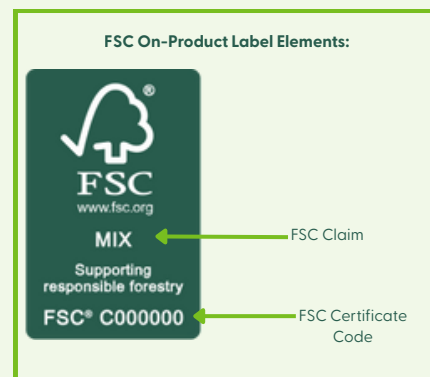
- All uses of FSC trademarks (name, initials, logo) must be pre-approved by FSC US before publication
- Send materials to trademarks@us.fsc.org
- Include screenshots, mockups, or final files, allow up to 1 week for review

✓ Do Use the Trademarks Correctly

- Include the ® or ™ symbol with the first or most prominent use of “FSC” and “Forest Stewardship Council”
- Use approved messaging like:
 - “Choosing FSC® supports responsible forest management.”
 - “By choosing this product, you help take care of the world’s forests.”
- Display required elements: FSC logo, license code, promotional text, and www.fsc.org

✓ Do Identify FSC Products Clearly

- Ensure promotional materials differentiate FSC-certified products from non-certified ones
- Use the logo or initials near certified items and clarify availability if only available upon request



✓ Do Maintain Internal Records

- Keep organized documentation of all trademark uses
- Appoint an internal FSC contact
- Periodically check supplier certifications

⊗ DON'T:

✗ Don't Claim Certification Status

- You are not certified as a Promotional License Holder
 - ✗ “We are proud to be FSC-certified.” → ✓ Say: “We are proud to offer FSC®-certified products.”

✗ Don't Use Invalid Documentation

- Chain of custody certificates alone
- Screenshots from search.fsc.org
- Self-declarations

✗ Don't Alter the Logo or Marks

- No stretching, tilting, color changes, or adding effects
- Do not place logos on busy/patterned backgrounds
- Maintain required clear space and minimum size (6 mm)

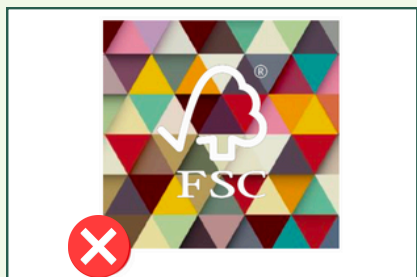
✗ Don't Apply On-Product Labels Yourself

- You may not place FSC labels directly on products or packaging unless you are certified to do so

✗ Don't Use Trademarks in Misleading Contexts

- Do not imply endorsement, partnerships, or associate FSC with unrelated environmental claims
- Avoid using FSC logos in company names, URLs, email signatures, or unverified product listings

Incorrect Trademark Use Examples:



Need help? Contact the FSC US Trademark Team:

✉ trademarks@us.fsc.org