GICIA India Pvt. Ltd. Guidance for FSC® Trademark Use and Approval

The FSC trademarks are the primary communication tool for FSC certificate holders to demonstrate that their products meet the standards set by FSC. The FSC trademarks can be used on products only by holders of FSC chain of custody (CoC) certificates. The Forest Stewardship Council (FSC) owns three registered trademarks: the FSC "checkmark and-tree" logo, the initials "FSC" and the name "Forest Stewardship Council®".

This document is designed to help FSC certificate holders through the process of acquiring and using the FSC trademarks on their organization's products and in marketing campaigns. The Guide covers the two main uses of the FSC checkmark-and-tree logo: the FSC "label" for on-product use and the FSC "promotional panel" for off-product or promotional use.

The use of the FSC "checkmark-and-tree" logo shall be directly accompanied by the trademark symbols ® or ™ (in superscript font). The symbol, which represents the registration status of an FSC trademark in the country in which FSC certified products or materials are to be distributed, is an intrinsic part of the logo. The appropriate symbol shall also be added to "FSC" or "Forest Stewardship. Council" for the first use in any text. This document includes instructions on how to use the FSC label or promotional panel and on product purpose. Only the FSC label artwork provided on the label generator or otherwise issued or approved by the certification body or FSC shall be used. The organization shall submit artwork of all new reproductions of FSC trademarks to the certification body for approval.

Logo Generations and Approvals

Generating Logos:

When a FSC Certificate is issued to an Organization, the organization is registered in the FSC database by GIPL and issued with the Label Generator sites' access wherein they will have the access to download the FSC on-product labels and promotional panels.

Existing clients already have access to the Trademark Portal, https://trademarkportal.fsc.org/portal/login.php. If an existing Certificate Holder cannot locate their account, they can contact shovans@gicia.org for reissuing the login details. An email will be sent to the registered email.

Once the Organization has a successful login to the Label Generator site, they can download the correct logos for their products and other promotional purposes. For an on-product label, an appropriate product type should be selected for the FSC Certified product. This Product Type clearly appears on the FSC Label once generated indicating what the Label is referring to. One can also download the FSC Promotional logos for promoting their Organization, on websites, on brochures and other advertising purposes.
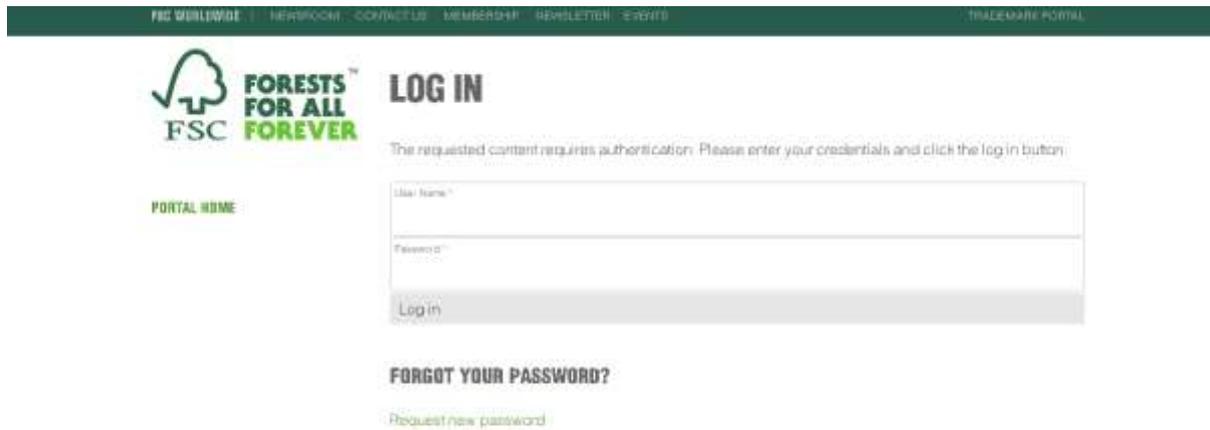
Approving Logos:

Once the Organization has a design ready with the FSC Label on it for on product or for promotional purpose, they must submit the same to GIPL for approval. GIPL maintains an online Platform for approving the logos which is **link**[*] as well as the approval for the same can be taken via emails onto the registered email id of the Certification Body. One can visit link or can contact shovans@gicia.org for login queries.

Approval via Online Platform: Once the account has been logged in, the client can select the appropriate category of product for the approval and fill in the details mentioned below and can attach the associated file/design for the approval. GIPL Trademark staff/person will review that request and if found satisfactory, will approve the case or request the changes within few business hours. The update will directly go the client's registered email mentioned on the top of the Form and it will be sent each time a change is made in that application of approval. If the case has multiple pages in the document, the client needs to upload only those pages containing the marks for approval.

Approval via Email: The client can also submit their cases for approval onto the registered email of the Certification Body for taking Trademark approval for on products as well as Off Products. One can upload the file/design for their Logo approval and explain the case in the email content. It will be reviewed within 2bussiness days and the comment/approval will be responded back on the same email. *Currently approval via email is working.*

[*] the link is under process of construction.

