



TRADEMARK USE GUIDE FOR PROMOTIONAL LICENCE HOLDERS

FSC-PRO-50-003 V1-0
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Together for forests: Communicating with confidence

Forest-based products are part of everyday life – in our workplaces, schools, and homes. But forests are more than just resources; they are vital to life on Earth. They regulate our climate, support biodiversity, and provide livelihoods for millions worldwide. Your commitment to promoting FSC®-certified, labelled products is a clear, trusted signal for consumers—supporting informed purchasing choices and playing a crucial role in advancing these goals.

Rising consumer expectations and evolving anti-greenwashing regulations make credible promotion more demanding than ever. Companies are increasingly required to ensure that products – whether wood, paper, packaging, rubber, or cork – do not contribute to deforestation, climate change, or human rights violations.

Increased scrutiny may lead companies to say less about their sustainability efforts, sometimes choosing silence over risk, and making genuine progress invisible. This slows down momentum at a time when clear signals to the market matter most.

FSC aims to provide a way forward: a credible system that allows you to communicate your commitments with clarity and confidence—ensuring real engagement is both seen and trusted.

This guide is designed to help you navigate this landscape by providing a clear, practical framework for using the FSC trademarks in a way that is both compliant and compelling.

By following the verification and approval process outlined here, you protect your brand's reputation while unlocking the ability to communicate your sustainability commitments. The FSC logo is a globally recognized symbol backed by rigorous standards, comprehensive stakeholder consultation, and ongoing regulatory review—enabling accurate, transparent communication.

With over 150 million hectares certified and more than 70,000 organizations licensed to promote FSC, you are part of a global system that drives trust, strengthens markets, and makes responsible purchasing easier for consumers.

Together, we can build trust with consumers and stakeholders, supporting a shared mission to promote responsible forestry worldwide. We encourage you to bring your commitment to life—using FSC trademarks to make responsible sourcing visible, credible, and easy for your customers to choose.

This guide is intended for FSC Promotional Licence Holders. FSC certificate holders should refer to FSC-STD-50-001 for FSC trademark use requirements.

If your company does not yet hold an FSC licence but uses or sells FSC-certified products and would like to promote them using the FSC trademarks, please contact your [local FSC team](#).

Disclaimer: FSC updates this guide periodically, replacing the previous versions. Please refer to the [FSC Document Centre](#) to ensure you are referring to the latest version.

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A lush green forest with tall trees and dense undergrowth, serving as the background for the text.

PART 1.

PROMOTING WITH FSC: GENERAL REQUIREMENTS

This section explains the key requirements for using the FSC trademarks in promotional materials. Your Trademark Service Provider (TSP), who is your FSC local or regional contact, will provide guidance and support throughout the process.

1. Introduction to the FSC trademarks

The Forest Stewardship Council® (FSC®) owns the following registered trademarks:



FSC LOGO

Forest Stewardship Council®

FSC NAME

FSC®

FSC INITIALS

2. Where to find the FSC trademarks

Download the FSC logo from the online platform [FSC Brand Hub](#). Contact your TSP to set up your account.

3. Who can use the FSC trademarks and where

Under a Promotional Licence, you may promote FSC-certified, finished, and labelled products, your FSC-related services, and/or FSC-certified and finished projects.

The FSC trademarks may be used across a wide range of promotional materials, including websites, videos, catalogues, in-store promotions, banners, and social media content. Specific guidance for different communication channels is provided in [Part 3](#).

You may also promote your status as an FSC Promotional Licence Holder to highlight your commitment to responsible sourcing in promotional materials such as press releases, annual reports, and storytelling content.

NOTE:

Applying the FSC trademarks to FSC-certified products is outside the scope of your Promotional Licence. See the [Permitted use of the FSC trademarks](#) section for further guidance.

4. Promotional elements

When using the FSC trademarks in promotional materials and communications, you must include all the following elements:

1. **FSC trademark(s)** (FSC logo, FSC initials, or FSC full name)
2. **FSC licence code**
3. **Promotional statement**
4. **FSC website**

NOTE: See the [Permitted use of the FSC trademarks](#) section for further guidance on how to present the promotional elements correctly.

Example: Promotional material including all promotional elements



■ FSC logo ●

■ FSC licence code

■ Promotional statement ●

■ FSC website ●

The following section explains each promotional element in detail.

1. FSC trademark(s)

A. Graphical requirements

FSC logo colour

Download the FSC logo from the FSC Brand Hub. The FSC logo should be used in its standard colours. Alternative colour variations may be used if they provide sufficient contrast against the background and remain legible.



FSC logo size

The FSC logo must be at least 4mm tall, measured from the top of the tree symbol to the base of the letters 'FSC'.



Minimum size of the FSC logo

For **digital use**, the FSC logo must be clear and not blurred when displayed at 100% screen resolution. Legibility and clarity must be ensured across all platforms and devices.

Clear space around the FSC logo

Leave sufficient clear space around the FSC logo so that it does not touch or overlap with text, graphics, or other design elements.



Background

The FSC trademarks may be placed on a coloured background. When using a transparent FSC logo, ensure that the background provides sufficient contrast and does not affect legibility.

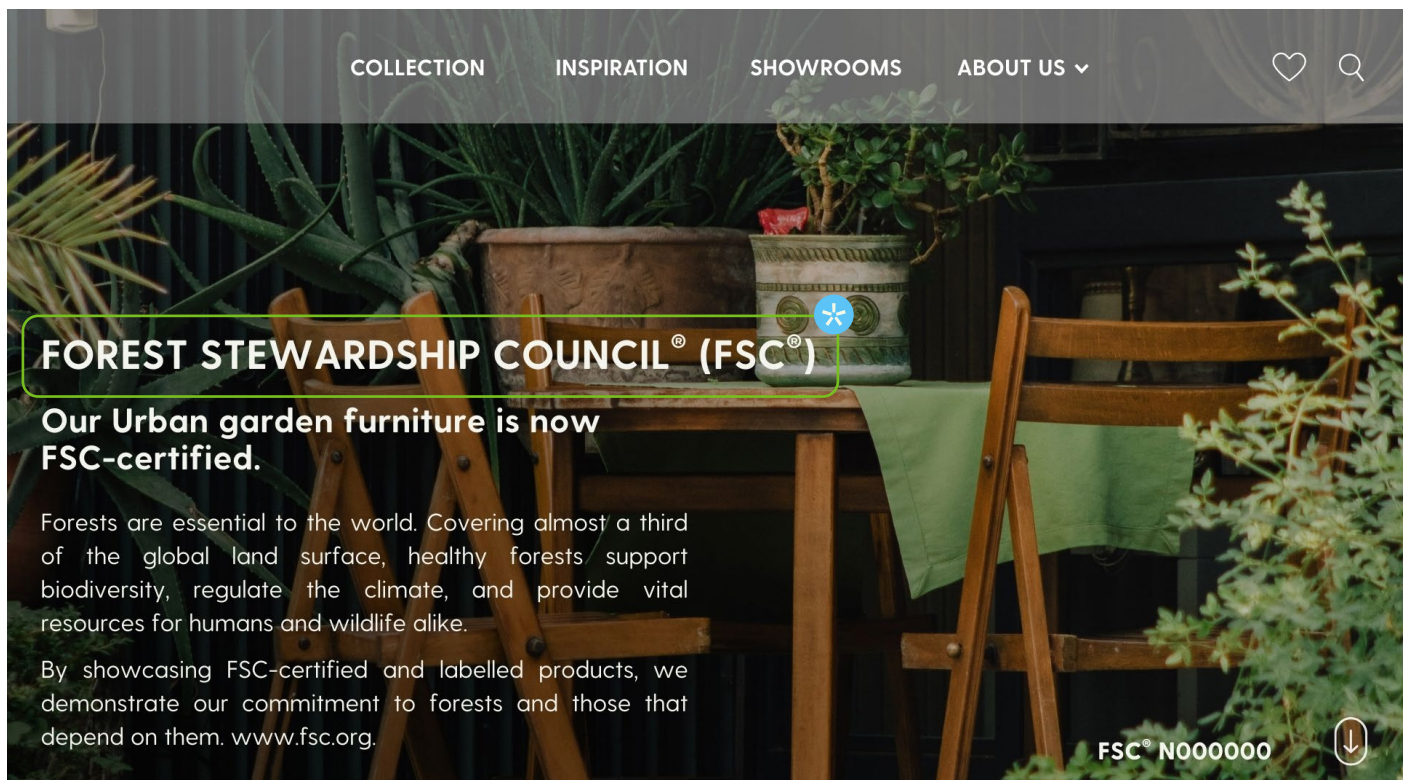


B. Trademark registration symbol

When using the FSC trademarks in promotional materials, include the correct trademark registration symbol ™ or ® in the upper-right corner next to the FSC logo, name, and initials.

These symbols show that the FSC trademarks are legally protected and may only be used by organizations holding a valid licence.

- Include the trademark registration symbol with every use of the FSC logo.
- In text, include the trademark registration symbol with the first or most prominent mention of 'FSC' and 'Forest Stewardship Council'.



Example: Use of the FSC trademark registration symbols in text

Which symbol to use?



Use if your promotional materials are distributed in countries where the FSC trademark is registered.

TM

Use if your promotional materials are distributed globally, in multiple countries with mixed registration status, or if the distribution countries are unknown at the time of approval.

Always select the trademark registration symbol based on the countries where your promotional materials will be distributed – the languages used in the materials do not affect the choice of symbol. See [Part 3](#) for further guidance on the use of trademark registration symbols on social media, ecommerce, and marketplaces.

FSC updates its trademark registrations regularly. Check the current Trademark Registration list in the FSC Brand Hub under the ‘Guidelines’ section. For the FSC logo, you may also use the standalone symbol generator in the FSC Brand Hub to confirm the correct registration symbol.

NOTE:

Websites are generally considered to have global distribution, so the recommended registration symbol is TM. If your website domain is localized (e.g., .es; .uk) use the applicable registration symbol for each FSC trademark.

2. FSC licence code

Each Promotional Licence Holder is assigned a unique FSC licence code. The licence code shows that you hold a valid licence and are responsible for the promotional material you create, distribute, or own. The licence code must appear once per promotional material.

Use the recommended format **FSC® N000000** with the applicable registration symbol.

3. Promotional statements

A promotional statement is a descriptive text that must accompany the FSC trademarks to explain what FSC is, what your licence represents, or to describe FSC-certified products or services.



EXAMPLE

By choosing this FSC™-certified wooden chair, you show your commitment to forests and those that depend on them. www.fsc.org

See [Annex 1](#) for example statements you can use, as well as detailed guidance on how to adapt them to your needs. Your TSP can provide further support in customizing and developing your own promotional statements.

If you are interested in making promotional claims about sponsorship of Ecosystem Service projects, please refer to the [Guidance on Market Use and Communication of Ecosystem Services Impacts](#) for further information.

4. FSC website

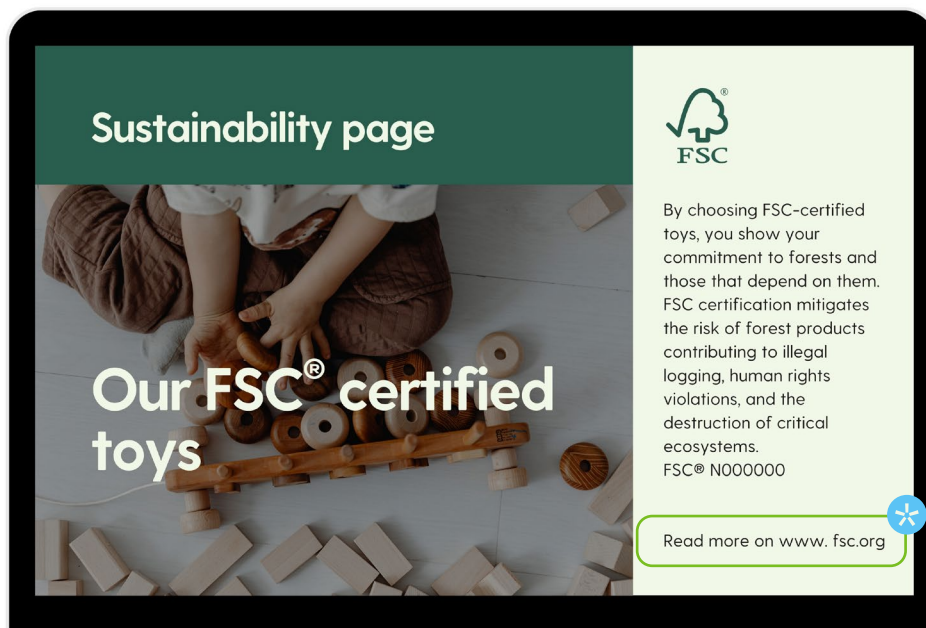
The FSC website helps your audience find more information about FSC and the FSC system. You must include the FSC website at least once in every promotional material, using the recommended format www.fsc.org.

