



Forest Stewardship Council®

# FAQ on trademark use by FSC® Certificate Holders





We hope that you find the trademark standard FSC-STD-50-001(V1-2) clear and easy to use. If you have any questions that are not answered by reading either the standard or these FAQs, please contact your Certification Body (CB) who will be able to help you further.

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No.	Category	Question	Answer																								
1	License code	Certificate holders have two codes. How does one know when to use the license code and when the certificate code?	<p>The FSC license code is to be used whenever an on product label or a promotional claim is used. The certificate code is used on invoices and sales documents / delivery notes to indicate the FSC certified status of products. Below is a table that shows when and where to use the license code versus the certificate code.</p> <table border="1" data-bbox="1104 504 2101 943"> <thead> <tr> <th data-bbox="1104 504 1608 560">Case</th> <th data-bbox="1612 504 1839 560">License code</th> <th data-bbox="1843 504 2101 560">Certificate code</th> </tr> </thead> <tbody> <tr> <td data-bbox="1104 563 1608 616">On product label</td> <td data-bbox="1612 563 1839 616">✔</td> <td data-bbox="1843 563 2101 616">NA</td> </tr> <tr> <td data-bbox="1104 619 1608 671">Promotional panel</td> <td data-bbox="1612 619 1839 671">✔</td> <td data-bbox="1843 619 2101 671">NA</td> </tr> <tr> <td data-bbox="1104 675 1608 727">Other promotional use</td> <td data-bbox="1612 675 1839 727">✔</td> <td data-bbox="1843 675 2101 727">NA</td> </tr> <tr> <td data-bbox="1104 730 1608 783">Text reference to certification</td> <td data-bbox="1612 730 1839 783">✔</td> <td data-bbox="1843 730 2101 783">NA</td> </tr> <tr> <td data-bbox="1104 786 1608 839">Invoice - promotional logo for template</td> <td data-bbox="1612 786 1839 839">✔</td> <td data-bbox="1843 786 2101 839">NA</td> </tr> <tr> <td data-bbox="1104 842 1608 895">Invoice - identifying FSC certified products</td> <td data-bbox="1612 842 1839 895">NA</td> <td data-bbox="1843 842 2101 895">✔</td> </tr> <tr> <td data-bbox="1104 898 1608 951">Other sales and shipping documents</td> <td data-bbox="1612 898 1839 951">NA</td> <td data-bbox="1843 898 2101 951">✔</td> </tr> </tbody> </table>	Case	License code	Certificate code	On product label	✔	NA	Promotional panel	✔	NA	Other promotional use	✔	NA	Text reference to certification	✔	NA	Invoice - promotional logo for template	✔	NA	Invoice - identifying FSC certified products	NA	✔	Other sales and shipping documents	NA	✔
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2	License code	<p>Does FSC allow the use of two license codes in one promotional panel?</p> <p>For example, can an organization that owns two separate enterprises with two different CoC certificates use both license codes in one promotional panel on a single promotional piece?</p>	<p>Yes, in this case it is allowed to use two license codes in one promotional panel on a single promotional piece.</p> <p>However, please note, on product labels shall only contain one license code.</p> <div data-bbox="1227 379 1429 657" style="text-align: center;">  </div> <p data-bbox="1240 676 1411 718" style="text-align: center;">The mark of responsible forestry</p> <div data-bbox="1285 740 1370 826" style="text-align: center;">  </div>
3	License code	<p>If a company has several license codes for different subsidiaries which one should be used?</p>	<p>Companies can use their own individual code or that of the parent company, when materials are produced centrally, provided the contact information of the company is included.</p>
4	License code	<p>Is it acceptable to only use the certificate code or license code on business cards?</p>	<p>No, FSC does not allow Certificate Holders to use the certificate code or license code on business cards. Certificate Holders can, however, have the printer's mini on product label printed on the their business card if it is printed by an FSC certified printer on certified paper.</p>


