



## FSC's Marketing Toolkit – Frequently Asked Questions & Answers

V1

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### 1. What is brand positioning and why is FSC doing it?

We want consumers to have a clear idea of what FSC is and why they should choose FSC products in preference to other products. There should be a consistent look and feel to the FSC brand and people should have a positive association with the brand. The market for FSC continues to grow and this brings a need to develop consistent messaging and to educate the consumer. The ultimate aim is to drive the market and increase the hectares of FSC certified forests.

### 2. Will the toolkit be available in other languages?

Currently, the website will be available in English. In this initial stage of the global brand positioning, the downloadable creative assets will be provided in both English and Latin American Spanish. There is a plan to look at translating the creative assets during the course of 2015 into the languages of markets in which FSC has the greatest presence.

### 3. Will the strapline in the trademark design be made available in other languages?

English will be the strapline that will be used in the majority of countries. In some countries it will be appropriate to use the strapline in other languages. In 2015, the strapline will only be available in Spanish, Russian, French, German and Portuguese.

### 4. How does this artwork fit with the existing FSC trademarks?

The new artwork does not replace the existing trademark requirements. There are variations of the artwork that can be used but none replace the existing on-product label. Please refer to the guidelines of the toolkit.

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**5. Can the new trademarks be used in place of the on-product label?**

No. The trademarks and the other creative assets are not to be used in place of the on-product label. Certificate holders must comply with the trademark standard FSC-STD-50-001. The new assets can be used **in addition** but cannot replace the label.

**6. Will companies be able to develop their own bespoke materials using the downloadable assets?**

Yes, however they will need to have their artwork approved by Certification Bodies. For bespoke materials it is advisable that the certificate/license holder consult with their local FSC office.

**7. How can Certificate Holders access the marketing toolkit?**

The toolkit is available online at [marketingtoolkit.fsc.org](http://marketingtoolkit.fsc.org) and can be accessed with the same username and password used for the Trademark Portal. Certification Bodies can help if new login details need to be issued for the Trademark Portal.

**8. Are there any other steps to access the materials?**

Certificate Holders are required to sign an online terms and conditions of use from the first time they log into the toolkit. This provides authorization to use the new trademarks and other materials. An agreement to cover old and new trademarks will follow, and once this agreement is ready for use, new Certificate Holders can access the toolkit directly without going through the online signing process.

**9. Can Certification Bodies use the new trademarks in their own promotion?**

Yes, they can. In May, an advice note will be published for Trademark License Holders other than Certificate Holders.



**10. How do Certification Bodies access the online toolkit?**

Certification Bodies will receive a separate email with login and password information. For the time being, Certification Bodies should not access the toolkit with their Trade-mark Portal login. This is due to a different licensing process that is in place. Certification Bodies will receive an amendment to their existing license agreement to sign.