- At the end of a promotional statement

EXAMPLE

The Forest Stewardship Council® (FSC®) is dedicated to promoting responsible forestry worldwide. www.fsc.org.

- Or, as a standalone element



You may include a short descriptive phrase before the website, such as:

'Learn more at www.fsc.org'

'Find out more at www.fsc.org'

'Visit www.fsc.org'

'Read more www.fsc.org'

5. Permitted use of the FSC trademarks

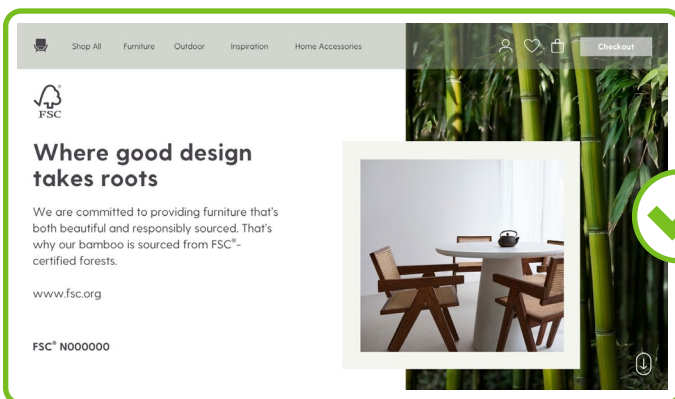
Follow the guidance in this section to ensure that the FSC trademarks are used correctly and do not mislead or confuse audiences.

Contexts for using the FSC trademarks

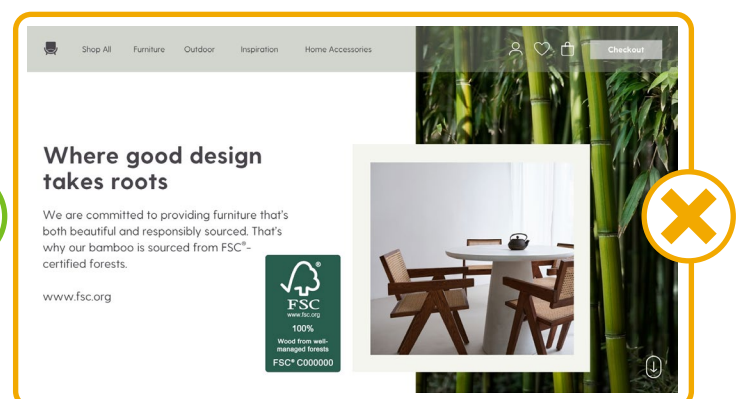
You may use the FSC trademarks only in promotional materials and within the scope of your Promotional Licence. Note that:

- Only FSC Chain of Custody certificate holders may use the FSC trademarks directly on products and in sales, supplier, or delivery documents.
- You may not use FSC labels, licence codes, or promotional panel designs belonging to another organization (e.g. your supplier).

Contact your TSP if you have any questions about FSC-certified organizations.



Example: Correct use of the FSC trademarks in a promotional material



Example: Incorrect use of the FSC on-product label in a promotional material



Example: Incorrect application of the FSC on-product label, the FSC trademarks, and designs on products

Translation of 'Forest Stewardship Council'

When translating the full name 'Forest Stewardship Council', show the English name first, followed by the translation in brackets. Apply this rule consistently throughout the material.



EXAMPLE

'Forest Stewardship Council® (森林管理協議会)' translated into Japanese.

Clear and consistent design presentation

The FSC trademarks must be used correctly so that they are easy to recognize and identify. Note that:

- Promotional elements must be displayed on their own and be clearly visible. They must not be grouped together or placed inside borders or closed shapes. Promotional panel designs are no longer allowed, as aligned with anti-greenwashing legislation.
- Layouts must not resemble FSC on-product labels or similar designs.
- The FSC trademarks must remain visually independent and must not be integrated into your brand identity.
- The FSC trademarks must retain their correct proportions and be positioned with sufficient space from other brand elements.



Example: Correct use with clear and consistent design presentation



Example: Incorrect use with promotional elements placed inside a closed shape, resembling the FSC on-product label

Meaning and claims

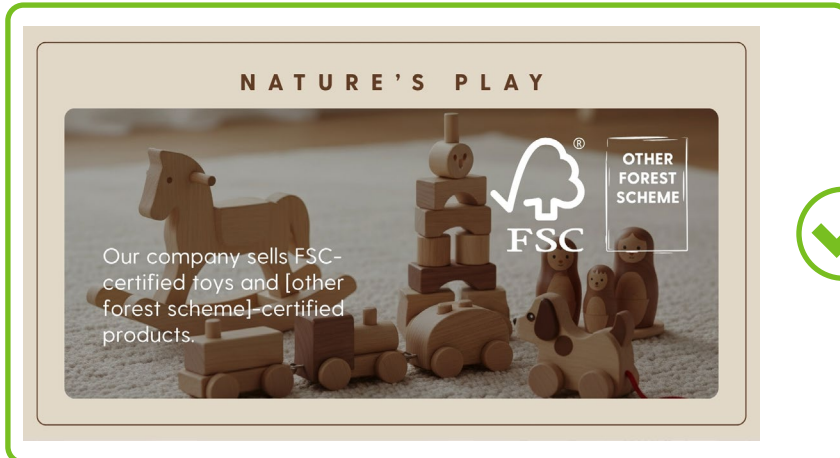
When using the FSC trademarks in text, you must ensure that they are used to communicate accurate and relevant information. Note that:

- Their use must clearly reflect the scope of your FSC licence and must not imply endorsement or involvement beyond that scope.
- Claims must relate solely to aspects covered by FSC certification.
- The FSC trademarks must be placed in a way that avoids confusion, misinterpretation, or reduces credibility of the FSC system.
- FSC must not appear or be presented as the manufacturer, owner, or trader of products.
- The FSC trademarks must remain separate from unrelated environmental or sustainability claims.
- The FSC trademarks must not be used in product brands, company names, website domains, slogans, verbs, or social media account names.

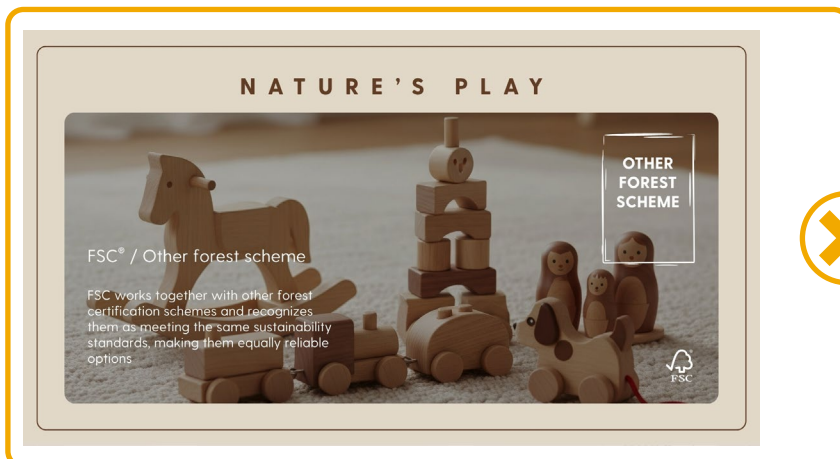
Use with other forest certification schemes

When the FSC trademarks are shown alongside other forest certification schemes, note that:

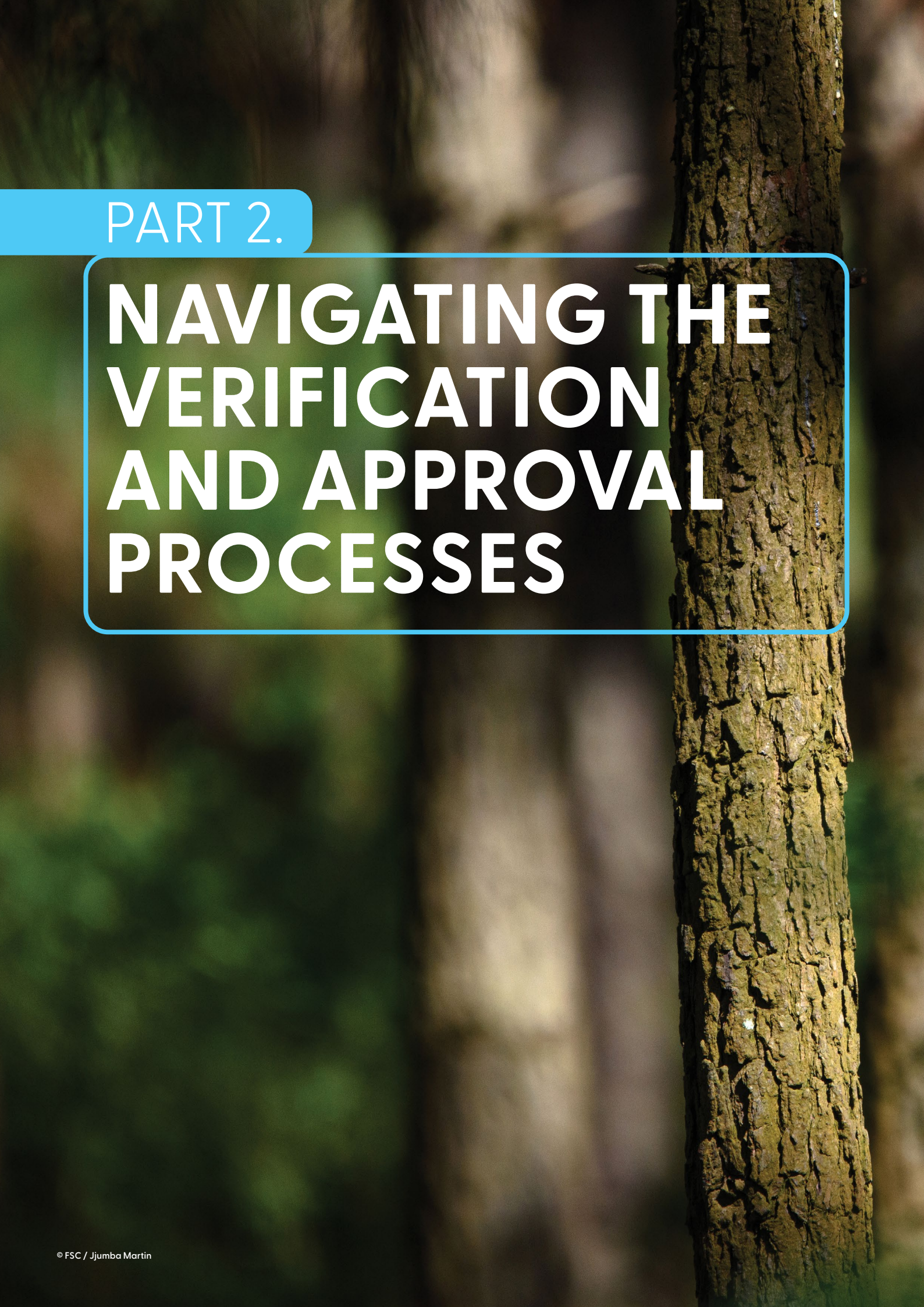
- The FSC trademarks must remain clearly visible and have equal prominence in terms of size and positioning.
- Their presentation must not suggest endorsement, affiliation, or equivalence.



