The FSC Corporate Design has been developed to align the FSC Corporate Image. This will strengthen our public presence, create a unified network, and communicate a clear message about the benefits of FSC and responsible management of the world’s forests.


These guidelines show the FSC Corporate Design in detail. For sections 2 and 3, FSC provides Microsoft Word, Microsoft PowerPoint or Adobe Indesign templates.

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1. Basic Elements

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The FSC logo

FSC logo colors

The only colors the logo should appear in are FSC green (pantone 626), black or white:

i) The colored version of the logo should be used wherever possible.

ii) The black version should be used in cases where design or printing restrictions do not allow a green logo.

iii) Ensure that there is enough contrast between the logo and background i.e. use the white version on darker backgrounds.
FSC logo size

The minimum size of the logo is 12 mm in height. Please do not use the logo in smaller sizes. This applies to all communication materials and not to on-product labeling.

There should not be any text or graphic within the exclusion zone of the FSC logo. This is the area that runs around the FSC logo that is the height of the letters FSC.
Strengthening trademark protection

Some important changes have been made to protect the FSC trademarks. The FSC check-mark-and-tree logo shall now appear with the ™ symbol or with the registered trademark symbol, ®.

Please use the appropriate symbol based on the registration for your country. For a list of countries and more information on trademark use, see the ‘Supporting Document on the Use of Trademark Symbols in the FSC Corporate Design Manual’.
The integrated FSC logo image

The name Forest Stewardship Council can be integrated with the FSC check-mark-and-tree logo.

This image shall be used for promotional materials such as posters and advertisements where templates are not provided.

In this integrated image, the name Forest Stewardship Council shall be used with the ™ symbol.

Note: The FSC logo shall maintain the ™ or ® as previously described.
The FSC claim

The copyright claim will now be replaced with a trademark claim.

The FSC templates include a space where the claim must be placed.

For the ® symbol use: FSC Trademark ® Forest Stewardship Council, A.C. All rights reserved.

For the ™ symbol use: FSC Trademark ™ Forest Stewardship Council, A.C. All rights reserved.

Note: This manual does not replace or modify the approved FSC trademark standards and guidelines which govern the use of the FSC trademarks.
Corporate colors

The primary color palette consists of two colors: green and black. Only these colors should be used for the logo and stationery.

On other materials such as fact sheets or business reports, the colors of the secondary palette could also be used. But the emphasis of these colors should always be secondary to the main color palette.

**Primary Palette**

- **FSC GREEN**
  - Pantone 626
  - CMYK 100 / 60 / 100 / 20
  - RGB 50 / 80 / 60

- **BLACK**
  - Pantone Black
  - CMYK 50 / 0 / 0 / 100
  - RGB 0 / 0 / 0

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Forest Stewardship Council