QUICK GUIDE TO FSC TRADEMARK USAGE – BACKGROUND

SOLID BACKGROUND

- Solid with rounded corners: ✔️
- Solid without rounded corners: ❌

PATTERNED BACKGROUND

- Regular patterned background: ✔️
- Slightly patterned background: ✔️
- Strongly patterned background affecting exclusion zone: ❌
- Strong patterns with fade out exclusion zone: ✔️

NOTE: Regular patterns are most likely to be approved; strong patterns that affect the exclusion zone are less likely to be approved.
### Patterned Background
- Any pattern going through the label or logo: **X**
- Any pattern going through the logo: **X**

### Photographic Background
- Background affects the exclusion zone: **X**
- Photographic background with exclusion zone faded out: **✓**
- Slightly photographic background: **X**

### Placement
- In combination with other brands: **X**
- Endorsement of quality aspects outside FSC certification: **X**
- In conjunction but independent from other brands: **✓**

### Shaped Background
- Within a border: **X**
- Within a border with the exclusion zone respected: **✓**

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**NOTE:** Patterned backgrounds are more likely to be approved than photographic backgrounds and illustrations.

The examples refer to the FSC-STD-50-001 (V1-2)