Example: Correct use of the FSC trademarks with other forest certification scheme marks.



Example: Incorrect use of the FSC trademarks where other forest certification scheme marks are displayed more prominently and a statement implies equivalence.

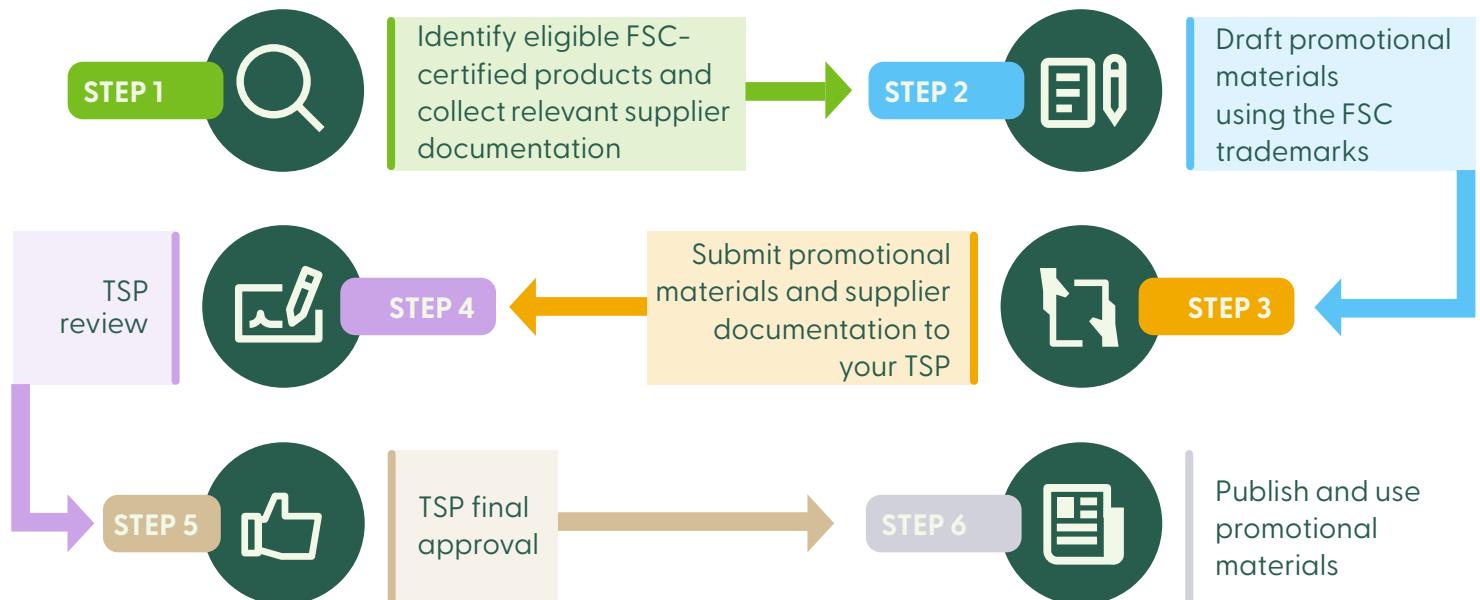
A vertical photograph of a forest. A tree trunk with rough, textured bark is prominent on the right side, running from the top to the bottom of the frame. The background is filled with out-of-focus green foliage and other tree trunks, creating a sense of depth and a natural setting.

PART 2.

NAVIGATING THE VERIFICATION AND APPROVAL PROCESSES

This section explains how to obtain approval to use the FSC trademarks in your promotional materials. All trademark uses must be approved by your TSP before printing or publishing, and FSC-certified products must be verified where applicable.

Below is a step-by-step overview of the verification and approval process you are required to follow.



Important: To protect the integrity of the FSC system, following the verification and approval process is mandatory. Publishing promotional materials without prior approval may result in the suspension or termination of your FSC Promotional Licence.

STEP 1 Identify eligible FSC-certified products and collect relevant supplier documentation

Before creating and submitting promotional materials for approval, identify eligible FSC-certified product(s) and collect all required documentation.

Are my products eligible for promotion?

You may promote FSC-certified products if all the following conditions are met:

- You purchase the FSC-certified product(s) directly from an FSC-certified supplier. (Exceptions may apply – contact your TSP for further guidance).
- The product is finished, meaning you use or sell it as received, without transforming, altering, relabelling, or repackaging.
- The product carries the [FSC label](#) applied by an FSC-certified organization.

If you sell FSC-certified product(s) to other companies, note that your customer cannot further promote these products using the FSC trademarks.

If you are not promoting a specific FSC-certified product, contact your TSP for further guidance.



Example: Product with an FSC on-product label

When the direct supplier is not certified

An unbroken chain of custody is central to FSC's credibility. If certain criteria are met, your TSP may allow an exception, meaning you do not need to source directly from an FSC-certified supplier. Exceptions are granted on a case-by-case basis and must be confirmed and approved by your TSP.

Examples where an exception may apply include cases where your direct supplier:

- only adds non-forest-based content to finished FSC-certified packaging without altering it;



EXAMPLE:

An uncertified food supplier packs fresh sandwiches in FSC-certified, labelled boxes, to be sold in your supermarket.

- supplies FSC-certified, finished products that are customized or branded for you without altering the product.



EXAMPLE:

An uncertified publishing company provides calendars with your branding that were printed by an FSC-certified printer.

What relevant supplier documentation do I need?

You must submit supplier documentation to your TSP to verify that your products meet the FSC requirements.

You may submit any document that confirms the purchase of FSC-certified products and includes all the following required information:

1. the direct supplier's Chain of Custody Certification number (e.g. AB-COC-123456);
2. correct supplier name, address, and information matching the Chain of Custody Certification number. You can use the [FSC Search](#) database to confirm this information;
3. the FSC claim for each product (e.g. FSC Mix, FSC 100%, FSC Recycled);
4. a clear indication of which products are FSC-certified.

Acceptable documents include invoices, delivery documents, or any other sales document provided by your FSC-certified supplier. The supplier documentation should relate to your most recent purchase and must be addressed to your organization.

If products are supplied on demand or under similar arrangements, your TSP can advise on acceptable documentation.

Your TSP may request photos showing the FSC label on the product or packaging or other additional documentation. You may provide a photo of your product with the FSC label alongside other general identification features (such as GTIN or UPC).

The following cannot be accepted as documentation:

- standalone copies of FSC Chain of Custody Certificates
- self-declarations or written statements from your organization or your supplier
- screenshots or links from the FSC Search database

Your TSP can assist you if you identify any errors or issues with documentation.

FSC Supplier Organization **INVOICE**

COC Certification Number: XX-COC-0000000

INVOICE NO: #100
DATE: 1/1/26

FSC Supplier Organization
123 Anywhere St.
Any City, ST
Phone: (123) 456-7890
Fax: (123) 456-7891

Bill to:
Promotional Licence Holder
15 Street Ave.
Any City, ST

SALESPERSON	P.O. NUMBER	REQUISITIONER	SHIPPED VIA	F.O.B. POINT	TERMS
	143		Express Air	Warehouse	Due on Receipt

NO	ITEM DESCRIPTION	PRICE	TOTAL
100	Dining Table FSC 100%	\$00,00	\$00,00
1	Wooden Door FSC MIX	\$00,00	\$00,00
3	Tall Cabinets	\$00,00	\$00,00
100	Chair FSC MIX	\$00,00	\$00,00
SUBTOTAL:			\$00,00
TAX:			0
GRAND TOTAL:			\$00,00

Make all checks payable to FSC Supplier Organization

Payment Info:
Account: John Doe
A/C Name: John
Bank Details: XXXXX

Terms & Condition
Lorem ipsum dolor sit
amet, consectetur adipi-
scing elit, sed diam

Questions?
Email us at info@website.com
or call us at 1-234-567-890

- 1 Supplier's Chain of Custody Certification number (e.g. AB-COC-123456).
- 2 Correct supplier name and information matching the Chain of Custody Certification number.
- 3 The FSC claim for each product and clear indication of which products are FSC- certified.

Example: Acceptable documentation – invoice issued by an FSC-certified supplier

STEP 2



Draft promotional materials using the FSC trademarks

You may now create promotional materials including the FSC trademarks. Ensure that all promotional elements appear at least once per promotional material. See [Part 3](#) for more details on what 'once per promotional material' means for different formats (e.g. website, catalogue).

If your promotional material includes both FSC-certified and non-certified products, clearly indicate which products are FSC-certified by:

- displaying the FSC trademarks (e.g. the FSC logo) next to the FSC-certified products, and
- using a clarifying statement, such as: 'Look out for our FSC-certified products'.

If a product is available in FSC-certified material only upon request or depending on availability, this must be clearly stated.



EXAMPLE

'This garden furniture is available in FSC-certified wood upon request.'

Example: Use of FSC trademarks to identify FSC-certified products

See [Annex 1 Promotional Statements](#) for further guidance, with examples, on how to communicate about your FSC-certified products, your FSC Promotional Licence, and how choosing FSC-certified products supports your sustainability goals.

STEP 3



Submit promotional materials and supplier documentation to your TSP

Send the draft promotional materials and supplier documentation to your TSP. You may not print or publish any materials until you receive final approval. Your TSP will advise on submission methods and may offer streamlined approaches for high-volume materials, such as multiple product listings on a website.

STEP 4



TSP review

During this step, your TSP verifies that:

- the supplier documentation is valid
- the FSC trademarks are used correctly
- promotional statements are clear, accurate, and relevant

If any issues are identified, your TSP will provide feedback explaining what needs to be corrected and why. You must apply the requested changes and resubmit the materials for approval.

STEP 5

**TSP final approval**

Your TSP will approve your promotional materials once all requirements are met.

NOTE: TSPs may conduct period reviews of permanent or static materials.

STEP 6

**Publish and use promotional materials**

You may now publish and use your approved promotional materials. Every material is an opportunity to demonstrate your commitment to selling or using FSC-certified products.



Example: Promotional material (tray liner) promoting the use of FSC-certified products

NOTE: You are responsible for complying with national consumer protection laws in all countries where your promotional materials are distributed.

Internal verification and self-approval

Some organizations may be allowed to verify documentation and approve promotional materials internally. This option offers greater flexibility and helps you promote FSC-certified products more efficiently.

This option is suitable for organizations that:

- ✓ have demonstrated a long-term commitment to FSC;
- ✓ have a strong understanding of the FSC system, including approval and verification processes;
- ✓ offer and promote a wide range of FSC-certified products, using the FSC trademarks frequently or across multiple channels and materials.