No.	Category	Question	Answer
5	Trademark Symbol	Does the “superscript font” refer to the TM and the ® symbol?	Yes, both symbols should be used in superscript font. For example: FSC <sup>®</sup> or Forest Stewardship Council <sup>®</sup> For example: FSC <sup>™</sup> or Forest Stewardship Council <sup>™</sup>
6	Trademark Symbol	If a Certificate Holder is based in a country where TM should be used but makes products which are distributed exclusively in countries where ® should be used, which trademark symbol should be used?	<p>The correct symbol should be chosen according to the country in which the products will be sold or distributed, instead of where they are produced. Therefore, in this case, ® should be used.</p> <p>Please check Annex 1 in the standard for current registration status of each country. Please note, trademark registration proceeds globally, so make sure you have the latest version of the Annex 1.</p> <p>For example: wood furniture produced in Turkey, distributed in Germany and UK</p> <div style="display: flex; flex-direction: column; align-items: center;"> <div style="display: flex; justify-content: space-between; width: 100%;"> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 10px; width: 45%; background-color: #f0f0f0;"> <p style="text-align: center; margin: 0;"><b>Step 1</b></p> <p style="margin: 0;">Check Annex 1 in FSC-STD-50-001 to see registration status of the country/countries involved</p> </div> <div style="font-size: 2em; margin: 0 10px;">➔</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 10px; width: 45%; background-color: #f0f0f0;"> <p style="text-align: center; margin: 0;"><b>Step 2</b></p> <p style="margin: 0;">Choose a correct symbol to use according to country/countries where the products are to be <b>distributed</b></p> </div> </div> <div style="display: flex; justify-content: space-between; width: 100%; margin-top: 20px;"> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 10px; width: 45%; background-color: #f0f0f0;"> <p style="text-align: center; margin: 0;"><b>Step 1</b></p> <p style="margin: 0;">Turkey TM, Germany ®, UK ®</p> </div> <div style="font-size: 2em; margin: 0 10px;">➔</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 10px; width: 45%; background-color: #f0f0f0;"> <p style="text-align: center; margin: 0;"><b>Step 2</b></p> <p style="text-align: center; margin: 0;">®</p> </div> </div> </div>
7	Translation	Can the initials FSC and the name Forest Stewardship Council be translated into other languages?	Yes, as long as they are not replaced by a translation.  A translation may be placed into brackets after the initials or the name in English.  For example: Forest Stewardship Council <sup>®</sup> (a translated name)



No.	Category	Question	Answer
8	Language	Can more than one language be included in the label?	<p>Yes, up to four languages may be selected and added from the label generator. The label title appears once, in the first language selected.</p> <p>E.g. 100% label in English, German, and Spanish.</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>
9	Language	Can more than four languages be used in the label?	<p>Yes, there are two options that allow more than four languages to be used for the label</p> <p>a) CHs may use several labels for the purpose of adding more than four languages.</p> <p>b) The languages may be added outside the label.</p> <p>E.g.</p> <div style="display: flex; justify-content: center; align-items: center;">  </div> <p>100% 源自管理良好森林的木材  100% Trae fra ansvarligt drevne skove  100% Holz aus vorbildlich bewirtschafteten Wäldern  100% Madera procedente de bosques bien gestionados  % 100 İyi yönetilen ormanlardan ahşap</p>


