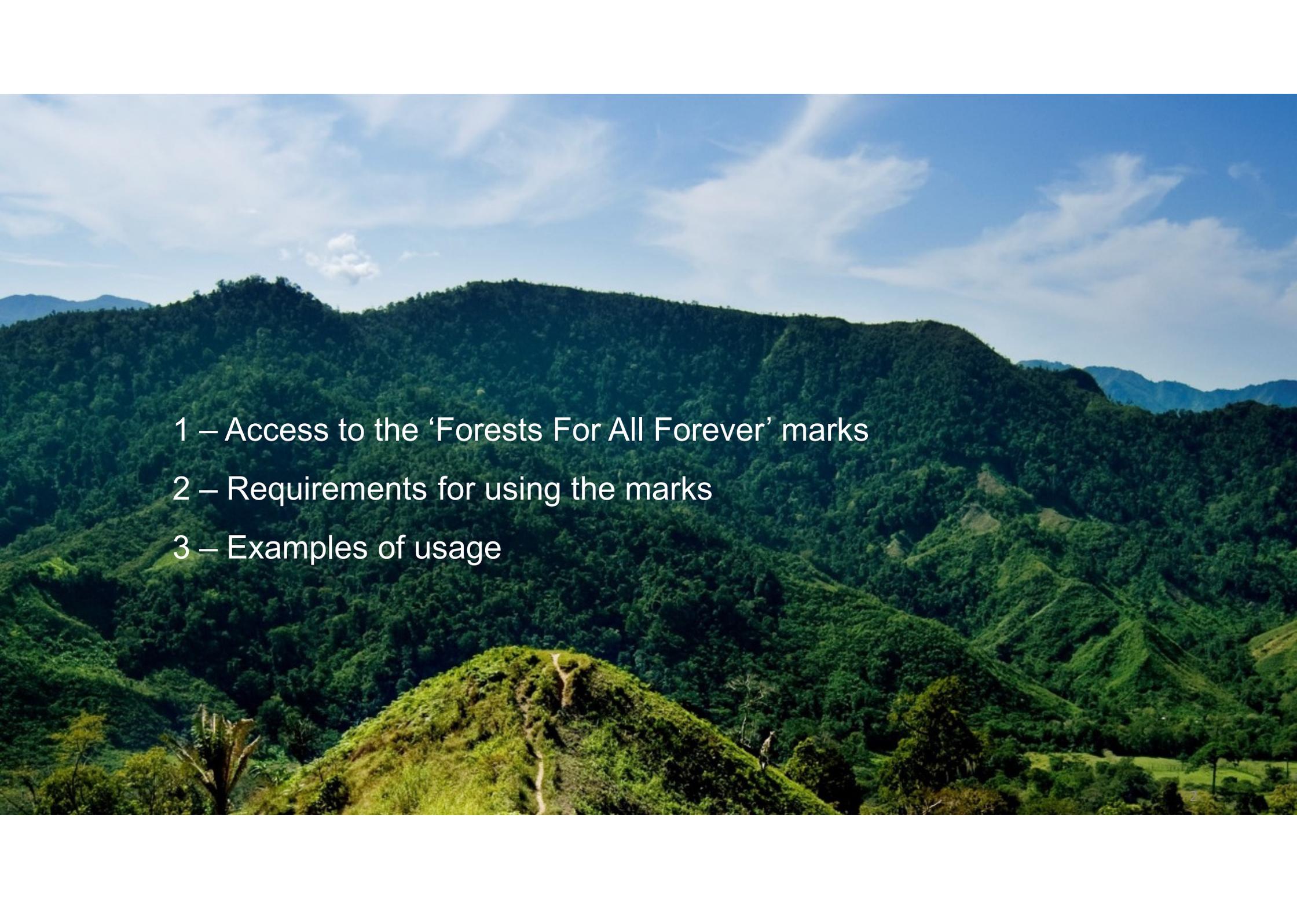




Using the 'Forests For All Forever' marks

Guidance document FSC-STD-50-001 V2-0

- 
- 1 – Access to the ‘Forests For All Forever’ marks
 - 2 – Requirements for using the marks
 - 3 – Examples of usage

1 – ACCESS TO THE ‘FORESTS FOR ALL FOREVER’ MARKS

FSC® MARKETING TOOLKIT

<https://marketingtoolkit.fsc.org>

LOG IN

The login credentials for the Marketing Toolkit are the same for the [Trademark Portal](#). In case you don't have the login credentials for either platform, get in touch with your certification body.