Process overview

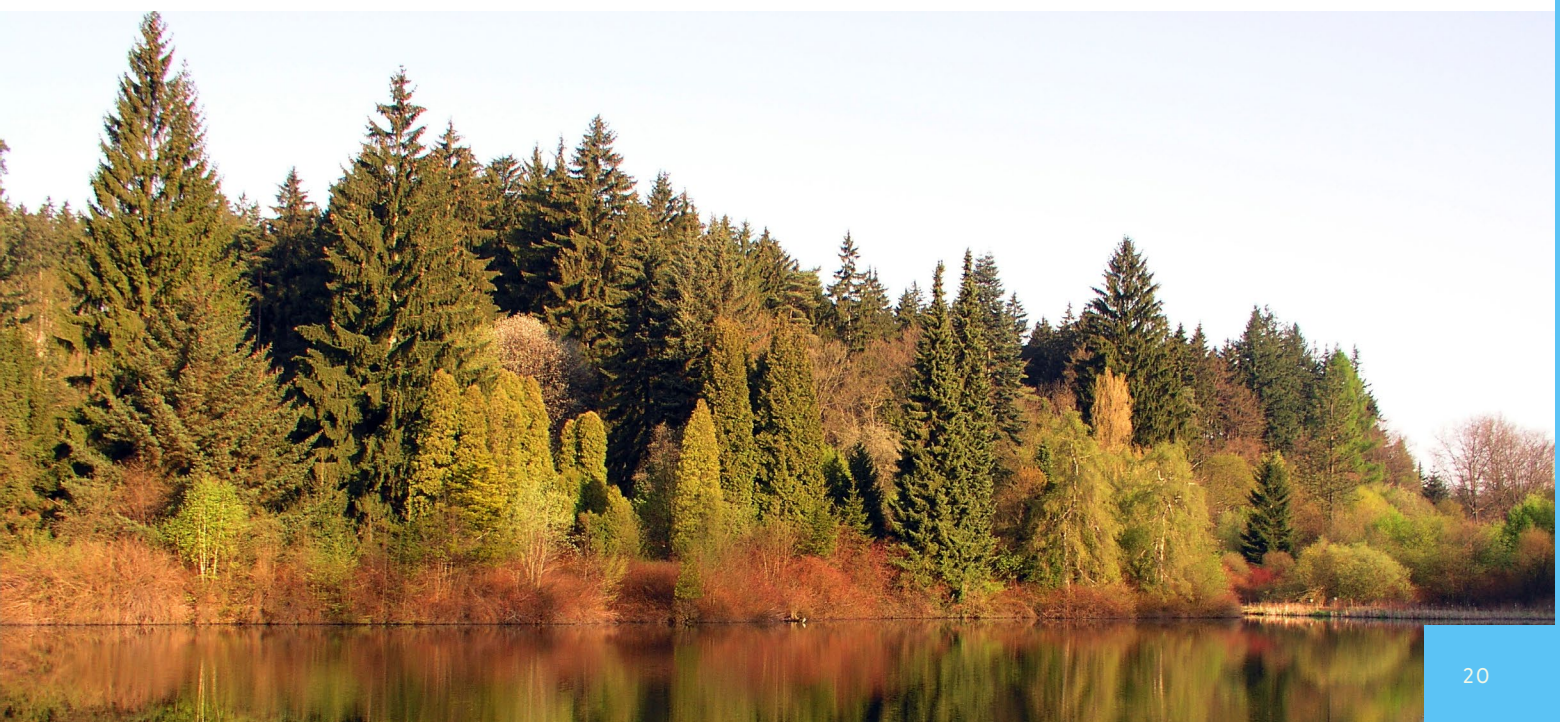
To adopt an internal verification and self-approval system, you must:

1. Set up and maintain procedures for:
 - verifying FSC-certified products and supporting documentation
 - approving FSC trademark use in promotional materials
2. Appoint a trained person to:
 - verify FSC-certified products, documentation, and sourcing processes
 - approve promotional materials in line with the FSC trademark use requirements
 - document approval processes and keep records
 - train staff as needed

NOTE:

Before you start internal approval and verification, your procedures must be reviewed and approved by your TSP and relevant staff must receive training. An amendment to your existing Promotional Licence Agreement is also required.

Your TSP will assist you in setting up these processes, provide the required training, and regularly review your verification and approval systems to ensure they remain aligned with FSC requirements.



A photograph of a forest stream with a rainbow. The stream flows over dark, mossy rocks. Sunlight filters through the dense forest canopy, creating a warm, golden light. A vibrant rainbow is visible in the lower right portion of the image, arching over the water. The background shows tall, thin trees and a dense forest floor.

PART 3.

APPLYING THE REQUIREMENTS IN PRACTICE

Once you are familiar with the FSC trademark use requirements and processes, you may start applying them in your promotional materials. This section provides practical guidance for different channels, including examples.

NOTE: Ready-to-use and customisable assets are available in the [FSC Brand Hub](#).

Highlighting FSC-certified products demonstrates your commitment to responsible sourcing and responsible forestry. It also helps consumers easily identify FSC-certified and labelled products, make informed purchasing decisions, and trust your brand.

The requirements covered in [Part 1](#) apply to all printed materials and digital materials. Some channels, such as social media and ecommerce, have specific requirements, which are explained below.

1. Using the FSC trademarks in printed promotional materials

You may use the FSC trademarks in printed promotional materials such as brochures, leaflets, product catalogues, posters, banners, in-store displays, point-of-sale materials, magazines, and similar formats.

TRENDY CASUAL

Designed with a relaxed fit and soft, breathable fabrics, these pieces are perfect for both day-to-day wear and casual outings. With versatile colors and chic designs, they're easy to mix and match with any wardrobe, giving you a laid-back yet polished look. Embrace comfort and style wherever you go!

Look out for our FSC®-certified products

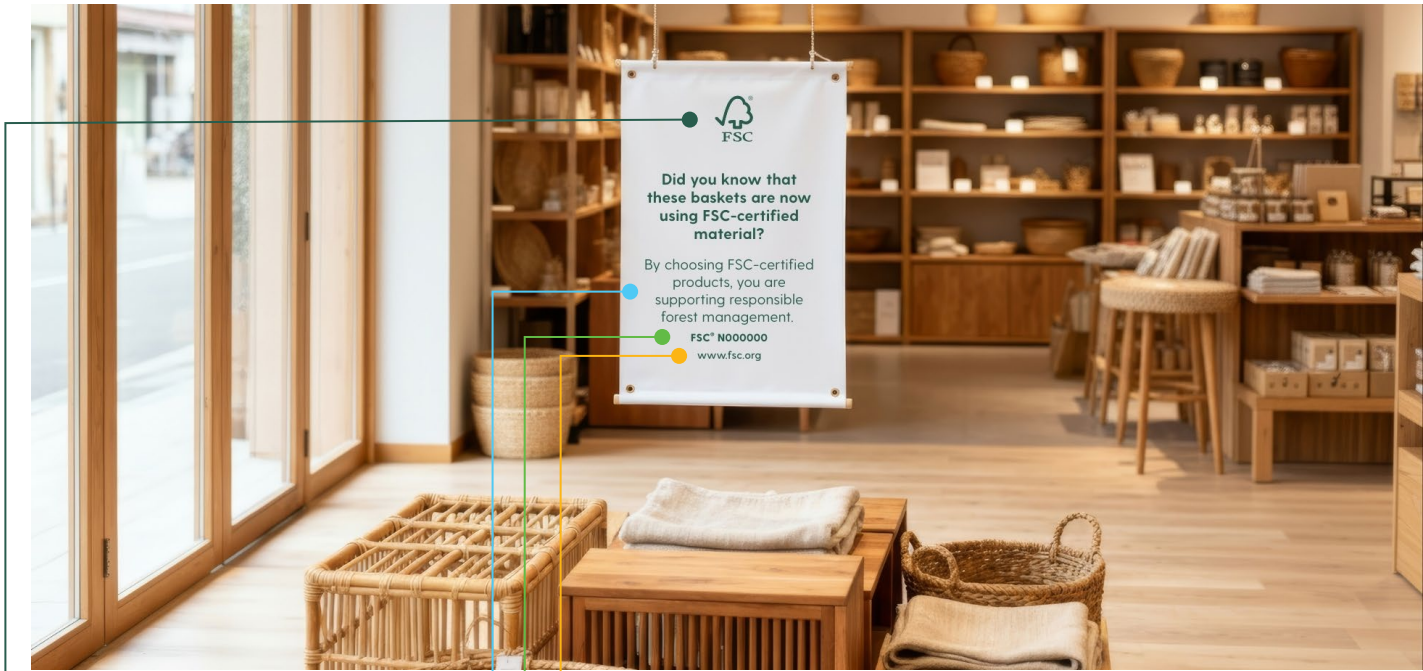
FSC is dedicated to promoting responsible forestry worldwide

FSC® N000000

www.fsc.org

Example: Correct use of the FSC trademarks in a multi-page catalogue – all promotional elements are included and FSC-certified products are clearly identified using the FSC logo

- FSC logo
- FSC licence code
- Promotional Statement
- FSC website



- FSC logo
- FSC licence code
- Promotional Statement
- FSC website

Example: Correct use of the FSC trademarks and promotional elements in a point-of-sale material

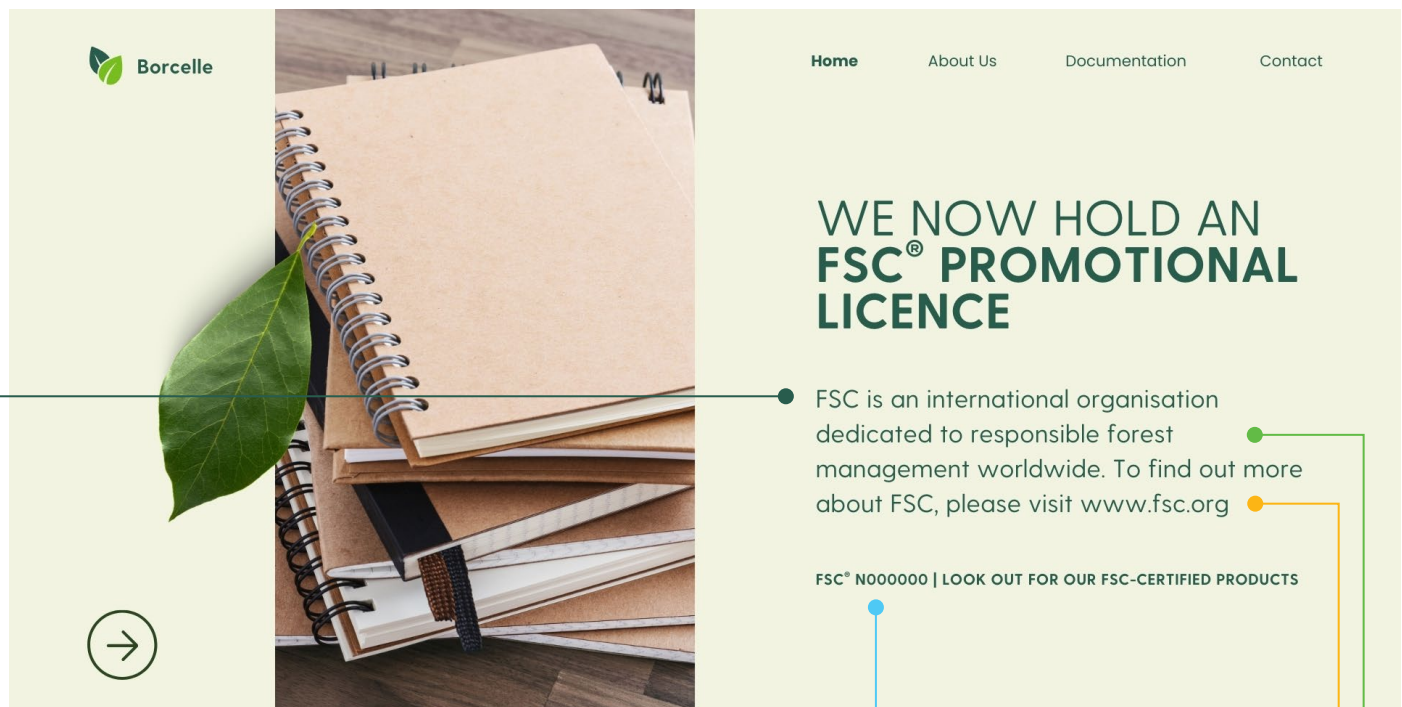


2. Using the FSC trademarks in digital and online materials

You may use the FSC trademarks in digital promotional materials such as websites, email campaigns, digital advertisements, apps, online brochures, and similar formats.

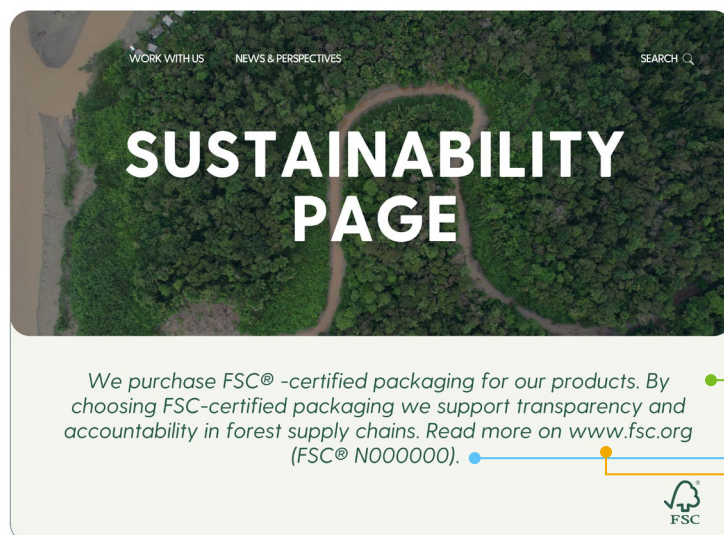
You must include the promotional elements once per promotional material.

