



FOREST DEVELOPMENT CORPORATION OF MAHARASHTRA LIMITED

(A Government of Maharashtra Enterprise)

No. Desk-PLN/R&M/FSC/C.R.29/24-25/ 1072

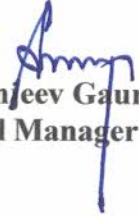
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CIRCULAR

Subject : FSC Trademark use procedure for FDCM.

Forest Stewardship Council (FSC) has formulated its own policy and issued the guidelines regarding the use of FSC Trademarks by certificate holders in the field as well as in official communication (Encl: FSC-STD-50-001 V2-1). The same were explained during the workshop held on 15th March, 2024. The same are enclosed herewith as **Appendix - A** for ready reference and further necessary action.

Encl : As above


(Sanjeev Gaur)
Chief General Manager (Planning)

To,

The General Manager, Nagpur Region, Nagpur

The Regional Manager, Chandrapur Region, Chandrapur

The Divisional Managers, Forest Project Divisions,

Nagpur / Bhandara / Yawatmal / Chandrapur / Markhanda / Pranhita / Depot Div. Ballarshah

APPENDIX - A

FSC TRADEMARK USE PROCEDURE AS PER FSC-STD-50-001 V2-1

1. General Requirements

1.1. Forest Development Corporation of Maharashtra have following FSC trademarks uses:

- On-product labels (directly pasted / printed on the products to indicate that the product is FSC certified)
- Promotional use of FSC trademarks (to indicate that the company is FSC certified and have capacity to produce and sell FSC certified products)

1.2. The following registered trademarks of FSC can be used by the company:

(a) the name

Forest Stewardship Council

(b) the initials

FSC

(c) the FSC logo



(d) the 'Forests For All Forever' – full mark



(e) The 'Forests For All Forever' – logo with text mark



- 1.3. Only the FSC label generated from the FSC trademark portal shall be used. Any kind of alteration is not allowed. Both on-product and promotional labels can be generated via <https://trademarkportal.fsc.org/portal/login.php>
- 1.4. The 'FSC logo' and the 'Forests For All Forever' marks shall include the trademark symbol ® in the upper right corner when used on products or materials to be distributed in a country where the relevant trademark is registered.
- 1.5. The symbol ® shall also be added to 'FSC' and 'Forest Stewardship Council' at the first or most prominent use in any text; one use per material is enough (e.g. website or brochure). For use in a country where the trademark is not yet registered, use of the symbol TM is recommended.

The Trademark Registration List document is available in the FSC trademark portal and marketing tool kit. The list is subjected to regular updates and therefore this shall be referred frequently for the revised latest version.

- 1.6. FDCM shall submit all intended uses of FSC trademarks to its certification body (Control Union) for approval. All artworks in clear and adequate resolution shall be provided to the certification body for approvals. Any art work can be printed after obtaining the approval.

Company can have an own approved trademark use management system within the company along with the following conditions:

- the organization shall demonstrate a good understanding of the requirements in question by submitting a sufficient number of consecutive correct approval requests to the certification body for each type of intended use (e.g. both on-product and promotion use shall submit requests for each)
- All requirements as stated at Annex -1 of FSC-std-50-001V2-01 shall be followed.

- 1.7. The products which are intended to be labeled with the FSC on- product label or promoted as FSC certified shall be included in the organization's certificate scope and shall meet the eligibility requirements for labeling, as stipulated by the respective FSC standard.

1.8. FDCM shall not use FSC trademarks in following ways:

- a) In a way that could cause confusion, misinterpretation, or loss of credibility to the FSC certification scheme;
- b) In a way that implies that FSC endorses, participates in, or is responsible for activities performed by the organization, outside the scope of certification;
- c) To promote product quality aspects not covered by FSC certification;
- d) In product brand or company names, or website domain names;

1.9. The name 'Forest Stewardship Council' shall not be replaced with a translation.
A translation may be included in brackets after the name:

Eg: Forest Stewardship Council®

2. On-product Label Use

2.1. FDCM shall use the following claims categories for on-product labels:

a) FSC100%

b) FSC Mix

c) FSC Recycled



2.2. The on-product label shall be used only where all forest-based parts of the product are covered by FSC certification, as specified in FSC-STD-40-004.

