How can I use the FSC Trademarks?

The name Forest Stewardship Council, the abbreviation FSC and the FSC logo are all registered trademarks and there are strict controls on their use.

Overleaf is a flowchart to help you to determine the steps you need to take in order to use the FSC trademarks.

FSC takes trademark misuse very seriously. We are committed to protecting the credibility of the FSC system and of FSC certificate holders.

Please contact us if you are unsure as to how you can use the FSC trademarks.

Further information:

The Trademark Quick Guides for certificate holders and promotional licence holders can be accessed via our website.

There are also a number of other FSC UK resources you may find helpful:

- On product claims and labels
- What do the FSC labels mean?
- Recycled label
- Promoting your FSC products with a promotional trademark licence
- FSC for-placement-only labels

Useful documents:

- Summary Document: Forests for all Forever – FSC brand and marketing toolkit
- FSC Standard: Requirements for use of the FSC trademarks by certificate holders
- Quick Guide: FSC trademark use for certificate holders
- FAQ: Trademark use by FSC certificate holders
- FSC Trademark Use Guide for Promotional Licence Holders
**Flowchart:** Determine the steps you need to take in order to use the FSC trademarks:

- **Are you FSC certified?**
  - **YES**
    - Contact your FSC accredited certification body, who can provide you with log-in details for the Certificate Holder Portal, where you can access the FSC trademarks.
  - **NO**

- **Do you sell FSC certified products and wish to promote this?**
  - **YES**
    - If you wish to promote your use of FSC certified products, e.g. in annual reports or on your website, and you are buying from an FSC certified supplier, you can apply for a promotional trademark licence.
    - A free single use licence can be issued under certain circumstances, such as for non-product related promotional, educational and media use.
  - **NO**

- **Do you source from an FSC certified supplier?**
  - **YES**
    - You will not be able to use the FSC trademarks to promote your products as the chain of custody is not intact.
  - **NO**

- **Does the product carry the FSC label?**
  - **YES**
    - The trademark licence can only be used to promote FSC labelled products. All FSC labels must be applied by a Chain of Custody certificate holder. However, you may request that your supplier labels the product. This will require approval from their certification body.
    - If you wish to label the products yourself, you will need to obtain FSC certification.
  - **NO**

- **Are you processing or repackaging the product in any way?**
  - **YES**
    - You will need to obtain FSC certification.
  - **NO**

- **Are you selling your products to end users?**
  - **YES**
    - If you wish to promote your FSC labelled products, e.g. in catalogues or on your website, and you are buying from an FSC certified supplier, you can apply for a trademark licence.
  - **NO**

- **Do your customers wish to make an FSC product claim?**
  - **YES**
    - The trademark licence allows you to promote your FSC products but you cannot pass on any claim (e.g. on invoices) as the chain of custody is no longer intact.
    - You will need to obtain FSC certification if your buyers wish to make an FSC claim.
  - **NO**