



FSC® Advice Note

Title:	Requirements for use of the Forests-for-All -Forever trademarks by Certificate Holders
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ADVICE-50-004	Requirements for use of the Forests-for-All-Forever trademarks by Certificate Holders
Normative reference	FSC-STD-50-001 (V2-1)
Effective date	30 April 2015
Background	<p>In 2013, FSC embarked on its Global Brand Positioning project to determine its brand strategy and how to communicate about FSC in a manner that resonates with all audiences, but in particular mainstream consumers. The process commenced with global consumer research and work was carried out to align the brand strategy with both the outcome of the research and FSC's mission, vision and frame of reference. This new branding is called 'Forests for All Forever'.</p> <p>FSC is now introducing new trademarks and additional licensed materials for promotional and on-product use. The marketing tools and licensed assets are available to licensed and registered users of the Online Marketing Toolkit available at marketingtoolkit.fsc.org. FSC license holders can access the</p>

toolkit using FSC Trademark Portal login information. Guidelines for use of the marketing tools and licensed assets are available in the guidelines section of the toolkit. This advice note covers the requirements for use of a new set of trademarks called 'Forests for All Forever'.

Advice

1. General requirements

- 1.1 The Forest Stewardship Council A.C. (FSC AC) is the owner of the Forests-for-All-Forever trademarks and any official language versions thereof.

Forests-for-All-Forever trademarks in English:

a) Full



b) Logo-and-text



- 1.2 In order to use the Forests-for-All-Forever trademarks, the organization shall have a valid license agreement and have agreed to the terms and conditions of use for the Forests-for-All-Forever trademarks available online at marketingtoolkit.fsc.org.
- 1.3 Users shall not translate or change any elements of the Forests-for-All-Forever trademarks.
- 1.4 All requirements for use of the FSC trademarks in standard FSC-STD-50-001 (V1-2) shall apply, unless stated otherwise in this advice note.
- 1.5 The English version of the trademarks may be used in all countries. The symbol used with the trademark shall reflect the registration status of the trademark in the intended country of distribution. The registration status of the FSC

trademarks for the respective country is listed in Annex 1 of FSC-STD-50-001.

- 1.6 The official language versions of the Forests-for-All-Forever trademarks shall be used only in countries stipulated in Annex 1 with the respective registration symbol.

NOTE: Annex 1 is a living document that is updated periodically as the registration process of the marks proceeds. Please look for updated versions of the document in FSC Trademark Portal.

- 1.7 Translation of the strapline 'Forests for All Forever' may be used in **text format** within the messaging and/or below the trademark, respecting the exclusion zones. The approved translations for this purpose can be found at marketingtoolkit.fsc.org in the downloads section.



(translated strapline)



(translated strapline)

- 1.8 When the full Forests-for-All-Forever - trademark is used on a product, a clear reference shall be made to the specific product being promoted. For example, packaging that is carrying a full Forests-for-All-Forever trademark shall visibly position a description such as 'FSC-certified board' or similar on the product.
- 1.9 Use of the Forests-for-All-Forever trademarks on a product shall not replace the on-product claim in the form of a correct FSC label, or any requirement for use of the label as stipulated in FSC-STD-50-001 (V1-2).

1.10 When the Forests-for-All-Forever trademarks are used on promotional materials, the following elements shall be included in addition to the trademark:

- a) a clear reference to the specific product(s) being promoted, and/or FSC-related messaging about forests (examples of messaging can be found at marketingtoolkit.fsc.org), and
- b) FSC trademark license code.

2. Graphic rules

2.1. The minimum size for the Forests-for-All-Forever trademarks when printed shall be

- a) 30mm width for the full mark
- b) 23mm width for the logo-and-text mark.



2.2. The minimum size for the Forests-for-All-Forever trademarks when used on screen shall be

- a) 150px width for the full mark
- b) 100px width for the logo-and-text mark.



2.3. Allowed color variations for the marks shall be

a) Dark and light green



b) White and light green



c) White and dark green



d) White



e) Black



f) Dark green



2.4. The green colors for reproduction in print shall be

- a) Dark green: Pantone 626C
- b) Light green: Pantone 368C

2.5. The green colors for reproduction on screen shall be

- a) Dark green: R0 G92 B66
- b) Light green: R114 G191 B66

2.6. No other colors shall be used; the marks shall not be reproduced if required colors are not available for printed material or on screen.

2.7. There shall be enough clear space surrounding the marks. The minimum space is calculated by using the height of the FSC initials on the logo.



2.8. The marks shall not be placed on background that interferes with the design or could be misleading about what they refer to.