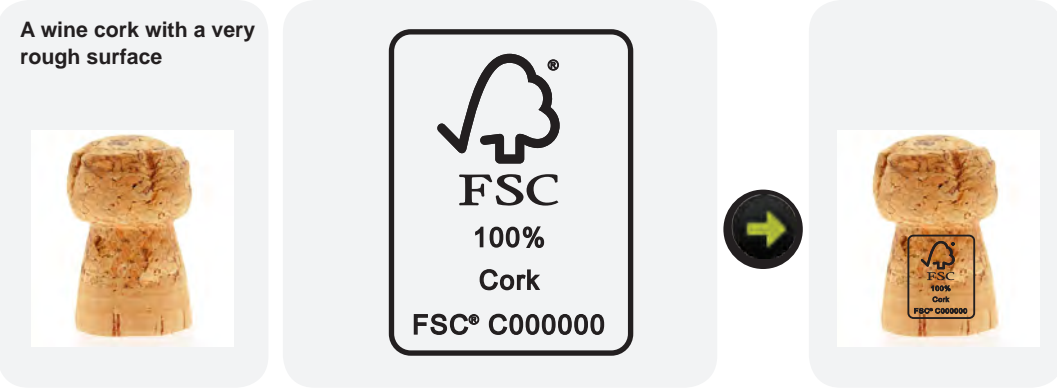
No.	Category	Question	Answer
10	Product type	What product designates “board”? Will a printer ever use the product type “board”?	It is up to the client whether they’d like to call the material “board” or “paper”. The typical user for the type “board” is a packaging company.
11	Product type	Can the product type be omitted from the label?	<p>Yes, when there is a specification next to the label explaining which part of the product is certified, product type can be omitted from the label. Also, if the whole product includes only FSC certified material, the product type can be omitted.</p> <p><b>Please note, the product type shall always be specified on FSC certified printed publications.</b></p>
12	Product type	Can the product type be specified in an extra statement next to the label?	<p>Yes, the product type can be described next to the label instead of within the label. This option might be considered in a situation where the product type does not fit into the label. Another situation could be when the product consists of more than one FSC certified material and therefore needs two product types. The certificate holder could opt for using two labels in which different product types are specified respectively, or could use one label without product type and instead use an extra statement next to the label.</p> <p><b>Please note, the product type shall always be specified on FSC certified printed publications.</b></p>
13	Product type	Does FSC allow Certificate Holders to use brand names as a product type in the label?	No, only generic terms may be used. Brand names may not be combined with the FSC trademarks in a label or elsewhere.
14	Moebius loop	Why does the Moebius loop recycled symbol cover both pre- and post-consumer reclaimed fiber?	This is necessary to conform to ISO requirements. The post consumer reclaimed fiber percentage can be communicated independently next to the label.

No.	Category	Question	Answer
15	Use of the mini label	When is the use of the mini label allowed?	<p>a) The mini label may always be used in the following cases:</p> <ul style="list-style-type: none"> <li>• Paper size A5 or smaller</li> <li>• Packaging 500ml volume or less</li> </ul> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>Example 1</p>  </div> <div style="text-align: center;"> <p>Example 2</p>  </div> </div> <p>b) As for paper bigger than A5, it is possible to use the mini label when there is not sufficient, clear unprinted space available for the standard label.</p> <p>c) The following criteria are provided for a Certification Body to use in judging whether use of the mini label can be permitted on paper bigger than A5:</p> <ol style="list-style-type: none"> <li>1. Verify where the client wants to place the FSC label</li> <li>2. Check if there is printable space available for the standard label in that area without requiring a redesign</li> <li>3. If yes, the standard label shall be used</li> <li>4. If no, the mini label can be used</li> </ol> <p>d) A Certification Body may approve use of the mini label without checking with FSC on the grounds of space restrictions.</p>