The Label Generator Site looks like:

The login page of GIPL is under construction and may look like this:

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On Product Usage:

One can make the on-product Label for products that are certified and is an excellent method to indicate that the product is FSC Certified once it reaches to the customer. To adhere to the requirements of on product label, the following guidelines need to be followed:

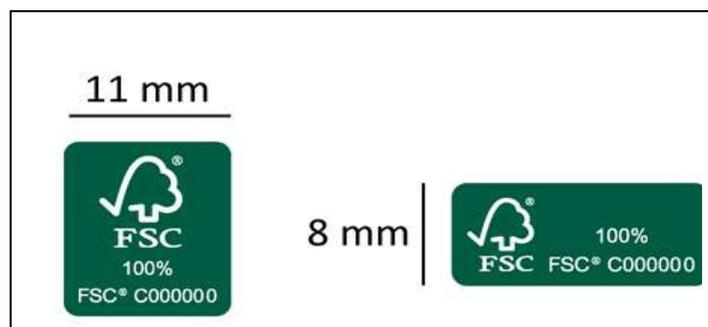- Different labels correspond to different FSC claim for different products. This includes the Trademark License Code and a Certification Code assigned from the CB. Both the codes are unique for an Organization which can be searched on the https://info.fsc.org/certificate.php. The Certificate code may not be used on the label but can be used somewhere else on the product.

- The FSC Labels downloaded from the FSC Label generator Site https://trademarkportal.fsc.org/portal/login.php should be used. One is not allowed to alter the proportions, remove some text from it or in any way modify the logo otherwise. For a Recycled product, one can choose to select the Mobius loop when downloading the logo. If a mobius loop is used, one has to include the total % of post and pre-consumer Reclaimed material content on the product.

- Requirements for the size and the colour of the Logo should also be met. The preferred colours are black and white and Green and white. One can use the darkest ink available to be used on products having a different colour background to create more contrast. The logo can be used either in Portrait mode or in Landscape mode whichever suitable for the product having met the size requirement which is 17 mm across for Portrait and 12mm tall for landscape label.
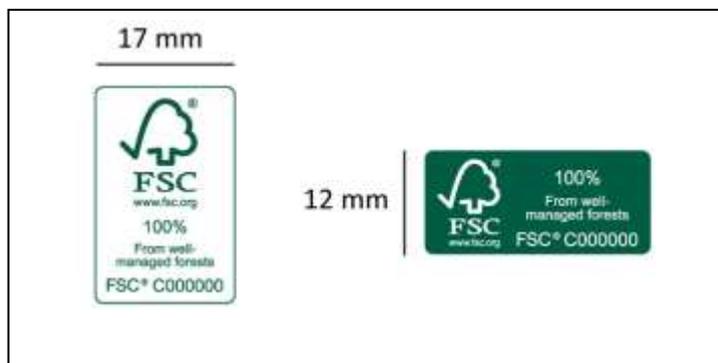
- If the product does not have enough space to accommodate the minimum size requirements of the logo, in that case FSC mini label can be used. For that, the product should be A5(14.8 cm by 21.0 cm) or smaller, or if you are labelling packaging measuring 500 ml or smaller by volume. Mini label can be generated on the Label generator site itself and Section 10.15 of the FSC Trademark Standards talks about the same. The portrait mini label must be 11mm across and landscape must be 8 mm tall.

FSC Cliam	FSC Label
FSC 100%	100%
FSC Mix Credit	Mix
FSC Mix xx % *(xx% must be at least 70% to use the FSC label on-product, except for some chip and fiber products, which have a threshold of 50%)*	Mix
FSC Recycled Credit	Recycled
FSC Recycled xx% *(xx% refers to the post-consumer reclaimed portion; this portion must be at least 85% to use the FSC label on-product)*	Recycled

- You or your customer may wish to include supplementary text about FSC near the FSC label. As in general promotion, FSC prefers the use of phrases such as "well-managed" or "responsibly managed" in place of "sustainable." Any supplementary text about FSC should be included when submitting the piece for approval (e.g., "*page 15 has text about FSC and page 26 has the FSC label*").

Off Product Usage:

Organization may wish to add Trademark on their Website, brochures, or other promotional materials to advertise their FSC Certification. One can download the Promotional Labels from the Label Generator site itself and can also use the ' Forest For All Forever' logo from the FSC Marketing Toolkit https://marketingtoolkit.fsc.org/ by using the same Login Credentials as for Label Generator site.

- One can download the FSC Promotional logo from the Label Generator site and can then place the logo on the document and seek approval from the GIPL Logo approval site or via emails.

- You may not use any FSC trademark for promotional purposes on **business cards**. An exception is if your card paper stock is FSC certified and the printer is FSC Chain of Custody certified, in which case an on-product label may be used to make an FSC claim about the certified status of the card stock itself.

- If you use the promotional panel on **company letterhead**, it must be placed at the bottom of the page.

