

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.

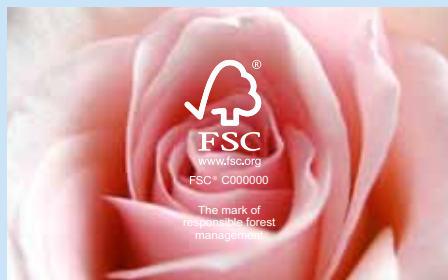
PATTERNED BACKGROUND



Any pattern going through the label or logo ❌



❌



❌

PHOTOGRAPHIC BACKGROUND



Background affects the exclusion zone ❌



Photographic background with exclusion zone faded out ✅



Slightly photographic background ✅

PLACEMENT



In combination with other brands ❌



Endorsement of quality aspects outside FSC certification ❌



In conjunction but independent from other brands ✅

SHAPED BACKGROUND



Within a border ❌



Within a border with the exclusion zone respected ✅

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)