- If your website does not sell FSC-certified products, the entire website counts as a single promotional material.
- If your website includes an online shop selling FSC-certified products, see the [Using the FSC trademarks on ecommerce platforms, online marketplaces, and online shops](#) section below.



Example: Use of the FSC trademarks on a website

- FSC initials
- Promotional statement
- FSC licence code
- FSC website



- FSC logo
- Promotional statement
- FSC licence code
- FSC website

Example: Correct application of the FSC promotional elements on a website page

3. Using the FSC trademarks in videos

When using the FSC trademarks in videos, you may include the promotional elements by:

- ✓ adding them in the video description
- ✓ embedding them in the video or material itself (e.g. licence code or website in the sign off frame; promotional statement in voiceover, in line with this guide), or
- ✓ using a combination of the two approaches above.



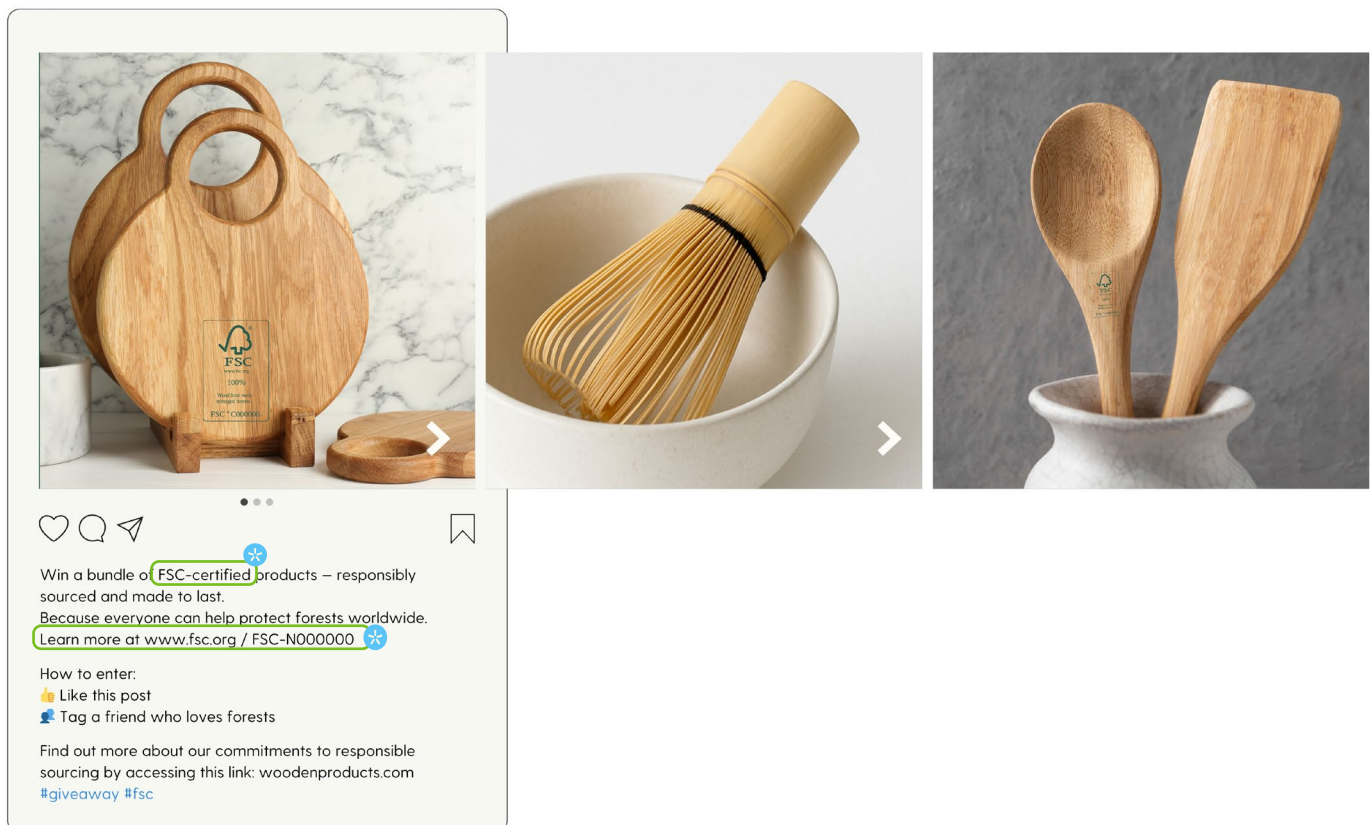
Each video is considered a separate promotional material.

4. Using the FSC trademarks in social media

Because of space limitations and different platform formats, you may adapt how you display certain elements. Follow the requirements below for correct trademark use:

- **FSC logo:** Include the trademark registration symbol and all promotional elements.
- **‘FSC’ initials or full name ‘Forest Stewardship Council’**
 - ▶ Registration symbol may be omitted in photos, captions, or similar contexts.
 - ▶ Licence code and FSC website address may be omitted when the post links to a website page where all promotional elements are clearly displayed.
 - ▶ A promotional statement (e.g. in caption).

Each social media post is considered a separate promotional material.



Example: Use of the FSC trademarks on social media



Our soles are made with FSC-certified natural rubber—responsibly sourced and ready to move. (FSC N000000)

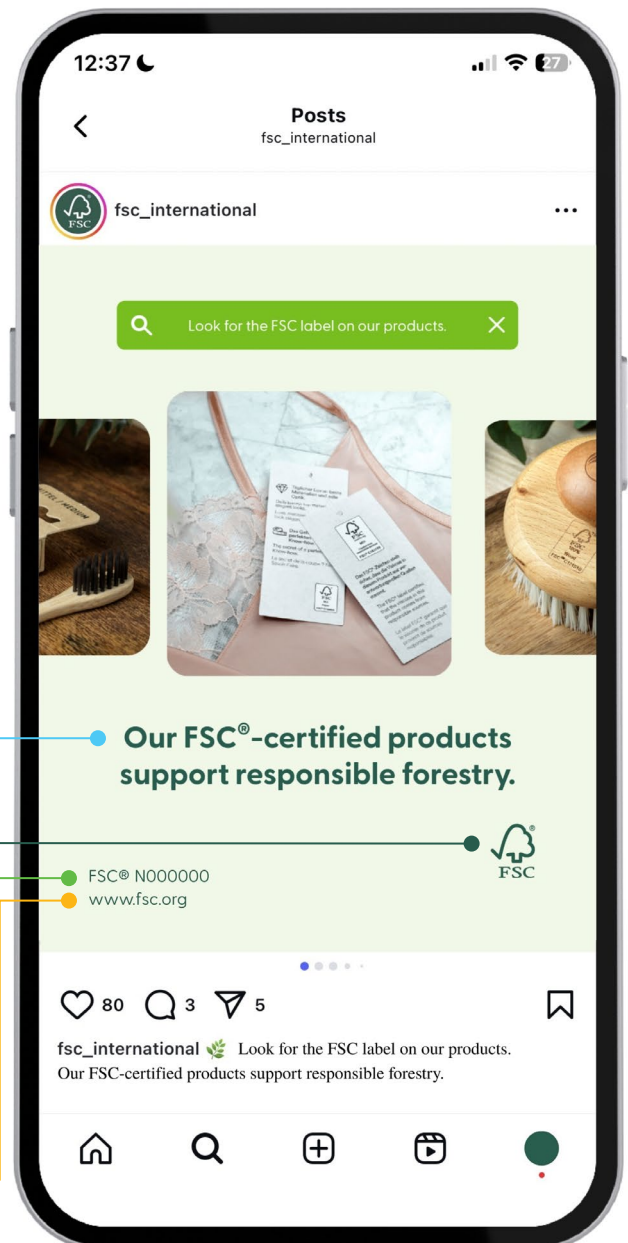
- FSC initials
- FSC licence code
- Promotional Statement

FSC logo

FSC licence code

Promotional Statement

FSC website



Tip:

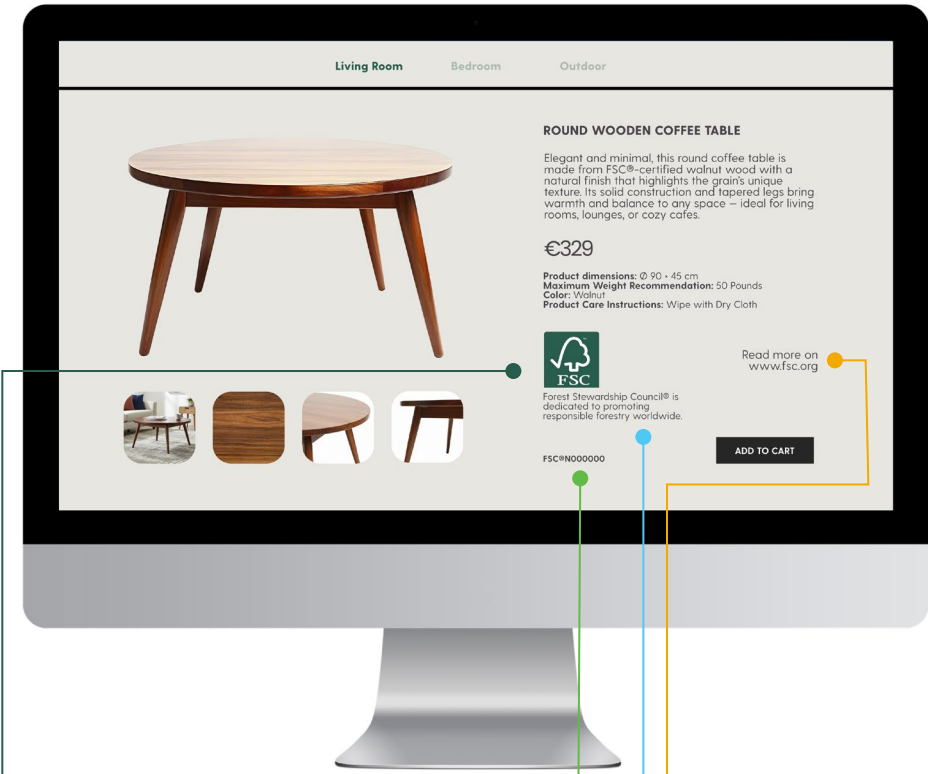
Embed the promotional elements in an image or graphic

5. Using the FSC trademarks on ecommerce platforms, online marketplaces, and online shops

When selling FSC-certified products on third-party platforms or your own online shop, the following requirements apply:

- For **'FSC'** initials or full name **'Forest Stewardship Council'**, the registration symbol may be omitted in photos, captions and description. The FSC logo must always be displayed with a registration symbol.
- Always use **'FSC-certified'** if you use the FSC initials or the full name in your product title or descriptions. For example, 'FSC-certified table' and not 'FSC table' or 'certified table'.
- If the FSC trademarks, FSC website or FSC licence code are used in a website footer, add a disclaimer such as *'Look out for our FSC-certified products'*.

Each product listing is considered a separate promotional material.



FSC logo

FSC licence code

Promotional Statement

FSC website

Example: Use of the FSC trademarks in a product listing - a separate promotional material

OAK FURNITURE

CONCEPT

THEME

AUDIENCE

PROCESS

CONTACT



FSC logo

FSC licence code

Promotional Statement

FSC Website

FSC® CERTIFIED OAK CHAIR

The Forest Stewardship Council® (FSC®) promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

FSC N000000 / www.fsc.org

From solid oak, this chair brings timeless natural elegance to any space. With its sturdy construction, smooth finish, and comfortable ergonomics, it's designed for everyday use while elevating your home's aesthetic. Perfect for dining rooms, kitchens, or cozy reading corners.