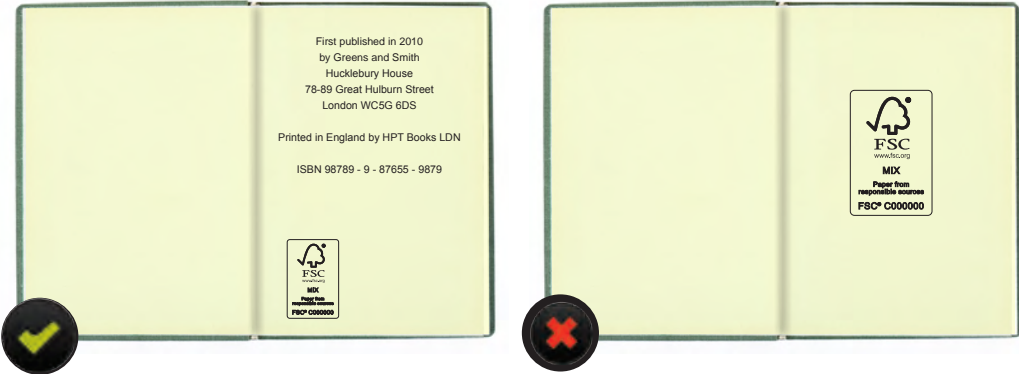

















No.	Category	Question	Answer
16	Use of the mini label	How is “sufficient, clear, unprinted space” for the standard label defined?	<p>The standard label must be used in the following cases:</p> <p>a) There is enough unprinted space available for the standard label at minimum size and with clear space around it.</p> <p>b) When it is possible to create space for the standard label at minimum size and with clear space around it.</p> <p><b>However, the area intended for writing or printing, for example on letter templates or postcards, is not considered as clear, unprinted space.</b></p> 
17	Use of the mini label	If a product is so small that even the mini label can't be used, are there other options?	Yes, an image of the product, including the proposal for incorporating the FSC label, should be submitted to the Certification Body. The Certification Body will then discuss this with the FSC Trademark Unit for approval.
18	Labeling	Does FSC require FSC certified products to carry the FSC label?	No, FSC does not require FSC products to carry the FSC label. However, retailers are not allowed to promote non-labeled products.
19	Labeling	Can the FSC label be used together with other labels?	Yes, as long as it is not a label of forest certification scheme; other non-forestry eco-labels are acceptable.

No.	Category	Question	Answer
20	Labeling	Can the FSC label appear on the inner flap of an envelope?	<p>Yes, use of the label on the inner flap of an envelope is allowed on the grounds that the most visible part is on the inner flap. This is also the conventional place for labeling envelopes with brand, recycling % etc.</p> <p>E.g.</p> 
21	Labeling	Is it acceptable to use the FSC trademarks as segregation marks?	<p>Yes, the FSC trademarks may be used for the purpose of identifying FSC certified products in the chain of custody before the products go to end consumers: FSC considers this a segregation marks.</p> <p>Segregation marks should be removed before the products go to the final point of sale.</p> <p>E.g.</p> 

No.	Category	Question	Answer
22	Labeling	<p>Can the ® or TM symbol be used without superscripts?</p>	<p>Exceptions are possible when technical problems arise, such as a cork with a very rough surface where it is technically not possible to produce a legible ® or TM in superscript font.</p> <p><b>Note: special approval from FSC via the Certification Body is required.</b></p> <div data-bbox="1070 400 2123 807"> <p>A wine cork with a very rough surface</p>  <p>The diagram illustrates the process of labeling a wine cork with a rough surface. It starts with a cork, then shows a standard FSC label with the text: FSC, www.fsc.org, 100% Cork from well-managed forests, FSC C000000. An arrow points to the final product: a cork with a mini FSC label that reads: FSC, 100% Cork, FSC® C000000.</p> </div>
23	Labeling	<p>Can the mini label be used on a wine cork even if there is enough space to include the standard label?</p> <p>And, can the mini label be used in bigger size on the cork for legibility?</p>	<p>Yes, when it's technically difficult to produce legible standard label text on the rough surface of the wine cork, a mini label can be used instead. For legibility reasons, the mini label may be used in bigger size</p> <p><b>Note: special approval from FSC via the Certification Body is required.</b></p> <div data-bbox="1070 1086 2123 1477"> <p>A wine cork with a very rough surface</p>  <p>The diagram illustrates the process of labeling a wine cork with a rough surface using a larger mini label. It starts with a cork, then shows a larger mini FSC label with the text: FSC, 100% Cork, FSC® C000000. An arrow points to the final product: a cork with the larger mini FSC label.</p> </div>

