QUICK GUIDE TO FSC TRADEMARK USAGE – BACKGROUND

SOLID BACKGROUND

- Solid with rounded corners: ✅
- Solid without rounded corners: ❌

PATTERNED BACKGROUND

- Regular patterned background: ✅
- Slightly patterned background: ✅
- Strongly patterned background affecting exclusion zone: ❌
- Strong patterns with fade out exclusion zone: ❌

NOTE: Regular patterns are most likely to be approved; strong patterns that affect the exclusion zone are less likely to be approved.
<table>
<thead>
<tr>
<th>Patterned Background</th>
<th>Photographic Background</th>
<th>Placement</th>
<th>Shaped Background</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any pattern going through the label or logo</td>
<td>Background affects the exclusion zone</td>
<td>In combination with other brands</td>
<td>Within a border</td>
</tr>
<tr>
<td>Patterned background with exclusion zone faded out</td>
<td>Slightly photographic background</td>
<td>Endorsement of quality aspects outside FSC certification</td>
<td>Within a border with the exclusion zone respected</td>
</tr>
</tbody>
</table>

**NOTE:** Patterned backgrounds are more likely to be approved than photographic backgrounds and illustrations.

The examples refer to the FSC-STD-50-001 (V1-2)