- If you use the promotional panel on **packing slips, invoices, bills of lading (BOLs)**, or similar documents, you will need to include the following text: "only the products that are identified as such on this document are FSC certified" to avoid confusion over which products are certified.

- **On-product labels** may not be used in off-product promotional applications; in other words, using an on-product label on a website or other promotional item is not permitted.

- When using the promotional panel, the FSC logo (checkmark-and-tree and letters FSC together) must be at least **10 mm tall.**

- Your organization may use the FSC promotional panel on your website or in brochures. For clarity, you must either mark which products are available as certified or include general text such as "ask about FSC availability" or "FSC available on request" to avoid the impression that all products your organization offers are always certified if this is not the case.

- You may wish to include supplementary text about FSC with the FSC promotional panel. FSC prefers the use of phrases such as "well-managed" or "responsibly managed" in place of "sustainable." Any supplementary text about FSC should be included when submitting the piece for approval.

- If you wish to provide text about FSC but do not wish to include an FSC promotional panel, you must include your Trademark License Code and submit the item to GICIA for approval. Other copyright information is not required if FSC is in text only.

Use of FSC Trademarks:

Item	Trademark Use
FSC-certified door	On-product label, including the **product type** if necessary
FSC-certified moulding or MDF	On-product label, including the **product type** if necessary.
Brochure about certified products your organization offers	Promotional panel, and an indication which products are certified or a general statement about FSC availability.
Brochure about a non-certified wood product (brochure is printed on FSC-certified paper)	On-product label specifying **paper** as the product type in the label text; this helps avoid the impression that the FSC label refers to the wood product advertised.
Business card	If the business card is printed on FSC certified card stock and the printer is FSC chain of custody certified, an on-product label may be used to make an FSC claim about the certified status of the business card itself. Otherwise, no promotional use of the FSC trademarks is

	allowed.
Invoice, bill of lading, packing slip, or similar document	Your organization's Chain of Custody code is mandatory if you are invoicing for FSC certified products and wish to pass on an FSC claim. If the FSC logo is used in the invoice design, then the promotional panel and statement 'only the products that are identified as such on this document are FSC certified' are required.
Website	Promotional panel, and an indication which products are certified or a general statement about FSC availability.
Email Signature	Promotional panel.
Press release or other article(s)	You may use a promotional panel; if you prefer to simply mention FSC in text but do not want to use a logo, you may do so but must include your license code and submit the text to GICIA for approval.
Sample of certified product	On-product label; if the product is available as both certified and non-certified, you will need to specify this with supplementary

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Frequently Asked Questions

Q: I've seen a different label design in the marketplace. It says, "Mixed Sources" instead of "Mix." Are those label designs compliant?
A: The "Mixed Sources" label was compliant under the previous trademark standard, so you might still come across one now and again. However, the FSC updated its trademark standard in July of 2011, and the old-style labels can no longer be used. The new style label states "Mix" and must be used going forward.

Q: I have a lot of old labels and promotional panels in stock. Do I have to throw those out?
A: The Standard allows you to use up existing stock of labelled product. New printings or reprints must use the new label and promotional panel designs.

Q: I see that the new labels and promotional panel designs use a license code instead of a certificate code. Can I include my certificate code in or near the label/panel?
A: You can include your certificate code near the new label or panel designs if you wish. The info.fsc.org site is searchable by both license code and certificate code, so both can be traced back to you.

Q: I am a printer, and my customer wants me to print the words "printed on FSC paper" and not use an on-product label. Is this ok?
A: No. In order to reference FSC content in a certified product, an on-product label must be included. Text alone is not enough.

Q: What is a Product Type and when do I have to include it?
A: The Product Type is a general classification of the product or component that is covered by the FSC label claim and must be included whenever there could be confusion about what part of the product is certified. For example, if the packaging for flooring material is certified but the flooring material itself is not, a Product Type must be included in the on-product label on the packaging indicating that the packaging is certified. The Product Type is required for printed products, and optional for most other products.

Q: I see I can use up existing print materials using the old trademark standard (brochures, etc.), but what about electronic media? When does that have to be updated?
A: Since the latest version FSC trademark Standard has been in effect for several years now, all electronic media must use new trademarks. If you still have electronic media or electronic documents available on websites, which use old trademarks, you must immediately update the trademarks and submit them to GICIA for approval.

Q: 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?
A: 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. 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.

Q: Can the ® or TM symbol be used without superscripts?
A: 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. Note: special approval from FSC via the Certification Body is required.

Q: Am I required to use the promotional panel on invoices?

A: 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.

Use of Certificate Code and License Code

When should be the License Code and Certificate code be used?

Use	License Code	Certificate Code
On-product label	X	
Promotional item about your certified organization or certified products	X	Optional
Invoice/shipping document *(no FSC logo, simply passing on FSC claim)*		X
Invoice/shipping document *(FSC logo advertises certification)*	X	
Invoice/shipping document (passing on FSC claim *and* using FSC logo)	X	X
Text reference to certification	X	Optional
Email signature	X	

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