Packaging made of forest-based materials is considered a separate element. Therefore, the label may refer to the packaging, the product inside, or both, depending on which elements are certified.

2.3. The FSC label should be clearly visible on the product, its packaging, or both.

2.4. On-product Label elements Following label elements are compulsory:

- a) FSC logo
- b) Label title (100%/Mix/Recycled)
- c) FSC license code (FSC®CXXXXXX)



Product type

Product type is compulsory in certain circumstances:

- The product type shall be specified unless all the materials of the product and its packaging / content are FSC certified.
- Certified material may be specified either by using product type within the label, or by additional text next to it.

Product type shall be always specified:

- On printed publications and on stationery made of paper
- on products containing neutral materials that cannot be distinguished from FSC certified ingredients (e.g. wood fibre used with uncertified neutral materials such as cotton fiber in paper specified as “wood” instead of “paper”).

Specific product names shall not be used as product types. A list of product types (e.g. ‘paper’, ‘wood’) is provided in the trademark portal.

Moebius loop

- The use of the Moebius loop is optional for FSC Mix and FSC Recycled labels
- Moebius loop shall not be used without a percentage figure.

- 2.5. Company is responsible for compliance with national labeling requirements and consumer protection laws in those countries in which FSC-certified products are promoted, distributed, and sold.
- 2.6. When a product is FSC labelled, marks of other forest certification schemes shall not be used on the same product.

In catalogues, books, and similar FSC-labelled publications, other forest certification scheme marks may be used for promoting other products or for educational purposes.

2.7. Use of additional FSC logos

- The FSC logo with the license code alone may be applied directly to the product (e.g. heat branded) only if a non-product label is used on the packaging, on a hang-tag, or similar.
- Additional FSC logos or reference to FSC may be used only when the on-product label is visible to the consumer (i.e. the label is accessible without damaging the sales packaging)

2.8. Segregation marks and labeling semi-finished products

- FSC trademarks may be used to identify FSC-certified materials in the chain of custody before the products are finished.
- It is not necessary to submit such segregation marks for approval.
- All segregation marks shall be removed before the products go to the final point of sale or are delivered to uncertified organizations.

2.9 Size and format of the on-product labels

- FSC labels may be used in portrait or landscape formats.
- FSC labels shall be printed at a size at which all elements are legible.

The recommended size for the label shall be:

- In portrait format: 17mm in width
- In landscape format: 12mm in height.



The minimum size for the label shall be:

- In portrait format: 9mm in width
- In landscape format: 6mm in height.



Where adding the product type or translation requires more space, the portrait label may be increased in height and the landscape label in width only.

The use of a border around the label is recommended. When a border is not used, the label elements shall not be altered or separated.

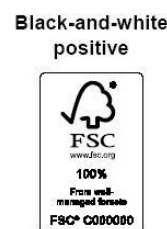
2.10. Placement of the on-product label and the logo

There shall be enough clear space surrounding the label and logo to ensure that they remain uncluttered. The minimum space is calculated by using the height of the 'FSC' initials of the logo.

2.11. Colors for on product labels

FSC on-product labels and FSC logo shall be used in following color variations:

- Green negative
- Green positive
- Black-and-white negative
- Black-and-white positive



The green color for reproduction shall be Pantone 626C (orR0G92B66/C81M33Y78K28).

If standard colors are not available for the print area, an available color providing legible contrast on a solid background may be used instead. The label may be produced in positive or negative versions, or as transparent.

2.12. The following actions are not allowed:

- a) Changing the proportions of any designs.
- b) Changing or adding to the contents of any designs beyond the specified elements.
- c) Making FSC appear to be part of other information, such as environmental claims not relevant to FSC certification.
- d) Creating new color variations.
- e) Changing the shape of the border or background.
- f) Tilting or rotating the designs in relation to other content.
- g) Violating the exclusion zone around designs.
- h) Combining any FSC trademarks or designs with any other branding in a way that implies association.
- i) Placing the logo, the label, or the marks on a background that interferes with the design.
- j) Placing any trademarks in way that is misleading about what they refer to.
- k) Using the shown elements of the 'Forest For All Forever' marks on their own.