Brand: ABC
Colour: Black
Material: FSC-certified oak

€315.00

Example: Use of the FSC trademarks in a product title, product description, and pop-up/overlay

6. Get inspired!

There are many opportunities to highlight your Promotional Licence and communicate about FSC and FSC-certified products. For example:



Participate in FSC campaigns, such as FSC Forest Week, using assets available in the [FSC Brand Hub](#) or by creating your own.



Engage in events and activities connected to FSC, such as workshops, community engagement activities, industry events, or activities your organization hosts or participates in that feature FSC or your FSC-certified products.



Explain what the FSC label means to show why responsible sourcing matters.



Behind-the-scenes content: Show how FSC-certified products are used in your operations, where materials come from, and the impact of responsible forestry on people and nature.





Storytelling: Share stories that bring your FSC-certified products to life.



Seasonal or themed campaigns: Include FSC-certified products in holiday promotions, sustainability campaigns, or product launches.



Contact your TSP for support in developing promotional materials that use the FSC trademarks.

An aerial photograph showing a dense, vibrant green forest on the right side, which meets a dark blue body of water on the left. The water is covered with numerous green lily pads. The forest appears to be a tropical or subtropical rainforest, with a thick canopy of various shades of green. The overall scene is peaceful and natural.

ANNEX 1.

PROMOTIONAL STATEMENTS

This annex provides a set of recommended promotional statements to describe FSC, your FSC Promotional Licence, and FSC-certified products and projects. You may use these statements as they are or adapt them to suit your communication needs.

The guidance in this annex explains how to work with the statements – for example, by adapting or combining them, shortening the text, or changing perspective – while ensuring they remain accurate, clear, and truthful. The list is not exhaustive and is intended to support a wide range of communication needs across different contexts, audiences, and channels.

All promotional statements must be submitted to your TSP for approval, even if used verbatim.

1. How to combine, adapt, and change the perspective of promotional statements

Depending on the promotional statement you wish to use, you may combine the provided statements to convey your intended message.



EXAMPLE:

Describing an FSC-certified product with the FSC 100% label using the provided statements

Choose a first statement

- ▶ This [product] is made of FSC-certified [forest-based material].
- ▶ [Forest-based material] in this [product] comes from FSC-certified forests.
- ▶ All the [forest-based material] in this [product] comes from FSC-certified forests.



AND choose a second statement

- ▶ Using the FSC 100% label shows that the [product] [is/are] made using only [forest-based material] from FSC-certified forests. www.fsc.org
- ▶ The FSC 100% label means that only [forest-based material] from FSC-certified forests was used to make this [product]. www.fsc.org



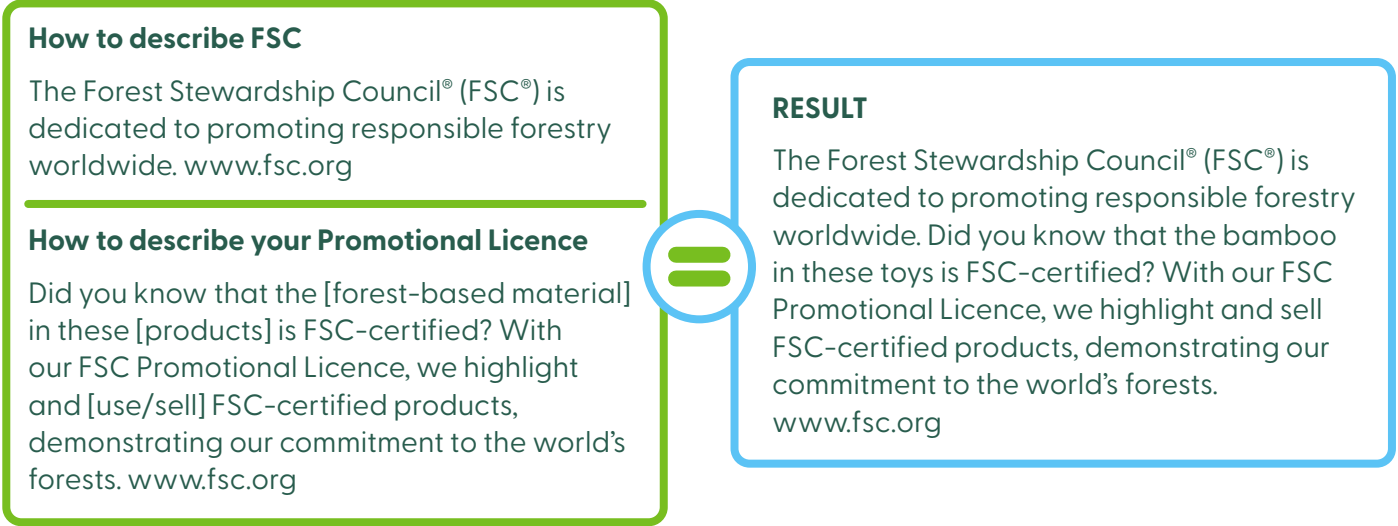
Result:

This product is made of FSC®-certified wood. Using the FSC 100% label shows that this toy is made using only materials from FSC-certified forests. To find out more, visit www.fsc.org.

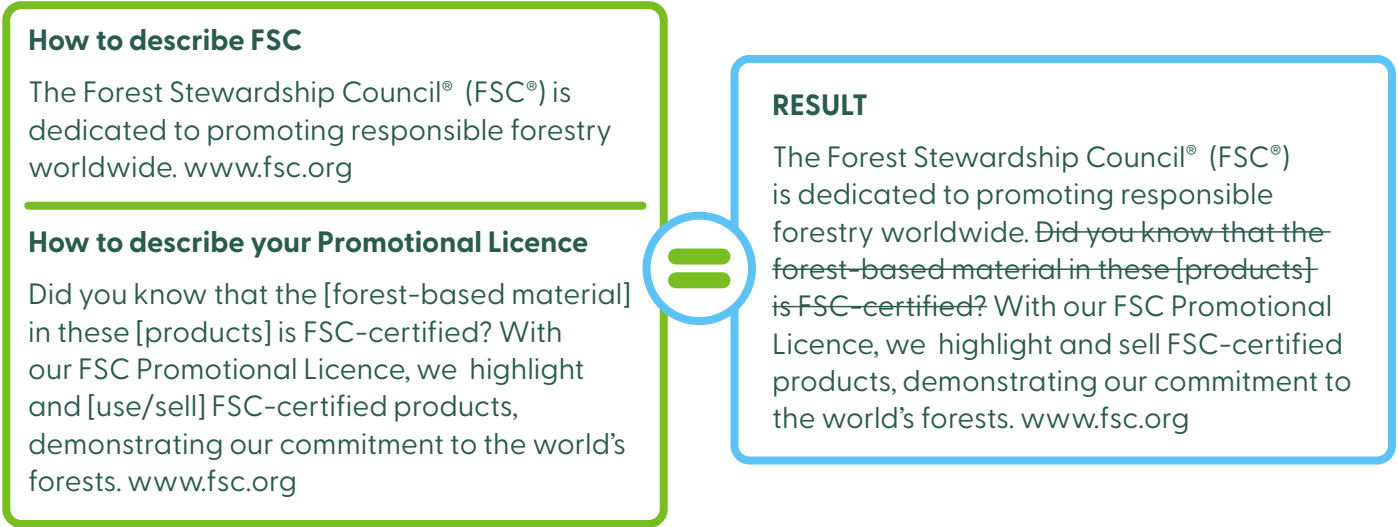
As a Promotional Licence Holder, you may wish to share information about your products, licence, or FSC in the same message to support your storytelling. For this, you can combine, shorten, or change the perspective of the provided promotional statements to articulate your message. See below for illustrative examples.

EXAMPLE:

Combining the provided promotional statements



Below is an example of how the same example statements can be combined and shortened.



Below is an example of a shortened promotional statement.

Long-form statement	Concise statement
All [forest-based material] in this [product] is reclaimed or recycled, reducing the need for virgin forest material and supporting a more circular economy by keeping fibre in use longer. www.fsc.org	All [forest-based material] in this [product] is reclaimed or recycled, reducing the need for <i>instead of</i> virgin forest material and supporting a more circular economy by keeping fibre in use longer. www.fsc.org

Below is an example of how to change the perspective of a statement.

Consumer perspective	Company perspective
By choosing this [product], you help decrease the need for virgin forest material. The FSC Recycled label confirms that all [forest-based material] is [recycled/reclaimed]. www.fsc.org	By choosing to source products using [recycled/reclaimed] materials, we help decrease the need for virgin forest material. The FSC Recycled label confirms that all [forest-based material] is [recycled/reclaimed]. www.fsc.org

How to replace the square bracket '['] placeholders

The placeholder brackets '[']' are used to indicate the type of language required and do not represent the exact wording to be used in a promotional statement.

[product]



The name of the product being described, e.g. table, chair, notebook.

[forest-based material]



The FSC-certified material used, as shown on the FSC on-product label, e.g. wood, paper, pulp, natural rubber.

[Organization]



The name of your company or organization. In contexts where the company name is already used in the text, it may be replaced with 'our'.

EXAMPLE:



[Organization] believes that forests are vital for our future. This is why we promote the FSC-certified **[products]** we sell with our FSC Promotional Licence. This means we can help you make better choices for our forests. www.fsc.org



Company ABC believes that forests are vital for our future. This is why we promote our FSC-certified **toys** with our FSC Promotional Licence. This means we can help you make better choices for our forests. www.fsc.org

Choice indication placeholders

The placeholder brackets '[']' are used to indicate a choice between possible options.

[and/or]

[reclaimed/ recycled]

[use/sell]



Choose based on the option which most accurately describes your product or your activity (using FSC-certified products or selling FSC-certified products). If unsure, choose the most general option (usually 'or').

EXAMPLE:**MOST GENERAL OPTION**

As an FSC Promotional Licence Holder, we are authorized to promote FSC-certified products we **[use/sell]**. This **[product]** is made of FSC-certified, **[and/or]** recycled, **[and/or]** other controlled materials. www.fsc.org



As an FSC Promotional Licence Holder, we are authorized to promote FSC-certified products we **sell**. This **table** is made of FSC-certified, recycled, **or** other controlled materials. www.fsc.org



© FSC / Jonathan Perugia

2. List of promotional statements

How to describe FSC

Full-form statements

1. The Forest Stewardship Council (FSC) is dedicated to promoting responsible forestry worldwide. www.fsc.org
2. The Forest Stewardship Council (FSC) provides solutions to safeguard biodiversity and tackle deforestation and climate change by advancing responsible forest management. www.fsc.org
3. The Forest Stewardship Council (FSC) promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests. www.fsc.org
4. Over 150 million hectares of forest worldwide are certified according to the rigorous Forest Stewardship Council (FSC) standards. FSC is supported by major NGOs, recognized by consumers, and trusted by businesses. www.fsc.org

How to describe the FSC Promotional Licence, FSC-certified products, and the FSC label

Full-form statements	Concise statements
5. Did you know that the [forest-based material] in these [products] is FSC-certified? With our FSC Promotional Licence, we highlight the [FSC-certified products] we sell, demonstrating our commitment to the world's forests. www.fsc.org	
6. As an FSC Promotional Licence Holder, we are authorized to promote FSC-certified products we [use/sell]. (Only use if selling FSC-certified products) Look for the FSC logo and do your part for forests. www.fsc.org	
7. [Organization] chooses FSC-certified products because we are committed to respecting forests and those that depend on them. Our FSC Promotional Licence means we can promote the FSC-certified products we [use/sell]. AND choose a second statement The Forest Stewardship Council (FSC) provides solutions to safeguard biodiversity and tackle deforestation and climate change by advancing responsible forest management. www.fsc.org The Forest Stewardship Council (FSC) promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests. www.fsc.org Over 150 million hectares of forest worldwide are certified according to the rigorous Forest Stewardship Council (FSC) standards. FSC is supported by major NGOs, recognized by consumers, and trusted by businesses. www.fsc.org	
8. [Organization] believes that forests are vital for our future. This is why we promote the FSC-certified [products]. This means we can help you make better choices for our forests. www.fsc.org	
9. [Organization] is taking tangible steps to promote the importance of forests worldwide. With our FSC Promotional Licence, we make it easier for you to choose FSC-certified products by highlighting the FSC-certified products we sell. Choosing FSC shows your commitment to forests and those that depend on them. www.fsc.org	Our FSC Promotional Licence means we can help you identify and choose FSC-certified products to show your commitment to forests. www.fsc.org
10. By choosing this FSC-certified and labelled [product], you show your commitment to forests and those that depend on them. www.fsc.org	
11. Our FSC Promotional Licence means we are authorized to promote FSC-certified products. The FSC label on the products we [use/sell] shows our commitment to supporting responsible forestry. The Forest Stewardship Council (FSC) provides solutions to help protect the world's forests and tackle deforestation, climate, and biodiversity challenges. www.fsc.org	

