

FSC TRADEMARK USE GUIDE FOR PROMOTIONAL LICENCE HOLDERS SUMMARY

This guide sets out how organisations holding an FSC Promotional Licence, including brands and retailers, may use FSC trademarks in promotional materials and communications, in print, digital, social media, e-commerce, and other channels.

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 Promotional Licence Holders navigate this landscape by providing a clear, practical framework for using the FSC trademarks in a way that is both compliant and compelling.

The guide is structured in three main parts and is available to download from [FSC Document Centre](#). This Guide replaces all previous versions and is effective from 1 June 2026.

PART 1: PROMOTING WITH FSC: GENERAL REQUIREMENTS

Part 1: Promoting with FSC: General requirements sets out the key rules PLHs must follow, including requirements for using the FSC trademarks, where the marks can be used, compulsory promotional elements, graphical requirements, and guidance on permitted uses.

In summary, every promotional material must include four promotional elements:

	Promotional element	Key requirement
1	FSC Trademark(s)	FSC logo, initials, or full name – always with registration symbol ® or ™.
2	FSC Licence Code	Format FSC® N000000.
3	Promotional Statement	Mandatory descriptive text explaining FSC, your licence, or your FSC-certified products.
4	FSC Website	www.fsc.org , either included at the end of a promotional statement or as a standalone element

Key Requirements

Colour	Use the standard FSC colours. Alternatives are acceptable if they provide sufficient contrast against the background and remain clearly legible.
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Minimum size	At least 4 mm tall (measured from the top of the tree symbol to the base of the letters 'FSC'). For digital materials, the logo must be clear and unblurred at 100% screen resolution.
Clear space	Always leave sufficient clear space around the logo so it does not touch or overlap with any other text, graphics, or design elements.
® or ™ symbol	Include ® when distributing in countries where FSC is registered. Use ™ when distributing globally, across multiple markets, or when the distribution country is unknown. Check the current registration list in the FSC Brand Hub.

PART 2: NAVIGATING THE VERIFICATION AND APPROVAL PROCESS

Part 2: Navigating the verification and approval process sets out the steps a PLH must follow to promote an FSC-certified product, including eligibility confirmation, required documentation, and a step-by-step approval process.

	What you do	What to know
1	Confirm product eligibility	Products must be: purchased directly from an FSC-certified supplier, sold or used as received without further transformation, and carrying an FSC label applied by a certified organisation.
2	Collect supplier documentation	An invoice or delivery document from the FSC-certified supplier is required, showing their Chain of Custody (CoC) certificate number and the FSC claim (e.g. FSC 100%, FSC Mix, FSC Recycled).
3	Draft the promotional material	The material includes all required elements. Where a material features both FSC-certified and non-certified products, the certified items must be clearly identified and a clarifying statement included.
4	Submit to the TSP	The draft material and supplier documents are sent to the TSP for review. Materials may not be printed or published at this stage.
5	TSP reviews and approves	The TSP checks that supplier documentation is valid, trademarks are used correctly, and promotional statements are accurate. Revisions may be needed before final approval is granted.
6	Publish	Once the TSP approves the material, it may be published.

PART 3: APPLYING THE REQUIREMENTS IN PRACTICE

Part 3: Applying the requirements in practice provides guidance on how the FSC requirements apply in practice across different communication channels, with visual examples to support with easy implementation of the rules.

Channel	What to know
Print materials	For brochures, catalogues, in-store displays, posters, banners etc. all four promotional elements must be included once per material.
Website	If your site does not sell FSC-certified products, the whole website counts as one promotional material. Include all four promotional elements once, on the site. If it includes an online shop, each product listing is treated as a separate material (see ecommerce/marketplaces)
Social media	The ® or ™ symbol may be omitted in photo captions; the licence code and website may be omitted if the post directly links to a page where all four elements are displayed. A promotional statement in the caption is always required. Each post is treated as a separate promotional material. When FSC logo is used, all promotional elements must be included.
Video	Elements may appear in the video description, embedded in the video itself, or spoken in a voiceover. Each video counts as one material.
Ecommerce / marketplaces	Always write 'FSC-certified table', not 'FSC table'. Each product listing counts as one promotional material. If the platform restricts text, embed the elements in a product image or graphic.

ANNEXES

The full guide (FSC-PRO-50-003 V1-0) contains supporting annexes covering promotional statements, how to promote FSC-related services, how to promote FSC-certified projects, and a comprehensive glossary of key terms.

For further guidance, contact your Trademark Service Provider (TSP).