If you have forgotten your password - click « [Forgot password?](#) » under the login form, you will receive an email with a link to reset your password. Your new credentials will apply to both the Trademark Portal and the Marketing Toolkit. For any login issues, contact database@fsc.org.

Find further information in the Marketing Toolkit Starter Guide

<https://ic.fsc.org/en/for-business/fsc-tools/marketing-toolkit>

DOWNLOAD THE MARKS

1. Log in to the Marketing Toolkit
2. Click on <https://marketingtoolkit.fsc.org/downloads/brandmarks> to find the marks.

2 – REQUIREMENTS FOR USING THE MARKS



TYPE OF USE

On product and on promotional materials.

COLOUR

The marks may be used in several colour variations. The green colours for reproduction are Pantone 626C and Pantone 368C.

MINIMUM SIZE



PLACEMENT

The minimum clear space around the marks: height of the 'FSC' initials on the logo.



2 – REQUIREMENTS FOR USING THE MARKS



Translations

Seven language versions are available for download in the [Marketing Toolkit](#) (English, Spanish, German, French, Portuguese, Russian, Simplified Chinese). For other languages, the strapline ‘Forests For All Forever’ may be translated below the mark.



(translated strapline)



(translated strapline)

Promotional elements

When using the ‘Forests For All Forever’ marks, the elements to accompany the marks are as follows (see clause 5.3. of FSC-STD-50-001 V2-0).

License code	FSC® Cxxxxxx	* Compulsory element
Messaging/ Promotional statement	Reference to the specific product being promoted or messaging about forests. Examples: “By buying this [product] you help take care of the world’s forests”. “FSC® takes care of forests and the people and wildlife that call them home”. “Your order has arrived! It’s packaged in FSC® certified [material]. So it is not just protecting your order, it’s taking care of our forests too”.	* Compulsory element
FSC website address	www.fsc.org	Optional element

Find use examples in the next slides, and see how the promotional elements can be integrated.

3 – EXAMPLES OF USAGE



EXAMPLE 1: Use of the 'Forests For All Forever' marks on a product

On FSC-certified products, the marks can only be used **in addition** to the FSC label.



Checklist for promotional elements (clause 5.3., FSC-STD-50-001 V2-0)

'Forests For All Forever' mark *	
License code *	FSC® Cxxxxxx Included in the label, no need to repeat this element.
Messaging*	Reference to the certified material included in the label ('packaging from responsible sources'), no need to repeat this element.
FSC website address	--

* Compulsory element

Note!

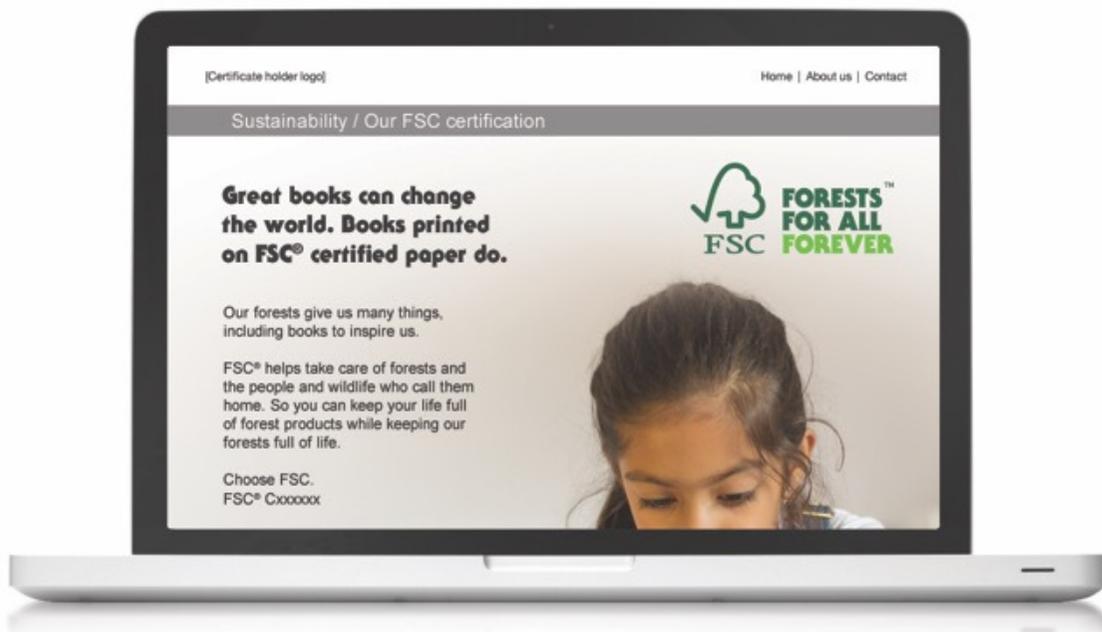
It is enough to include the compulsory elements once, see the example of the license code and the messaging here.