3. PROMOTIONAL USE

2.1. Promotional uses

- The FSC logo with the license code may be used on promotional items not for sale, such as mugs, pens, T-shirts, caps, banners, and company vehicles.
- If promotional items are made wholly or partly of wood (e.g. pencils or memory sticks), they must meet the applicable labeling requirements as specified by FSC-STD-40-004, but do not need to carry a non-product label.
- When FSC trademarks are used for promotion at trade fairs, the organization shall:
 - o Clearly mark which products are FSC certified, or
 - o Add a visible disclaimer stating “Ask for our FSC®-certified products” or similar if No FSC-certified products are displayed.

2.2. Investment claims about FSC-certified operations

- Organizations shall take full responsibility for the use of the FSC trademarks by investment companies and others making financial claims based on their FSC- certified operations.
- Any such claims shall be accompanied by a disclaimer: “FSC® is not responsible and does not endorse any financial claims on returns on investments.”

2.3. Promotional panel elements



The logo and promotional designs are available to download via the FSC trademark portal:

- Trademark Portal (<https://trademarkportal.fsc.org>) for FSC logo and promotional panel.
- Marketing and Communications Toolkit (<https://marketingtoolkit.fsc.org>) for ‘Forests For All Forever marks and download able promotional materials.

2.4. Promotional text

FDCM will use applicable promotional text in line with the trademark standards.

Such as:

*“The mark of responsible
forestry” “Look for FSC®-
certified products”*

“Choosing FSC® supports responsible forest management”

*“By choosing this product, you help take care of the world’s forests. Learn more:
www.fsc.org” “By choosing FSC®-certified products, you are supporting responsible
management of the
world’s forests”*

*“The FSC® label means that the materials used for this product come from [see label-specific
text]”*

FDCM will be developed own wording to accompany the FSC trademark designs, provided FDCM seek approval from Control Union.

2.5. Colour

The FSC logo, promotional panel, and ‘Forests For All Forever’ marks are all available in Standard color variations.

If none of the standard colors are available for use on printed materials, the FSC logo and promotional panel can be produced using another color, as long as it provides a legible contrast to the background.

2.6. Minimum size

- The minimum size of the FSC logo (including when used as part of the promotional panel) and ‘Forests For All Forever’ mark is 6 mm, measuring from the top of the tree to base of the letters ‘FSC’.
- The minimum size of the ‘Forests For All Forever’ full mark, with the people and animal silhouettes, is 10mm in height.
- The logo and mark must be reproduced at a sufficient size to ensure all the elements are legible.

2.7. Promotional use restrictions:

FDCM will ensure that the “FSC logo”, the ‘Forests For All Forever’ mark, “Forest Stewardship Council” name or initials (FSC) are not used in a way that:

- Causes confusion, misinterpretation, or loss of credibility to the FSC certification scheme
- Implies that FSC endorses, participates in, or is responsible for activities performed by the organization
- Implies FSC certification, such as use on corporate stationery including business cards and email signatures
- Suggests or implies that non-certified products are FSC certified
- Implies product qualities outside FSC standards (e.g. health benefits)
- Includes the FSC trademarks in product brand or company names, such as ‘FSC Golden Timber’ or website domain names relates to sales or sourcing of FSC controlled wood or controlled material implies equivalence to other forest certification schemes (e.g. FSC / xxx certification)
- Disadvantages FSC in terms of size or placement when used on the same promotional material as marks of other certification schemes.
- The FSC trademarks shall not be used in a way that implies equivalence to other forest certification schemes (e.g. FSC / xxx certification).
- The FSC logo or ‘Forests For All Forever’ marks shall not be used on business cards for promotion. A text reference to the organization’s FSC certification, with license code, is allowed, for example “We are FSC® certified (FSC® C#####)” or “We sell FSC®-certified products(FSC®C#####)”.
- FSC-certified products shall not be promoted with the certification body logo alone.