No.	Category	Question	Answer
24	Labeling	Which components of a product are considered to be “permanent”?	<p>Permanent parts do not include the following:</p> <ul style="list-style-type: none"> <li>• Non forest based materials</li> <li>• Components that have secondary functions in the product such as for transportation or protection of the product, e.g. packaging</li> <li>• Forest-based components (e.g. wood and paper) that are clearly distinguishable materials and could be certified independently, provided the product type is included in the label to indicate which component of the product is certified</li> </ul> <p>Please refer to ADVICE-40-004-06 in the FSC-DIR-40-004 for further information and examples of practical applications.</p>
25	Labeling	Can the FSC label be embossed or debossed?	Yes, as long as the label is legible.
26	Labeling	Is it allowed to foil stamp the FSC label?	Yes, as long as the label is legible and color requirements are met.
27	Color	Can the FSC label be used with metallic inks?	Yes, as long as the label is legible and color requirements are met.
28	Color	Are there color exceptions for the label?	Yes, only in exceptional circumstances where none of the color options regulated in the standard are possible. In such a case, an individual solution can be proposed to FSC via the Certification Body.
29	Placement	Can an FSC label be placed on the back of a poster?	No, it should be in a visible place.

No.	Category	Question	Answer
30	Placement	What counts as a “visible” place for the label?	The front of the product or its packaging is the ideal place for the label as this appears on display to the consumer. Otherwise, it can be placed anywhere outside of the product or packaging which is normally used for product information. This may be allowed, provided the FSC label is not the only information printed in that location.
31	Placement	Where should an FSC label be placed in books?	<p>The label can be placed on the back cover or at the usual place for the product information which is on one of the inside pages. This does not qualify when there is no other information on the page where the label is placed.</p> 
32	Placement	Does FSC allow the use of on product labels in swatch books?	The on product label may be used on a swatch book when the information of the paper is printed on a paper that qualifies for the label in question. In all other cases, the FSC certification can be promoted with the promotional panel, logo or text descriptions of the claim.
33	Promotion	Can the label designs be used for promotional materials (“off-product” use)?	No, labels can only be used on FSC certified products. They may not be used for promotional purposes. Instead, FSC has provided a promotional panel which is more clearly linked to the FSC label design and is easy to use.

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34	Promotion	Am I required to use the promotional panel on invoices?	No, but if you do so, the following claim is required: "Only the products that are identified as such on this document are FSC certified". Invoice claims according to FSC-STD-40-004 are required when passing on an FSC certified invoice claim.												
35	Promotion	Can organizations claim that they are in the process of getting certified?	One can only make claims regarding FSC certification once certification has been finalized.												
36	Promotion	What are some examples of extra statements that are prohibited?	<table border="1"> <thead> <tr> <th colspan="2">Examples of prohibited extra statements</th> </tr> </thead> <tbody> <tr> <td></td> <td>No wood from virgin forests</td> </tr> <tr> <td></td> <td>Product of FSC quality</td> </tr> <tr> <td></td> <td>Our xxxx are FSC/PEFC certified</td> </tr> <tr> <td></td> <td>FSC/PEFC certification means that...</td> </tr> <tr> <td></td> <td>We have saved xxx among CO2 emissions by choosing FSC paper</td> </tr> </tbody> </table>	Examples of prohibited extra statements			No wood from virgin forests		Product of FSC quality		Our xxxx are FSC/PEFC certified		FSC/PEFC certification means that...		We have saved xxx among CO2 emissions by choosing FSC paper
Examples of prohibited extra statements															
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	FSC/PEFC certification means that...														
	We have saved xxx among CO2 emissions by choosing FSC paper														
37	Promotion	Can controlled wood be mentioned on a press release or on a website?	No, controlled wood certificate holders cannot mention their controlled wood certification in a press release, nor on public websites.												