

FSC Trademark Use Guide Update: Checklist

What to do before September 2026

General readiness

Everyone working with the FSC Trademarks should:

- Read the revised TM Use Guide for PLHs to ensure everyone can confidently communicate about FSC, FSC-certified products, and your promotional licence
- Complete the updated e-training (available July 2026)

Existing approved materials

Review all approved static promotional materials* and:

- Remove the promotional panel



- Remove the “Forests for All Forever” brandmarks



- Ensure the following promotional elements are included at least once**:

- Your unique licence code
- FSC website
- Promotional statement

- Send updated materials to your TSP for review and approval

*Note: existing social media posts do not have to be updated, as long as you do not further boost or repost them.

FSC Promotional Material Approval Checklist

1. Supplier documentation

Supplier documentation for each FSC-certified product to be promoted meets the following:

- Comes from direct supplier (the company you buy from)
- Includes the supplier's FSC Chain of Custody certificate number (e.g. AB-COC-123456),
- Shows supplier name and details that match the certificate number (verify this using [FSC Search](#))
- Is addressed to your company
- States the FSC claim for each product (FSC Mix, FSC 100%, FSC Recycled)
- Clearly identifies which products are FSC-certified
- Confirmation that the FSC label is on the product or its packaging. *This can be submitted as a supplement.*

Invoices typically include all required information. You may also ask your supplier to share this information as a separate document on company letterhead. Your FSC Trademark Service Provider can advise further.

2. Promotional material general requirements

Draft promotional materials that meet the following:

Promotional elements

- Your unique licence code (FSC N*****)
- The FSC website (www.fsc.org)
- A promotional statement
- The above elements are not grouped together or enclosed in a shape or border to resemble a label
- Clarifying statement included if both FSC-certified and non-certified products appear. *Example: "Look out for our FSC-certified products."*

Trademark graphical requirements

FSC Logo

- At least 4 mm in size
- Does not overlap with text, graphics, or other design elements
- Correct trademark registration symbol with each use

FSC Initials and Full Name

- Correct trademark registration symbol used with the first or most prominent use

FSC Promotional Material Approval Checklist (continued)

Promotional material channel-specific requirements

Unless stated below, the general requirements on the preceding page apply.

Social media

If you use the **FSC logo**:

- Correct trademark registration symbol
- All promotional elements included in the image or caption

If you use **only the FSC name or initials**:

- Promotional statement included
- Trademark registration symbol (*optional*)
- Licence code and FSC website may be omitted if the post links to a page where these are clearly displayed

**Websites

eCommerce, webshops, and/or third-party marketplaces:

- Promotional elements appear on every product detail page
- Product description and product titles are correct, in the format “FSC-certified [product]”, if used

Non-eCommerce websites:

- Promotional elements appear at least once across the domain

3. Final check before submission

- List of FSC-certified products for promotion prepared
- All supplier documentation collected
- All required promotional elements included
- Correct FSC trademark use confirmed

4. Share all materials with your FSC Trademark Service Provider

Your FSC TSP will review everything and let you know if the promotional material is ready to use.