How to describe products with an FSC 100% label

Full-form statements	Concise statements
12. Choose a first statement This [product] is made of FSC-certified [forest-based material]. [Forest-based material] in this [product] comes from FSC-certified forests. All the [forest-based material] in this [product] comes from FSC-certified forests. AND choose a second statement Using the FSC 100% label shows that the [product] [is/are] made using only [forest-based material] from FSC-certified forests. www.fsc.org The FSC 100% label means that only [forest-based material] from FSC-certified forests was used to make this [product]. www.fsc.org	All the [forest-based material] in this [product] comes from FSC-certified forests. www.fsc.org
13. By purchasing this FSC-certified [product], you are supporting forests that actively work to conserve biodiversity. Independent, peer-reviewed studies confirm that FSC-certified forests support greater plant and mammal diversity than uncertified, logged forests. www.fsc.org	

How to describe products with an FSC MIX label

Full-form statement
14. This [product] is made of FSC-certified, [and/or] recycled, [and/or] other controlled materials. www.fsc.org

How to describe products with an FSC RECYCLED label

Full-form statements	Concise statements
15. All [forest-based material] in this [product] is reclaimed or recycled, reducing the need for virgin forest material and supporting a more circular economy by keeping fibre in use longer. www.fsc.org 16. The [forest-based material] in this [product] is [reclaimed/recycled]. The FSC RECYCLED label confirms that all the forest-based materials in this product come from recycled or reclaimed sources. www.fsc.org	All [forest-based material] in this product is reclaimed or recycled instead of virgin forest materials. www.fsc.org
17. By choosing this [product], you help decrease the need for virgin forest material. The FSC RECYCLED label confirms that all [forest-based material] is [recycled/reclaimed]. www.fsc.org	

How to describe FSC Project Certification: Full certification

Full-form statements
18. This [name of project] is FSC-certified and uses [forest-based materials] from FSC-certified forests, [and/or] recycled, [and/or] controlled sources. AND choose a second statement or combine It shows [Organization]'s commitment to forests and those that depend on them. www.fsc.org This mitigates the risk of forest-based materials contributing to illegal logging, human rights violations, and the destruction of critical ecosystems. www.fsc.org
19. All [forest-based materials] in this [name of project] [is/are] FSC-certified and [comes/come] from FSC-certified forests, [and/or] recycled, [and/or] controlled sources. AND choose a second statement or combine It shows [Organization]'s commitment to forests and those that depend on them. www.fsc.org This mitigates the risk of forest-based materials contributing to illegal logging, human rights violations, and the destruction of critical ecosystems. www.fsc.org

How to describe FSC Project Certification: Percentage claims

Full-form statement

20. [xx]% of the [forest-based materials] used in this [name of project] is FSC-certified. By [owning] a [name of project] that has FSC project certification we support supply chains that aim to mitigate the risk of forest-based materials contributing to illegal logging, human rights violations, and the destruction of critical ecosystems. www.fsc.org

How to describe FSC Project Certification: Component claims

Full-form statements

Use only if all components have an FSC 100% claim

21. [Component(s)] used in [name of project] [is/are] FSC-certified. All [forest-based material] used in [this/these] [component(s)] comes from FSC-certified forests. www.fsc.org

Use only if all components have an FSC Recycled claim

22. [Component(s)] used in [name of project] [is/are] FSC-certified. The [forest-based material] comes from recycled or reclaimed sources, decreasing the need for virgin forest materials. www.fsc.org

Use if components have a mix of FSC claims (Recycled, MIX, and/or 100%).

23. [Component(s)] used in [name of project] [is/are] FSC-certified, mitigating the risk of forest-based materials contributing to illegal logging, human rights violations, and the destruction of critical ecosystems. www.fsc.org

3. How to communicate your responsible sourcing commitment

If you would like to communicate more broadly about why your organization chooses FSC-certified products and how this reflects your commitment to responsible sourcing, you may do so through promotional statements commonly referred to as procurement claims.

Procurement claims focus on your organization's overall approach to sourcing FSC-certified products, rather than on a specific FSC-certified product.

When making procurement claims, you must ensure that:

- Your claims are accurate and verifiable
- The products mentioned:
 - ▶ carry the FSC label*, and
 - ▶ are part of your organization's regular or significant sourcing.

* Exceptions may be applicable. Your TSP may be able to provide further advice.

All such statements must remain accurate, verifiable, and aligned with the scope of your FSC Promotional Licence.

EXAMPLES OF ACCEPTABLE PROCUREMENT CLAIMS

- *By YYYY, we aim to have all our [product type] FSC®-certified.*
- *[Company name] has a preference for FSC®-certified [product type].*

If claims include commitment goals, targets, or percentages, additional verification may be required. Your TSP may advise on how to ensure these claims meet FSC requirements.

Under a Promotional Licence, procurement claims must not be limited to material input alone and must not describe FSC-certified material content where this is not supported by an FSC on-product label.

The following statements cannot be verified and approved by your TSP because they are vague or refer only to FSC-certified material or content input without an FSC label, such as:

70% of the fibre used in this jumper is FSC-certified.



The product does not have an FSC label and the claim refers to material input.

Some of our products are FSC-certified.



This claim is not specific or verifiable.

ANNEX 2.

PROMOTING FSC-RELATED SERVICES

This section applies to organizations that offer FSC-related services such as training, consulting, or advisory support.

What are FSC-related services?

FSC-related services include activities such as:

- training on FSC standards and requirements
- consulting or advisory support for certification
- guidance on implementing FSC processes

By promoting your services, you can stand out in the market and attract businesses seeking expert guidance.

You may use the FSC trademarks to promote your services across various materials, including:

- your website
- presentations
- training materials and resources
- brochures and other marketing materials

Important: You are fully responsible for the accuracy of any reference to FSC in your materials. To make this clear, you must include a disclaimer in all promotional materials, such as:

FSC is not responsible for the content of any training/consultation/services offered by [name of organization].

When promoting your services, avoid any wording that suggests you represent FSC or a certification body. Instead, clearly state that your role is to provide guidance and support, not certification.



Example: Promotion of FSC-related services

ANNEX 3.

PROMOTING COMPLETED FSC-CERTIFIED PROJECTS



This section applies to organizations that own an FSC-certified project. Promoting an FSC-certified project highlights your commitment to responsible sourcing and sustainable forestry.

What is an FSC-certified project?

An FSC-certified project is a completed construction or civil engineering project, an individual art or decorative object, or a transport vehicle that is made of or contains FSC-certified forest-based materials and holds FSC certification.

Who may promote an FSC-certified completed project?

You may promote an FSC-certified project if:

- You are the original owner of the FSC-certified project and your project certificate has expired.
- or
- You purchased a completed FSC-certified project from the original FSC-certified project owner.

What is valid documentation for FSC-certified projects?

You may submit the following to your TSP as documentation:

- a project statement (issued by the certified organization and approved by its certification body)
- invoices (if the project was bought/sold).

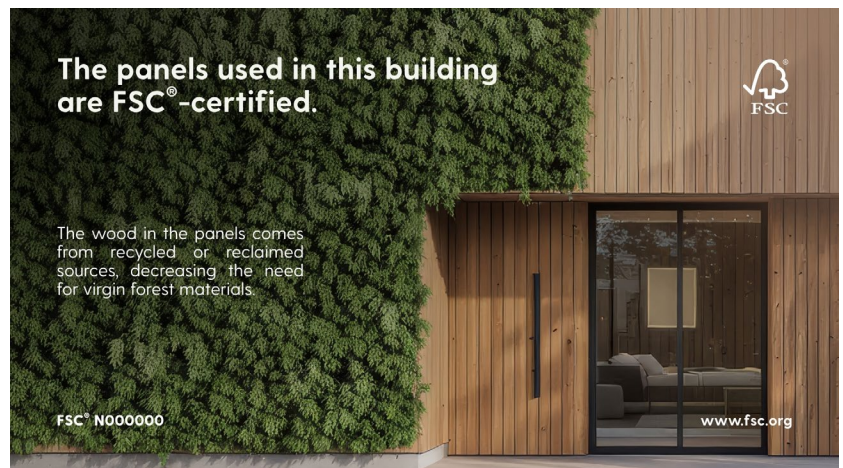
A project statement must include:

- ☑ the name of the organization that managed the project certificate
- ☑ a unique identifier of the project (e.g. ABC-PRO-123456)
- ☑ name and contact details of the project-certified organization
- ☑ the date of project completion
- ☑ project name and address (where applicable)
- ☑ specification of the project claims (e.g. full project certification claim, components claim, percentage claim)

Your TSP may request additional information to confirm that the submitted documentation meets the requirements.

When using promotional statements, ensure that they match the claim in your project statement and the type of project certification. See [Annex 1](#) for project certification statements.

For more information about project certification, see [FSC-STD-40-006 FSC Standard for Project Certification](#).



Example: Promotion of FSC-certified projects

ANNEX 4.

TRADEMARK USE GUIDANCE FOR CERTIFICATION BODIES AND AFFILIATES

This section applies to certification bodies (CBs) and affiliate offices that provide FSC certification services.

Certification bodies

Certification bodies (CBs) are accredited organizations responsible for issuing and managing FSC certificates, ensuring compliance with FSC standards, and correct implementation on the ground.

As a CB, you may use the FSC trademarks to promote services within your certification scope, including on certificates, website, event materials, presentations, videos, document templates, and other relevant materials.

All materials must be approved by a trained certification body trademark approver or FSC International.

When using FSC trademarks in promotional materials, include:

- a promotional statement, such as 'FSC accredited certification body'
- your licence code in the format FSC® A000000

Affiliate offices

Affiliate offices are legally separate organizations or individuals that implement certification services on behalf of an FSC-accredited certification body.

As an affiliate office, you may use the FSC trademarks to promote services or activities within the scope of your FSC-accredited certification body. Before using the FSC trademarks, you must:

- sign the relevant authorization, and
- receive an assigned licence code (format: FSC® N000000).

You can obtain the required authorization via your certification body through a joint application to FSC. Affiliate offices may use the FSC trademarks on the same types of materials as certification bodies, such as websites, event materials, presentations, and other approved promotional materials.



APPROVAL:

All materials must be approved by a trained certification body trademark approver or FSC International.