For additional co-branding guidelines and examples, please consult the <https://marketingtoolkit.fsc.org>

3 – EXAMPLES OF USAGE

EXAMPLE 2: Use of the ‘Forests For All Forever’ marks on a website

The marks are used by a certificate holder to promote their FSC certification.



Checklist for promotional elements (clause 5.3., FSC-STD-50-001 V2-0)

‘Forests For All Forever’ mark *	
License code *	Included (FSC® Cxxxxxx).
Messaging *	Included “Great books can change the world (...)”.
FSC website address	--

* Compulsory element

Note!

The arrangement under clause 5.3. of FSC-STD-50-001 V2-0 is for illustrative purposes only. The promotional elements can be arranged in different ways (e.g. different parts of a webpage), as you can see in this example.

3 – EXAMPLES OF USAGE



EXAMPLE 3: Use of the ‘Forests For All Forever’ marks in social media

The marks are used by a certificate holder to promote their FSC certification in social media.



Checklist for promotional elements (clause 5.3, FSC-STD-50-001 V2-0)

'Forests For All Forever' mark *	
License code *	Included (FSC® Cxxxxxx).
Messaging *	Included: “Packaging with the FSC® logo does more than look after your snacks (...)”.
FSC website address	Included.

* Compulsory element

Note!

The promotional material used here and other similar materials are available for download in the FSC Marketing Toolkit. For further information contact marketing@fsc.org

To explore actual business examples, and for inspiration, please consult FSC’s Campaign Platform at <https://marketingtoolkit.fsc.org>

3 – EXAMPLES OF USAGE



EXAMPLE 4: Use of the 'Forests For All Forever' marks in point of sale

The marks are used by a furniture manufacturer to promote FSC-certified products in their store.



Checklist for promotional elements (clause 5.3, FSC-STD-50-001 V2-0)

'Forests For All Forever' mark *	
License code *	Included (FSC® Cxxxxxx).
Messaging *	Included: 'Designed for your life and the life of our forests. Look for the FSC® logo'.
FSC website address	--

* Compulsory element

Note!

The messaging used in the standard, under clause 5.3, is one example of a promotional statement. Certificate holders may modify it, as shown in the promotional material here.

The promotional material used here and other similar materials are available for download in the FSC Marketing Toolkit. For further information contact marketing@fsc.org

3 – EXAMPLES OF USAGE

EXAMPLE 5: Use of the 'Forests For All Forever' marks in a catalogue

The marks are used by a certificate holder to promote their FSC-certified products in a catalogue.



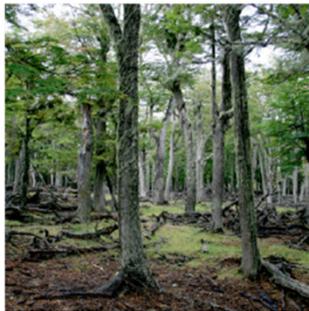
Checklist for promotional elements (clause 5.3, FSC-STD-50-001 V2-0)

'Forests For All Forever' mark *	
License code *	Included (FSC® Cxxxxxx).
Messaging *	Included: "By buying FSC®-certified products you help take care of the world's forests (www.fsc.org). Look for our FSC-certified products."
FSC website address	Included.

* Compulsory element

Note!

It is sufficient to present the promotional elements only once in a catalogue (here presented on the back cover). If the catalogue lists both FSC-certified and uncertified products, the FSC-certified products should be identified. A statement such as "Look for our FSC®-certified products" must be used.



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