



FSC® AND WEB DESIGN

'Do you design for the web? Have you been asked to add the FSC trademarks to some artwork for a client? This factsheet will give you an overview of how the trademarks can be used.

What is FSC?



FSC provides global standards for forest management, which cover a balance of environmental, social and economic aspects. The products from these forests are tracked through every stage in the supply chain and marked with FSC's tick-tree logo. FSC is the only wood certification scheme supported by major environmental and social organisations, such as WWF, The Woodland Trust and Greenpeace.

Using the FSC Trademarks

The FSC logo, the name Forest Stewardship Council and the acronym FSC are all registered trademarks and there are strict controls on their use. Only FSC certificate holders and Trademark Licence holders are allowed to use the FSC trademarks. If you would like further information about how you can use the FSC trademarks, please click [here](#) or get in touch.

Web-design and the FSC Trademarks

The FSC requirements for the use of the trademarks are stringent and these need to be taken into account when using the FSC trademarks on your website. FSC's trademark standards for Certificate Holders and Non-Certificate Holders (Trademark Licence Holders) are the normative documents that must be complied with for correct use of the FSC trademarks. Please see the FAQs for answers to some of the questions you may have when it comes to website design.

FAQ's

Q. Text-only claims are not allowed on products but are they allowed on a website?

A. Yes. You are allowed to use the acronym FSC or the words Forest Stewardship Council without using the FSC logo, but you must remember to include your FSC Licence Code - either in conjunction with the text about FSC or in a prominent place on your website. You could put the FSC Licence Code in brackets at the end of the text.

Note that the Licence Code is not the same as your Certificate Code. The format of the Licence Code is as follows:

- FSC Certificate Holders: FSC-C000000
- FSC Trademark Licence Holder: FSC-N000000



Q. Do I have to include my promotional panel on the website?

A. No. You do not have to include your promotional panel but you must include your FSC Licence Code on your website if you are making any FSC claims (please see above for further information).

Q. How should FSC certified products be indicated?

A. FSC certified products can be indicated by using the FSC logo or with "FSC certified" in the product description. You could include the text "look for the FSC logo next to certified products" next to your promotional panel.

Q. When should the ® symbol be used?

A. The registered trademark ® symbol should be used after the first or most prominent use of the acronym FSC and the first or most prominent use of the words Forest Stewardship Council.

Q. What are the size restrictions with using the FSC trademarks?

A.

- The FSC promotional panel has a minimum height of 10mm, which is calculated by the height of the logo ("checkmark-and tree" and initials).
- The FSC stand-alone logo has a minimum height of 10mm, as calculated by the height of the logo.
- If extra logos are used to indicate FSC certified products, these can be of a minimum size of 7mm.

Q. How do I access the FSC trademarks?

A. Only FSC certificate holders and Trademark Licence holders are allowed to use the FSC trademarks and these can be accessed through the Trademark Portal: <https://trademarkportal.fsc.org>.

Only the FSC artwork provided by the Trademark Portal or otherwise issued or approved by the Certification Body or FSC shall be used.

Q. Can the FSC trademarks be used in website domain names?

A. No. The FSC trademarks shall not be used in product brand names, company names or website domain names. The FSC trademarks can be used to describe the certification of the product. For example,

a product may not be named "Golden FSC Timber"; instead "FSC® certified Golden Timber" or "Golden Timber – FSC® certified" must be used.



Photo © Amy Chilver

Q. Can the FSC logo be used next to that of another forest certification scheme?

A. Yes, but the FSC trademarks shall not be used together with the marks of other forest certification schemes in a way which implies equivalence or in a way which is disadvantageous to the FSC trademarks in terms of size or placement.

Q. We would like to explain what FSC means - do you have any suggested text?

A. Yes. Please find some suggested text below. Please note that all uses of the FSC trademarks must be approved by your Certification Body (if you are an FSC certificate holder) or by FSC UK (if you are a Trademark Licence holder).

The Forest Stewardship Council (FSC) runs a global forest certification system allowing consumers to identify products



Photo © FSC International

sourced from responsibly managed forests. It is not simply a case of planting a tree for each one that is harvested; the forests must be managed with due respect for the environment, the wildlife and the people who live and work in them. This is what makes the FSC system unique, ensuring that a forest is well-managed, from the protection of indigenous people's rights to the methods of felling trees. The products from these forests are tracked through every stage in the supply chain and marked with FSC's tick-tree logo. FSC is the only wood certification scheme supported by major environmental and social organisations, such as WWF, The Woodland Trust and Greenpeace.

Look for the products on our website that are accompanied with the FSC logo or the words 'FSC certified' and you can be confident you are not damaging the world's forests and that the product has been made with timber from responsibly managed forests, which meet the highest environmental and social standards.

Q. The updates to my website have been carried out / my website is finished - what next?

A. Any use of the FSC trademarks needs to be approved by your Certification Body if you are a certificate holder and by FSC UK if you are a Trademark Licence Holder.

If you are a certificate holder and your domain name has changed, it is a good idea to make sure that your database entry is up to date: <http://info.fsc.org/>. You will need to contact your Certification Body if you require changes to be made to your database entry.

Further Information

For further information on the rules around using the FSC trademarks, please visit our website: www.fsc-uk.org/fsc-trademark-use-useful-resources.162.htm

If you require any other information, please get in touch .