When using the FSC trademarks in promotional materials, include the following statement:

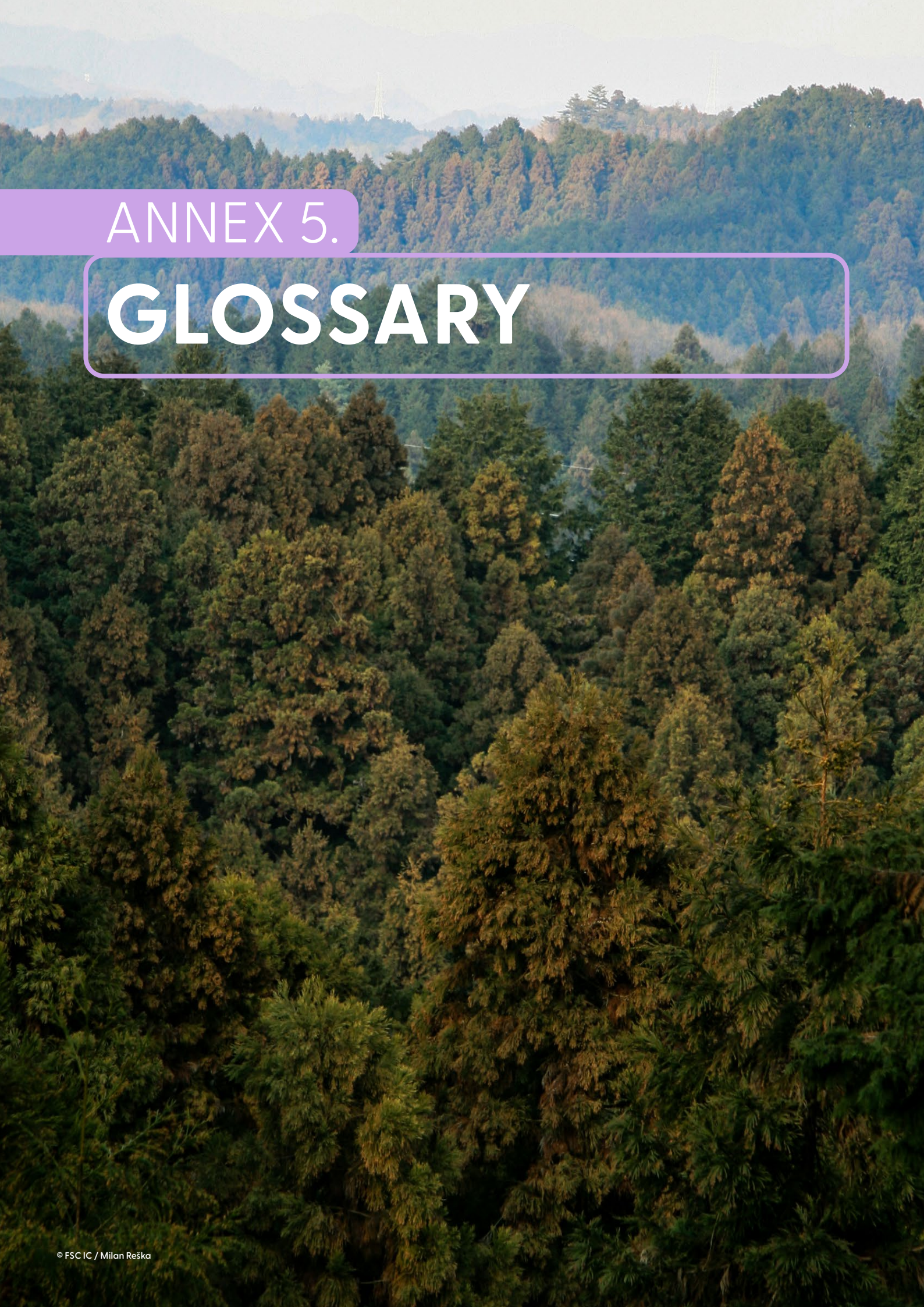
'Delivering FSC® certification services in association with [name of certification body].'



Example: Correct use of the FSC trademarks as a certification body



Example: Correct use of the FSC trademarks as an affiliate office.



ANNEX 5.

GLOSSARY

Affiliate office:	Legal body outside of the organizational control of the certification body that implements all or any part of FSC accredited certification services. NOTE: Individual external personnel, such as auditors or technical experts under contract, are not considered affiliate offices.
Certification body:	Body that performs conformity assessment services and can be the object of accreditation (adapted from ISO/IEC 17011:2004 (E)). Accredited certification bodies are accredited by Accreditation Services International (ASI) certification against voluntary sustainability standards.
Chain of custody:	The FSC chain of custody (CoC) is the path taken by raw materials, processed materials, finished products, and co-products from the forest to the consumer or (in the case of reclaimed/recycled materials or products containing them) from the reclamation site to the consumer, including each stage of processing, transformation, manufacturing, storage, and transport where progress to the next stage of the supply chain involves a change of ownership (independent custodianship) of the materials or the product.
Ecommerce platform/ online marketplace/ online shop:	An online platform that enables the buying and selling of products online. This includes platforms managed directly by a Promotional Licence Holder to sell its products, as well as platforms managed by a third party on which the Promotional Licence Holder sells its products.
Ecommerce/online marketplace/online shop – Product description:	A detailed explanation of a product listed for sale on an ecommerce platform. It provides customers with essential information about the product, its features, benefits, and any other relevant details that can help them make a purchase decision.
Ecommerce/online marketplace/online shop – Product listing:	A page or entry on an ecommerce platform that showcases a specific product for sale. It provides detailed information about the product to help potential customers understand what they are buying. A product listing provides detailed information about the product using product images and text. This is used to help potential customers understand the features of the product and inform their purchasing decision. Each product listing is considered a separate promotional material.
Ecommerce/online marketplace/online shop – Product title:	A concise and descriptive title that identifies a product for sale on an ecommerce platform. It is typically displayed at the top of the product listing and is designed to attract the attention of potential buyers while providing key information about the item. It usually includes the brand, product name, size, colour, model/series, and other additional information.
Finished product:	A product that will not undergo further transformation in terms of processing, labelling, or packaging prior to its intended end use or sale to the end user or final consumer. Installation of finished products, the filling of packaging, and cutting to size are not considered product transformation, unless these activities involve repackaging, changing of the certified product composition, or relabelling.
FSC Brand Hub	An online tool available for certificate holders to access and download the FSC trademarks, graphic vectors, marketing and campaign assets (including imagery, creative assets), and supporting and guidance materials.

FSC-certified product:	A product that conforms to all applicable certification requirements and is eligible to be sold with FSC claims and to be promoted with the FSC trademarks. FSC Controlled Wood is not considered an FSC-certified product.
FSC claim:	A claim made on sales and delivery documents for FSC-certified material or FSC controlled wood that specifies the material category and, for FSC Mix and FSC Recycled products, an associated percentage claim or credit claim.
FSC logo:	The FSC 'checkmark and tree' with the letters 'FSC' underneath.
FSC licence code:	Identification code issued to organizations that have signed an FSC trademark licence agreement. For Promotional Licence Holders, this is in the form FSC N#####. It is used to identify the organization in the FSC licence holder database.
FSC on-product label/ FSC label:	Arrangement of required information and design elements to make a public FSC claim about the materials used in a product, to be used on the product, attached to the product or its packaging.
Legible:	Used to describe clarity and ease to read by consumers.
On-product trademark use:	Refers to the placement of the FSC trademarks on FSC-certified products.
Organization(s):	A registered legal entity that has signed an FSC licence agreement, holds a valid Promotional Licence, and wishes to use the FSC trademarks in promotional materials only.
Promotional material:	Any communication, content, or item created to promote FSC-certified products, or the status as an FSC Promotional Licence Holder, or raise awareness about FSC to audiences. This includes, but is not limited to, brochures, catalogues, videos, websites, posters, banners, social media posts, and campaigns.
Promotional trademark use:	Refers to the display of the FSC trademarks on promotional materials or promotional items that are not for sale.
Promotional Licence Holder:	A registered legal entity that has signed an FSC Promotional Licence Agreement and wishes to use the FSC trademarks in promotional materials only.
Social media:	A digital platform or application that enables users to create, share, and interact with content and one another. These platforms facilitate communication, collaboration, and the exchange of information in various formats, including text, images, videos, and audio.
Social media – Post:	Content posted on social media platforms that includes own text, images, carousels of images, videos, links, reels, stories, live content, or other media. This does not include information or a description of the social media account or profile (e.g. social media bio).
Trademark service provider (TSP):	An FSC national or regional office appointed by FSC to sublicense the use of the FSC trademarks in a certain territory for promotional use and to provide services such as approving the use of the FSC trademarks for Promotional Licence Holders.
Website:	A collection of related web pages, typically identified by a common domain name, that are accessible over the internet. A website comprises multiple pages or resources under the same URL.

Licence code legend

FSC N000000



Licence code for organization holding a Promotional Licence

FSC A000000



Licence code for certification bodies

FSC C000000



Licence code for organization holding an FSC Certification (Forest management and/or Chain of Custody)

FSC P000000

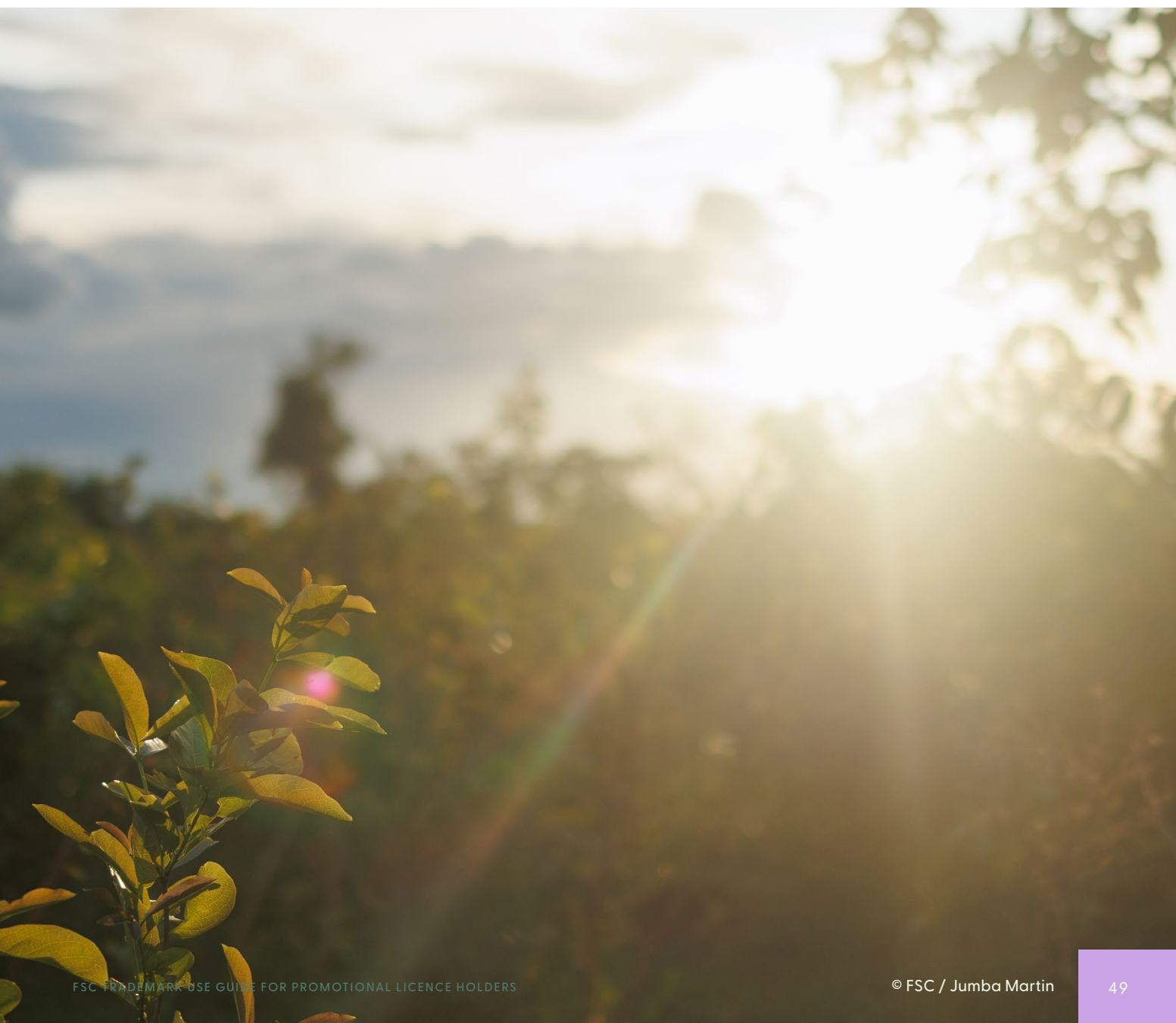


Licence code for organization holding an FSC Project Certification

FSC F000000



Licence code for FSC, regional and local offices





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